

Mine Sinal

project definition

My project will be creating a corporate identity for an imaginary cat coffee brand like in Japan; including the logo, business card, letterhead paper, envelope, poster, website.

goals & objectives

First goal; Providing a safe place for street cats.

Objective; To create my own new brand, new coffee concept. There will be designed products related to coffee's concept. People can buy these products and they can support the cats with this way.

Second goal; To create a stress free environment for businessman/woman.

Objective; After a long working day, business man/woman will come and taking care with cats and also they will socialize to other people, while they are exploring the coffee (design products, coffee, bakery etc.)

Third goal; To create an awareness about street cats.

Objective; To create an interactive website about cats with illustrations, simple info graphics that will provide an attractive area even for the people who are not interested with cats.

Objectives; Designing promotional elements such as poster, flyer to promote the café.

target audience/user

Mostly businessman and woman who want to blow out their steam after a long and exhausting day. Also very busy people who could not spending time with animals. There isn't a limitation on the age interval, such as other café's does not; whomever want to explore this new conceptual cat café want to visit.

background information

While I was thinking about my graduation project, I was realized that I am so obsessed with animals especially with cats. Since I was a child, I was always taking care about cats. I didn't remember any day without animal etc. Actually my dream job was being a veterinarian. So it is bringing me today. I am always taking care with street animals not only with cats. But i have to specify my working field. Since i am always interested with cats, i am starting to think about a project with cats. I was always feeding street cats and making shelter for them but I was never thinking about a project for them before.

While I was walking around the campus, I realized an announcement about cats and said that "do not allow the cats enter inside the buildings, if you see any cat, bring them out and if someone complain about them, it affect all the cats" like a threat. After that I was starting to think about the solution, what could I do?

Then I thought that; creating a shelter or simply feeding them is not a concrete solution. I mean I have to combine both shelter and also making money for them.

With this project I will create a fictional corporate identity, I will make a cat café like in Japan. My biggest inspiration is the café's in Japan. Cat cafés are quite popular in Japan, with Tokyo being home to at least 39 cat cafés. The popularity of cat cafés in Japan is attributed to many apartments forbidding pets, and to cats providing relaxing companionship in what may otherwise be a stressful and lonesome urban life. There are various types of cat café. Japanese cat cafés feature strict rules to ensure cleanliness and animal welfare, in particular seeking to ensure that the cats are not disturbed by excessive and unwanted attention, such as by young children or when sleeping. Many cat cafés also seek to raise awareness of cat welfare issues, such as abandoned and stray cats.

In this project I want to create a cafe same as like Japan, but I thought that there isn't anything like in Istanbul so initially it is an attractive concept. Attraction is the most important key element for me. Because I want to make a client profile who are interested with cats and also who want to explore this brand-new idea in Istanbul. While people are enjoying with them, they are also contributing cats' needs. I thought that if I am going to locate this café in a high-income level neighbor, it might be more logical throughout my interests. Because I want to gain money and I want to help cats, it is my biggest concern.

Also with this project I want to create an interactive website. I thought that since I want to inform people and creating awareness, I could create really great info graphics about cats. For these illustrations I'm going to take photos to our cats in campus also my cat. Then I want to make posters so I can hang them around, some flyers to promote the café.

First thing that I want to make is; creating a corporate identity, which belongs to cat cafe. During the work in progress, I will use vector based programs to create the corporate identity, I will use Illustrator to model the all illustrations which belongs to website of the café.

My income in this project will be to expand my skills in graphic design, while developing myself learning coding languages. Also i will gain a satisfaction that someone might be care about animals and this fictional branding might be a huge footstep for this awareness. Also i can make real my dream while doing this project.

I have really big challenges about the web site because I have really limited information about coding and the programs. Also working with cats, it is not so easy. I know because I also have a cat.

***This project will provide a place for street cats that will protect them. Also people can visit and spend great time with them. In this way, while they are spending time with cats and relaxing, they will also socialize and spend money. This budget will provide their foods and medical care etc*

<http://www.vice.com/read/meow-meow-meow-329-v17n2>

<https://twitter.com/KonekoCatCafe>

<http://www.bbc.com/travel/blog/20120402-worldwide-weird-feline-fun-in-japans-cat-cafes>

<http://www.nekorobi.jp/english/>

detailed project description

This project will provide a place for street cats that will protect them. Also people can visit and spend great time with them. In this way, while they are spending time with cats and relaxing, they will also socialize and spend money. This budget will provide their foods and medical care etc.

I will begin by following a detailed analysis of my target audience. Once I have all the information, I am going to create the concept of my imaginary brand. Firstly, I will start thinking about the name of the brand, the logo, other design elements and color scheme. After that, when the name of the brand is decided and the logo and the color scheme are ready to work, I will start constructing the corporate identity. I will design the design products for coffee house, which people can buy. Also I will make a logo, business card, letterhead paper, envelope, cat illustrations, cafe illustration, poster and website for the brand. I have to create a rhythm between the corporate identity, web site and illustrations.

The website will be an interactive and informative web site about cat cafe. All the website are containing illustrations about the brand and the cats. Also people can buy promotional products that help cat's needs. The web site contains 7 phases; home, food & beverage, about, shop, cats, contact, login.

1.HOME; beginning button, maybe I can just put a symbol for that one.

2.ABOUT; explanation about my projects aim and the who I am, what's the motivation behind the cat coffee, also our story.

3.COFFEE;

-FOOD

-BEVERAGE

4.SHOP; Designed products

5.CAT; information about cats, some interesting facts

6.CONTACT; email us and let's be friends, follow us at Facebook.

7.LOGIN; There will be a sign in part so you can write your contact info.

We can summarize;



Scope of the Project

My project will include:

- Corporate identity design for cat coffee
- creating design products
- creating a web site

My project will not include:

- 3d

required know-how and resources

- Illustrator CS5
- Photoshop CS5
- Dreamweaver CS5
- Flash
- HTML 5
- Responsive Design(like bootstrap)
- jQuery, parallax

difficulties & risks

The most significant risk would be not being able to fully design the website as I wished If this will be happen.

phases of the project

I will begin my project by developing the imaginary café brand that I will be designing the corporate identity. Then I will have to choose a name for my imaginary brand, I think I am

going to choose a Turkish name for that. It has to be catchy and related to my topic. After that, I will start doing research and designing the logo of the brand.

After I will illustrate the café and cats. When the illustration of the café and cats are complete I need to design posters, flyers, promotional stuff (cat toys, t-shirt, key chain etc.) I have to come up with a creative slogan and also a creative marketing idea to use on my posters.

As my final step for my project, I will design my website, what will make it interesting and playful. Once the design is complete, I will code it.

Criteria of success

Finalize project before the deadline. Provide consistency in corporate identity .Finalize web site.

Bibliography and references

Bibliography and References

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