

## Aja Duran COMM444 Project Timeline

Primary Project: Branding Timeline					Individual Project 1: Lookbook Timeline				
February					February				
Week 2	Week 3	Week 4			Week 2	Week 3	Week 4		
Target research	Create moodboard	[Creative bootcamp]				Find lookbook inspo	[Creative Bootcamp]		
	Font and color palette	.				Sketch lookbook rough drafts	.		
	Decide name for brand	.							
		.							
March					March				
Week 1	Week 2	Week 3	Week 4		Week 1	Week 2	Week 3	Week 4	
	Logo sketch	Website layout inspiration	work on design layout		Gather photos	Write copy	Individual Project Presentations 3/17		
	Create logo rough draft	Website layout rough draft			Create rough draft of layout	Make final edits			
April					Individual Project 2: Portfolio Site				
Week 1	Week 2	Week 3	Week 4		Week 2	Week 3	Week 4		
Work on design layout	Add copy	Sketch launch invite	Design launch invite		Gather inspo	Create rough layout in Squarespace	[Creative Bootcamp]		
	Add photos	Sketch IG post	Design IG post		Create site sketches	Organize site folders	.		
			Make final edits		Create design elements		.		
May					March				
Week 1					Week 1	Week 2	Week 3	Week 4	
Final Presentation 5/5					Add copy	Finalize design	Individual Project Presentations 3/17		
					Add projects				

Aja Duran

Prof. Ron Romain

COMM444 Tue. 4p

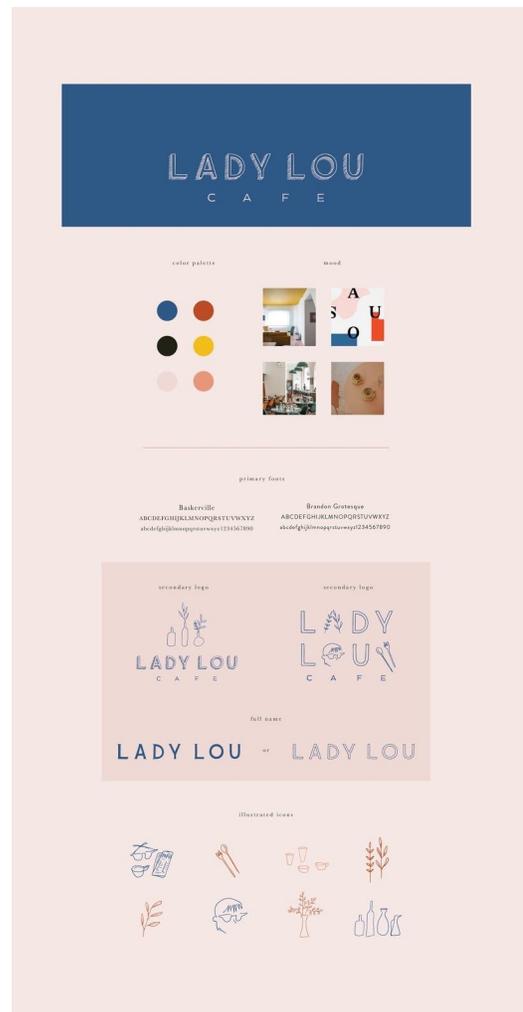
11 February 2020

## Semester Project Details

### Primary Project: Branding

For my primary project, I've decided that I will create a luxury, sustainable fashion, e-commerce brand from scratch and design all the branding materials necessary. The main components of this project are as follows:

- Target audience: I will do target demographic research to get a better idea as to what the audience will want out of such a brand and what would be most appealing to them.
- Brand board: I will also create a brand palette/board (example shown on the right) that will have my brand's color palette, font palette, and mood board. It's very important that I organize all of these items in a single sheet so that I can refer back to it when needed. Plus it will give me a better sense of direction seeing it all together in one place.
- Create a logo: I will need to come up with a name that would be appealing to my audience and create a logo for it. I need to brush up on my illustrator skills so I thought that this would be the perfect project to practice on. I want to make something beautiful but with purpose... I have a lot of brainstorming to do!
- Website: This is what I'm most excited about! A lot of jobs that I want to apply for ask that applicants have relevant web design experience



with platforms such as Shopify and Squarespace. I will use this project to practice my web design skills! Since my brand will be a collection of sustainable fashion brands, I can use photos from other sustainable brands and put them on my site. My goal is to make a site that is captivating, easy to navigate, and sleek. I have a lot of brainstorming to do but I already have a lot of inspiration. I want it to look luxurious, editorial, and warm!

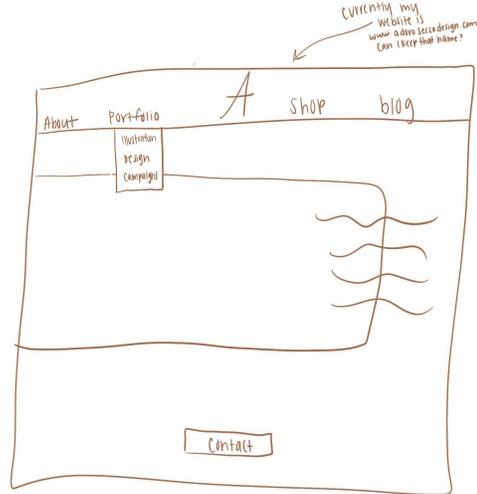
- Launch print collateral (invite and poster): Again, in the industry that I want to go into a lot of the requirements include having print design experience. So I thought that creating invites, a poster, and flyers for the brand's launch party would be a great way to hone in on my print design skills.

I know that this will be a lot of work but I am so excited to get started. I feel like this would be very beneficial to my portfolio as well as a great opportunity to brush up on some skills that I need in order to enter the workforce.

## Individual Project Ideas

### 1. Redo portfolio site on Squarespace

This is something that I've been REALLY wanting to work on for a while now. I currently have a portfolio site ([www.adoroseccodesign.com](http://www.adoroseccodesign.com)) that I threw together when I started freelancing. I don't hate it but I don't love it. I want to be wowed when I go on to the homepage! So my plan is to redesign it using Squarespace and make it more visually appealing, organize it better and have a better flow. I want to have a better navigation bar with easy to navigate tabs. I sketched out an example to the right of what I would like the navigation bar to look like. My two main priorities for this project: 1. Make it look more visually appealing to future employers while reflecting my style and 2. Organizing my work better so that visitors can easily view all of my projects without getting confused, lost or bored. I'm also thinking about changing my domain name... I would like your opinion on that. Adoro Secco has a lot of meaning for me and I initially went with that as my domain because I wanted to create an online world for my projects... like when you enter my website you enter the world that I created full of warm tones, illustrations, and fashion. Also Ajamonet .com was taken otherwise that would have been my first choice.



## 2. Lookbook/ Trend forecast

This project ties in with my primary project. I was thinking that creating a capsule collection lookbook would be really fun and will help me practice my InDesign skills. The idea is to create a lookbook with a really cool cover page, maybe 4-6 inner pages, and a back cover showcasing my new brand and some of the brands that the shop carries. I put some inspiration to the right to give you an idea of the creative direction that I'm thinking about.

