

Definition:

My project is creating a new brand about shelter and street animals to provide them a shelter and food. And the main point is this project is going to be non-profit project that means it is going to be like a social project.

Goals and Objectives:

My first goal is helping shelter and street animals, not directly with money, but with supplying food and shelter by using my brand.

Secondly, life of shelter and street animals are tragic, so I want to use my brand in a pleasant way. Instead of emotional abuse I would like to do it in a different way that people can also be in an interaction with them.

Thirdly, I want to be involved a social project during all my life especially about animals.

Fourthly, I want to create awareness of people about how people can help those animals and how they can be a part of this project.

Objectives;

- My goals will effect my illustration and searching skills. That will help to improve my Adobe Program Skills; I am not sure about which ones that I am going to use. Designing my corporate identity I am going to use Illustrator and Photoshop. But for shop designing I am willing to do 3D environment; this will be first time for me. I am planning to use Maya. So I believe that this part of the project will improve me a lot.
- I am using Internet more than before about this animal issues and I am learning lots of different information not just in Turkey, in all around the world. Now I am more aware of this project.
- To increase people's awareness.
- Create my own new brand, new environment (shop) that I have never experienced it before.

Target Audience:

People who are interested in voluntarily helping street and shelter animals. (Teenagers and adults rather than children).

Background Information:

I am always interested in animals especially; dogs. Since my childhood I have a dog. I lost her two years ago and I felt like I lost someone in my family. At this point I decided to do something about dogs. Today, I have another one. We bought it from a pet shop. I am against to buy animals from there but this one was there in a cage for a long time, so she has a psychological problems and some illnesses. So we decided to buy it. But it was not enough for me. At first time I did not know what I am going to do. I have just feed street animals around our neighborhood and made some basic shelters for them by myself. I started to search about street and shelter animals. I met couple of people who are working on this subject. I found a woman at Facebook and I started follow her and her projects. I have very deep feelings and human sentiments towards them. This course is a very profitable for me because it opens up my horizon and I convert it to a chance. In addition to this it will be difficult for me to this process, this is my first project that I will design all things like a very big full pocket. I will totally create a new World; all things will come of my imagination. I am planning to design my own brand; I thought it can be a pet shop, selling thing about animals and the money come from are going to directly street and shelter animals. So I have to design all things about this shop. This means I need to think about my brand design very deeply. This process which I am already interested in makes me excited about coming up with the new ideas. And this project is not about my personal benefits; my all point is about a social project, which helps stray animals. I am afraid of I cannot finish it on deadline because it is a very long process and I am not sure that 3D and designing brand at the same time. I have concerns because I want to make the brand real. But, for just now it is my project but if I could not catch the time I would like to continue after my graduation. That is why I have been organized and decided my priorities. For this semester I want to finish all my researches and finish my sketches but I am not sure about 3D shop for this semester, I cannot be able to be ready to use Maya by myself.

Detailed Project Description:

This project will be based on shelter and street animals and creating awareness among people who are interested in it. It will be new a brand but non- profit to myself. My brand's first starting part is designing a shop and it's corporate identity; name, logo, shop design, the net site, a monthly magazine etc. So, we can say that it will be like a pet shops; selling bones, clothes, toys, foods. But it will also include some workshops all around Turkey. People create and enjoy at the same time; this brand volunteers will travel cities, meet people and built some concrete things such as shelter, food cape etc. To conclude, all money coming from this brand transforms to shelter and food and they will go directly to shelters.

- Firstly I will find the name of my brand.
- Design a logo
- Decide colors of my logo
- Design my card visit, letterhead, envelope, folder
- Design magazine, small booklet or maybe a brochure about monthly news.
- Design website
- Design shop

I am planning to use vector animals instead of real animals photos in my website. There will be no longer texts. I am planning to classify topics and when you click on it you can reach information about what you are searching for. But visual elements are going to have much more part than the textual part. And there will be sliding visuals. Everything will be clear and simple because aim is selling things rather than making an advertisement of my brand so everything lead you the final part. But of course there will be a small part that I will give information about my project.

There is site that give me an inspiration about my web site;

- *Kentpetshop.com*

We can summarize my project like that;

- Shop
 - Workshops
 - Game App
- ```

graph LR
 A[Workshops] --> B[Money]
 C[Game App] --> B
 B --> D[Shelter & Food]

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I found some *similar topics* and useful information about my project.

<http://www.petrescue.com.au>

<http://www.crazydogapps.com.au>

*Animal Aid Company*

## Scope Of the Project:

*What will be covered:*

- Researches about content
- Detailed information about project
- Brand; Corporate identity
- Shop design

## Required know-how and resources:

- I will use Adobe Programs: to create and design corporate identity, to design a shop.
- I will learn, develop my skills about using Adobe Programs; Illustrator, Photoshop, InDesign, Maya.

## Difficulties and Risks:

- *The most difficult part* maybe the creation part of my brand; creating creative name and logo, and provide continuity in other part of identity items.
- *Secondly*, creating 3D environment

## Phases of the project:

- Finding subject.
- Searching information and finding similar projects.
- Gathering all researches together.
- Try to combine them connectedly.
- Thinking about concept of my brand.
- Make some sketches about my corporate identity.
- Designing website.
- Magazine and brochure.
- Finalize the project

## Criteria of Success:

By the end of this semester I will finish my sketches about corporate identity of my brand and other magazine (like small booklet) and brochure (about workshops). Then at the beginning of the second semester I 'll plan to finish these things and I will start to my website. So the most important thing to be successful is provide continuity in my project.

## References:

- [haykodorg.wix.com](http://haykodorg.wix.com)
- European Commission
- [bgd.org.tr](http://bgd.org.tr)
- [shkd.org](http://shkd.org)
- [sahipsizhayvanlar.blogspot.com](http://sahipsizhayvanlar.blogspot.com)
- [ibb.gov.tr](http://ibb.gov.tr)
- [kentpetshop.com](http://kentpetshop.com)
- [patimarket.com](http://patimarket.com)