



Burcu Bilge

Project Definition

My project is creating a new brand for a non-governmental organization that provides shelter and food to street animals.

My project's main part is designing a designed products shop and its corporate identity; name, logo, business card, letterhead, envelop, folder, shop design, the web site, a monthly magazine. This shop is not going to be like a pet shop.

Logo





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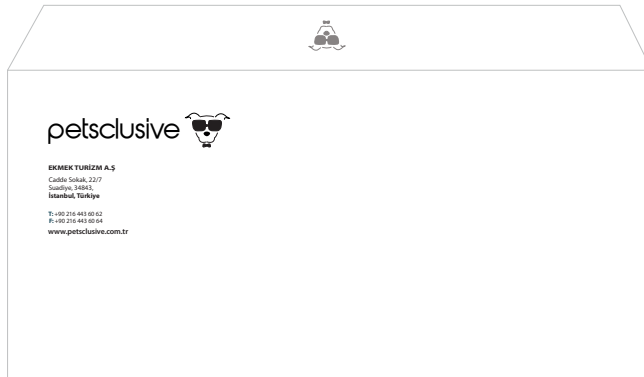
Dear Burcu Bilge,

I would like to start to describe this photograph by visually; it is a non-colored, black and white photo. But use of light is very successful to show details. There is not very bright and very dark areas because of using light. We can see the background and the foreground of the photo in a detailed way; the muscles of the worker, all parts of the machine, even the shadows at the background of the image on the wall.

The vantage point is not wide. The photographer tries to frame only important part. And he gives nearly similar negative spaces all around the image and maybe he tries to frame it by using black line.

Worker tries to hold something to put them inside the machine and it is not only a position because we can understand it by looking his muscles they are actives and there is some oil spots on his belly. He is really working hard.

The



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My first goal is helping shelters.

- *Objective; Design Shop:* There will be designed products, which contain animal concepts.

My second goal is helping street animals.

- *Objective; Workshop*
- *Objective; Poster:* Encourage people to put water and food on the street.

Thirdly, create awareness about how people can help those animals and how can be a part of this project.

- *Objective; Workshops*
- *Objective; Designed Products*

Workshops

- Feeding Units & Living Space
- Homeless but not Hopeless
- How street animals live? Video

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