

A hand-drawn double circle in black ink, centered on the page. The text is written inside the inner circle.

TAKBAK WRISTBAND

BY BASAK ARAS

PROJECT DEFINITION



CREATING AN IDENTITY DESIGN FOR A PRODUCT WHICH IS AN
UNISEX WRISTBAND REFLECTING THE ZODIAC COMPATIBILITY BE-
TWEEN USERS TO MAKE THEM MORE SOCIAL

TARGET USER



THE TARGET AUDIENCE OF THE PRODUCT WILL BE BOTH WOMEN AND MEN WHO ARE INTERESTED IN, ENJOYS ABOUT THIS 'SIGNS' SUBJECT.

WHOEVER;

__VINTERESTED IN SIGNS

__SHOP ONLINE

__FOLLOW FASHION OF TECHNOLOGY (A LITTLE BIT GEEK)

__WANTS TO BE GET NOTICED IN CONCERTS, FESTIVALS

WILL BE WITHIN THE TARGET AUDIENCE.

GOALS & OBJECTIVES



DEVELOPING A MUTUAL LANGUAGE BETWEEN THE PEOPLE WHO ARE INTERESTED IN THIS SUBJECT.

DESIGNING AN ATTRACTIVE IDENTITY AND AN ATTRACTIVE WRISTBAND THAT COULD BE WEARABLE ANYTIME, ANYWHERE.

MAKE PEOPLE SOCIAL

PROVIDE USERS TO BE NOTICED.

BACKGROUND INFORMATION



DETAILED PROJECT DEFINITION



WRISTBANDS WILL BE MODELLED AND PRINTED.

THE PROJECT WILL BE BASED ON A WEBSITE THAT WRISTBANDS COULD BE ORDERED.

USER WILL ENTER HIS/HER BIRTHDAY, WRISTBAND WILL BE SENT ACCORDING TO HIS/HER ZODIAC GROUP.

THE COMPATIBILITY BETWEEN USERS WILL BE SEEN BY THE BASIC SHAPES REPRESENTING :



SCOPE OF THE PROJECT



I WILL INCLUDE



- _ FINDING A NAME FOR THE COMPANY
- _ DESIGNING THE LOGO
- _ ILLUSTRATION OF THE PRODUCT
- _ MODELLING OF THE PRODUCT
- _ 3D PRINT OUT VERSION OF THE PRODUCT
- _ WEBSITE
- _ POSTERS
- _ BANNERS & FLYERS

REQUIRED KNOW-HOW



- DESIGN A WRISTBAND
- DESIGN A WEBSITE (DREAMVIEWER, MUSE..)
- 3D MODELLING (MAYA)
- PACKAGING
- TO MAKE BANNERS AND FLYERS

CRITERIA OF SUCCESS



IF THE WHOLE DESIGN WILL BE CONSISTENT AND LIKED BY PEOPLE

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WRISTBAND AND WEBSITE WORK PROPERLY

IT MEANS THE PROJECT IS SUCCESSFULL.

THANK YOU!

