

**DEVELOPING A BRAND DESIGN FOR A  
TEACHING PLATFORM**

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This Report Presented in Partial Fulfillment of the Requirements for the  
Degree of Bachelor of Science in Multimedia and Creative Technology

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## APPROVAL

This Project titled “**Developing A Brand Design for A Teaching Platform**” submitted by Md. Sazzad Hossain (201-40-662) to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on 17<sup>th</sup> February 2024.

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Lastly, I wanted to respectfully appreciate my parents for all their unyielding strength and love.

## **Abstract**

The Mind Master is an educational platform that is a virtual classroom for a learner. Bridging the gap between a student and a teacher and facilitating a student's education is our main objective. This platform will essentially allow a student to take classes with a teacher as per their needs and preferences in pursuing their education. Additionally, a teacher will be able to make and submit tutorials on his skills using this platform. After finishing the course, students will receive a badge, a certificate, an internship, and job opportunities with various companies. Moreover, learners can complete their theses and research projects with the guidance of several of the top university professors around the globe through the "Mind Master". Aside from this, it's essential to understand every aspect of any subject as well as the expertise and experience of successful/experienced people. By providing students with live sessions, our platform will connect those experienced and successful figures alongside students.

The world is currently using technology to advance. Added to that, without education and skills, there is no way for a person to survive in this race. Thus, the primary goal of creating this brand is to increase students' productivity, education, and enjoyment of study.

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# CHAPTER 1: INTRODUCTION

## 1.1 A Brief Description

As the world advances, so does the world of marketing. In this continuation, the importance of branding is increasing. Previously a company used to do branding to differentiate its product from a company. But in this world of "The Fourth Industrial Revolution", a company cannot think about their marketing and business policy without branding. Branding is basically the act of connecting the company with the customer's mentality in business development.

I first heard about brand design through the brand design and packaging course at the Multimedia and Creative Technology Department of Daffodil International University. I always wanted to establish a brand and eliminate unemployment in the country. So for my research on this topic, I chose brand design for my university's final year defense. And I consider this decision as the best decision in my university life. I got enough knowledge and help from my supervisor and faculty. Their contribution has given me a lot of experience that will be useful in my future. I want to thank our dearest assistant professor, Md. Mizanur Rahman, sir, for granting me permission to complete this project as a final year project, and Kazi Jahid Hasan, a lecturer in my department, for providing the motivation for this adventure.

I'll be discussing my branding project and providing you with an understanding of what it takes to make a successful brand in this report. Along with sharing some of my own branding projects, I'll also be sharing some of my thought processes with you. I've always found the process of developing a brand to be fascinating.

## **1.2 Regarding Mind Master**

Mind Master is an educational platform that bridges the gap between a teacher and a student. It is an educational platform. A teacher always wants to teach his students. The main and optimal reason behind a person joining the teaching profession is to spread his knowledge among others. Education is the biggest role behind the speed at which this era is moving. So every person becomes interested in educating himself with good education. A student wants to establish himself as an expert. And while learning a subject, people discover many new things, face many problems. Then it becomes difficult to spend their days waiting for a teacher's appointment or trying to solve a problem by watching a tutorial in its entirety. Students can therefore contact teachers on this platform to receive tuition 24/7.

“Explore Your Strengths Anytime, Anywhere: Join Mind Master to Grow Your Knowledge” It will be the slogan for our brand.

## **1.3 Problem Statement:**

Lack of proper business knowledge, ideas, and proper planning is the ultimate hindrance behind the successful business. Due to inadequate guidance and lack of business awareness, many people launch businesses but are unable to grow them into successful enterprises. Yet again, some businesses struggle to get consumers' interest and attention because of their infrastructure, promotion, branding, business practices, and policies. We face many problems as a result of starting a business without keeping these. It's difficult to build a company with professionals in digital marketing and opportunity-driven business consultants. Gaining people's trust can be extremely difficult. Working with the brand with adequate strategic planning, picking the best target audience, acceptable goal and aims, and hues, is one of the crucial responsibilities to make a brand stand out.

## **1.4 Endeavors:**

- Assisting in improving a student's educational experience.
- Encouraging efficient communication between educators and learners.
- To impart knowledge and skills to the nation's future generation.
- To initiate graduated students into the teaching profession and Provide job opportunities for the pass-out unemployed students via our platform.

- Simplifying the learning process and interest in learning for students and saving their valuable time.

### 1.5 Ambition

- To serve Mind Master as an arena for giving pupils access to straightforward, excellent educational opportunities.
- Mind Master is committed to eliminating unemployment in the country.
- The chance for students to learn from and collaborate with internationally renowned, knowledgeable, erudite, and experienced professors in Mind Master.

### 1.6 Mind Mapping

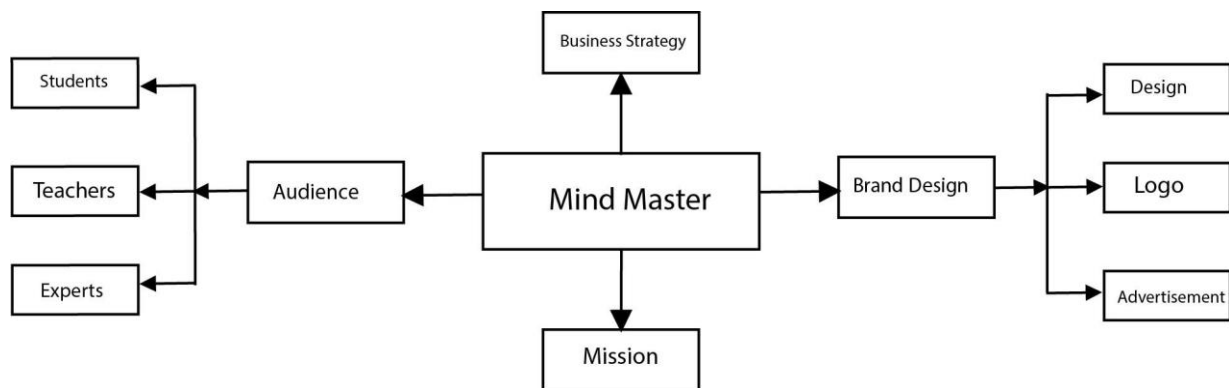


Fig 1.1.1: Mind map Path

## CHAPTER 2: RESEARCH

### 2.1 Analyze of the Literature

Planning, creating a business strategy and analyzing the requirements and preferences of users and those who are the target audience are all essential to building a brand. Research on branding can provide you with understanding.

What consumers require and wish to see from your brand. This illustrates that consumers do not receive any services from other brands. You'll know exactly how to offer that service by figuring those out. A literature review is an organized and analytical synthesis of the published research on a specific subject. When conducting research on branding, it is crucial to perform a literature review because it will enable you to determine the gaps in the field's knowledge and comprehend how your study can add to it. Mind Master is a learning environment where students can develop their knowledge and abilities.

Similar educational platforms to Mind Master exist. However, we provide our audience with a variety of services and opportunities.

Similar platforms are : Coursera, Udemy, Duolingo, Skill Share, Khan Academy

These brands provides services like

- Opportunity to take online courses and earn certificates.
- A tutorial or practice lesson on a topic.
- Videos of tutorials from renowned educators, experts, and teachers around the world

Nowadays, there are very few educational websites that offer so many activities like Mind Master. Mind Master can therefore be called a self-contained platform. This platform enables a student to fulfill his or her advanced needs.

## **2.2 User Inquiry for Target Clients:**

Mind Master's main goal is to build an educated and self-reliant nation. The purpose of creating Mind Master is to focus on the youth, the teenage generation, and those interested in learning. So our main goal after establishment will be to reach the current generation and earn their trust and confidence. Our platform is to make them skilled to remove the unemployment of the country and give them the courage to move forward as skilled and qualified in the job market.

Gender: Male/Female

Age: 07-50+ years

## **2.3 Study of Target Users:**

Although our primary focus is on youth and teens, learners of all ages can benefit from our platform. The learner in their rising years is bright, industrious, eager, enthusiastic, dreamy, and indomitable. They can see things clearly enough to proceed. Thus, in this life journey, education is necessary. Education is becoming more accessible every day, but the standard of education in our nation is not rising. Pupils have encountered numerous challenges in their pursuit of education. This obstacle's primary causes are a lack of desire to succeed, a difficult time in school, a lazy approach to learning, and a severe social media addiction. Therefore, in order to create our Mind Master, we had to read the minds of the present generation and weigh their benefits and drawbacks.

## **2.4 Psychology:**

A question was the initial driving force behind the creation of this learning platform. Why are we unable to keep up with the developed, highly educated nations of Asia? Then I thought about the young people in our nation today, who are gradually drifting apart because they are reluctant to pursue higher education. Exam passing is more important to them than learning. Instead of emphasizing knowledge and comprehension, they are turning education into a contest. Gaining a spot in the rankings is becoming more significant to them. The citizens of our nation are lazy and feel ashamed of themselves. Because they are shy, the majority of students are unable to tell



the teachers in the classroom. They always go on to the next lesson and bypass that part. Again, a teacher does not always get a break at the end of the class. And it is impossible for a teacher to give time to all the students. However, a teacher's primary mindset is to distribute his knowledge among his pupils. And after seeing these ideas, I'm starting to think of this platform. A platform that works between teachers and students like Breeze. Satisfy teachers' thirst for teaching, and students' thirst for knowledge. Additionally, a significant percentage of today's students spend a lot of time surfing the web and on social media. Young people will therefore find it very easy to use their Internet time if we establish Mind Master. They will qualify and become competent for today's modern world by doing this.

**Survey:**

- Do you find online educational website helpful in your daily studies?
- What role do you think educational platforms play in your daily life?
- Which of the following do you usually expect from an educational website?
- Which of the following logos do you like more?
- Which of the following websites would you always choose first?
- Which following role do you want in educational platforms to play in making you an extra expert?

## **CHAPTER 3: METHODOLOGY**

### **3.1 Project Stages:**

I had to choose which steps were required to turn my project's concept into a reality after I had come up with it. I determined that my project would be divided into three phases.:

- Pre-production
- Production
- Post production.

### **3.2 Pre-Production:**

Pre-production is a phase in which planning, organizing, and preparing to execute a project before it begins. This condition is the most important part of a project where the success of the project depends. Pre-Production implementation requires careful handling of a number of steps in order to be successful.

So I tried to execute the project by following those steps. Then I wrote the script that how to work, then arranged the work as a screenplay, then I took the initiative to make the work a reality. Although the work of this Pre-production was not new for me, I repeatedly felt the importance of working here and several new points.

### 3.2.1 Project Plan:

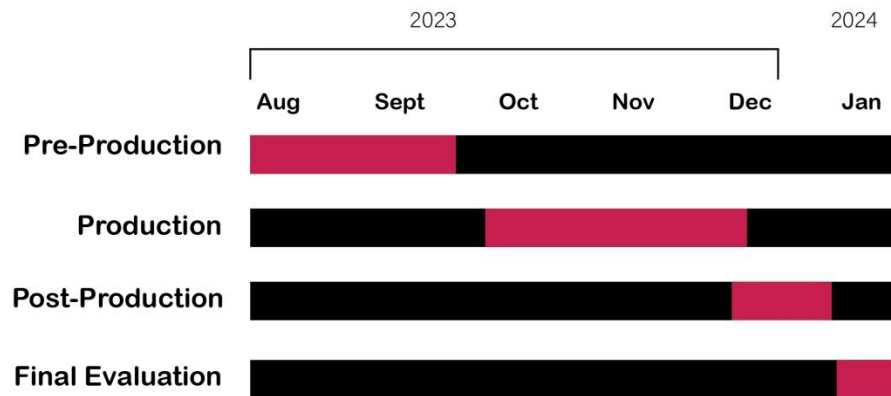


Fig 3.1.1: Gantt chart

### 3.2.2 Concept:

First of all, a thought arises in my mind that as a student we find focus on studying not always in the same way. We come across numerous issues when we sit down to read. Plenty of problems arise. However, we are unable to submit to our teacher everywhere, all the time. Besides, one more problem comes to my mind which is apathy and giving up among our students. Even if they have the willpower, after a few days they lose their energy and become hopeless to do something. They can not find the same vibe as they had before. The main reasons behind these are lack of experience, motivation, and skills. Then it dawned on me how to establish a platform of such excellence that would encourage a student to be talented, educated, skilled, and qualified. And from that thought, the idea, story, and concept of this educational platform came to my mind.

### **3.2.3 Brand Activities:**

A strong foundation must be built to establish a brand. Business structure, planning, mindset, organization, management, advertising, and brand design keep a company ahead of the curve. The primary factors that differentiate and elevate a brand to the summit of success are customer satisfaction, effective business maintenance, marketing, and proficiency. Consequently, the following factors rise in order to increase brand awareness among the general public.

- Business Strategy
- Design
- Branding
- Rebranding
- Social media policy
- Content Making
- Motion graphics
- Video editing
- User friendly UI & Ux
- Efficient and Active team

### **3.2.4 Points of contact**

#### **Events**

The planning of events plays a crucial part in establishing a brand's recognition and popularity. Additionally, we aim to host events at schools, colleges, and universities when our goal is to provide students with a high-quality education. And because of that event, the students there will be aware of our presence and our activities.

#### **Social Media**

Given that a significant portion of social media users are young people in their teens. Thus, every well-known social media platform, such as Facebook, Instagram, X, TikTok, and

others, is our other goal. They will learn about this from our extensive promotion and advertisement. Additionally, they will be able to contact us through our own profile on these social media platforms.

### **Website**

We're going to create a website with all the information they need to know about us. Our goal is to make the website available in both English and Bengali so that both domestic and international users can take advantage of it.

### **Free digital courses & Live sessions**

We mainly want to introduce ourselves to the students. To better communicate our benefits and requirements to students, we will continue to offer our basic course and public live sessions at no cost. They will gain from this and recognize the importance of Mind Master in their academic lives. Additionally, they will be motivated to learn if you do this.

### **Souvenir**

Presents are the primary means of getting and achieving attention. In order to accomplish this, we will gift our users and everyone else who opens an account on our platform, participates in an event or quiz, or both, a pen, calendar, diary, or mug.

### **Flyer/Poster/Brochure**

It should be creative and informative.

### **Not scratching online ads in our Platform**

The prevalence of online ads has greatly infuriated people. Furthermore, studies show that internet tools are the source of the greatest harm. So we do not give any platform that we give online ads. We will continue to offer quizzes and games that students can play to earn points.

### **Stationary**

Visiting cards, Letterhead

### **Promotion of Public Figures**

A person's favorite personality is what primarily draws and inspires him. Thus, the education sector employs a large number of well-known individuals who make contributions to society. Furthermore, education is a human being's inalienable right and universal privilege. We will also invite students and youths who are fans of stars and sportsmen with video messages about our platform.

### **Contact information**

We will have our own website, social media profile, email, phone number, and customer service for contact with us.

### **Referral system**

We will offer referral code or share option to users who recommend us to their family, friends or anyone after experiencing our platform with satisfaction. We will reward them with points or opportunities to improve their use of our platform if they share it.

### 3.2.5 Logo Idea

Although it may seem like a fundamental level of design to sketch out a logo concept on paper, this is actually one of the most critical processes in the production of a logo. This is where I started to build my initial idea, experimenting with numerous ways and perfecting the notion. The brain and education have a complex and dynamic relationship. The brain is essential to learning because it is the control center for cognitive processes. Understanding how the brain receives, processes, and retains information has been made possible by neuroscience, which has an impact on educational methods. Therefore, I included significant ideas about the brain and education into the logo design.

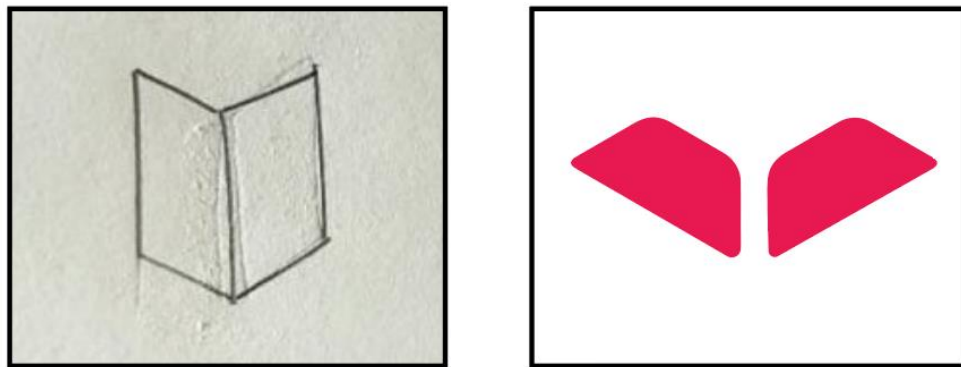


Fig 3.1.2: Drawing the book concept and illustration

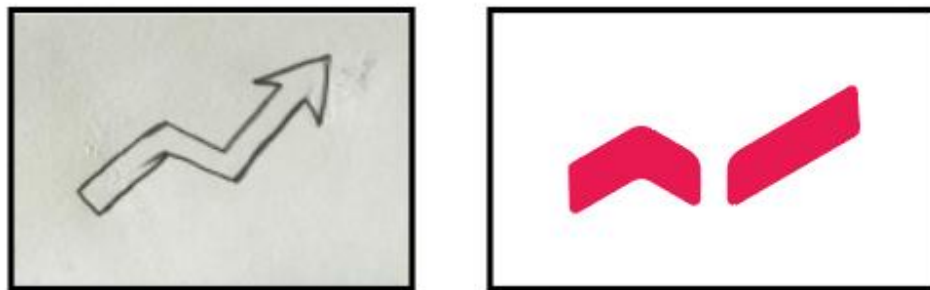


Fig 3.1.3: Drawing of progress indicator concept and illustration

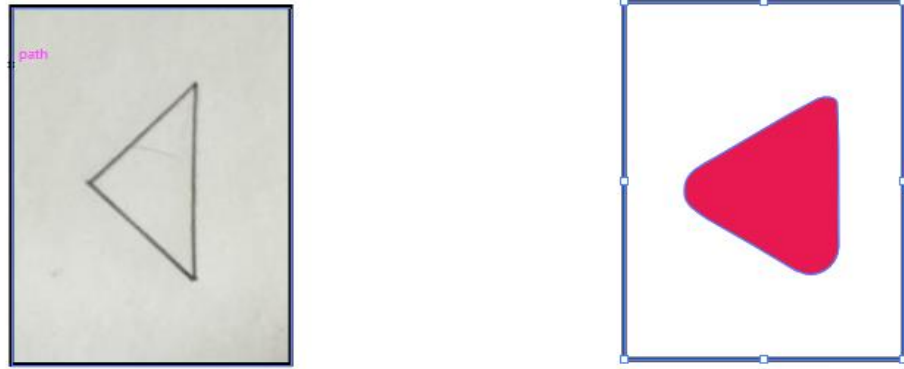


Fig 3.1.4: Drawing the concept of Playful concept and illustration

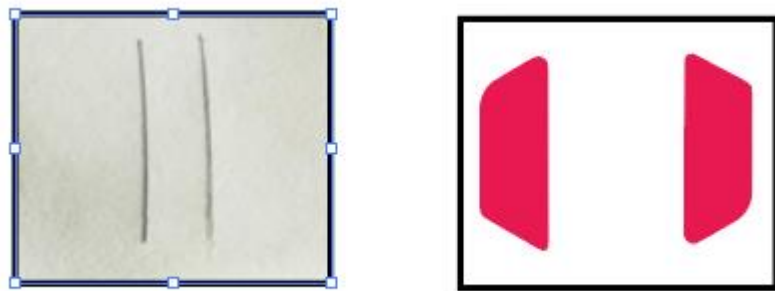


Fig 3.1.5: Drawing the look of Path concept and illustration

Four shapes make up the logo. They are Pathology, Playful Mind, Growth, and Book. These and the human brain are inextricably linked.



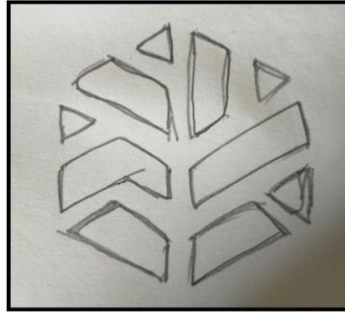


Fig 3.1.6: Complete Logo Sketch



Fig 3.1.7: A digital version of the logo

### **3.2.6 Aim**

A logo's design conveys the identity of the brand. It is the clearest and most accessible communication instrument available to a firm to express itself. An outline of the full logo design process, from the first concept to the finished design, is offered in this paper. An organization's logo is a mark or symbol used to symbolize it. It can be applied to goods, packaging, stationery, structures, or automobiles. The most memorable and straightforward logos are the best ones. An efficient logo ought to convey the company's purpose, be relevant to the business, and be simple to remember. The logo, no matter how big or small, should always be readable and identifiable. A thorough understanding of the business, its offerings, target market, and rivals is necessary to create a memorable logo.

The future of the business should be considered when creating a logo. The most effective logos are those that are classic and will remain relevant for many years.

### **3.2.7 Procedure of Logo Making**

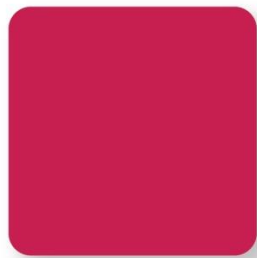
A logo is an illustration of a business or brand. In other words, it's vital to give the logo design process significant study. The following guide will cover the entire logo creation process, from creating a concept to adding the last details to the final outcome.

- I first considered an idea. I had numerous rough sketches in mind that connected my ideas to the brand name.
- After a few clumsy attempts, I thought this sketch was more appropriate and pertinent. Next, by maintaining the measurement's inclination and making small cuts here and there, I attempted to give this sketch a lovely shape.
- After that, I brought it into Illustrator and used the pen, color, ruler, rectangle, selection, and slice tools to give it a final digital appearance. I wanted to add a striking color to complete the logo.

## Color Palette

Selecting a brand color is important prior to starting a brand. The brand is made stronger and more recognizable with the use of its color. Users are able to clearly observe the significance, brilliance, and idea of your brand when it uses its color. Therefore, selecting suitable, attractive, and trustworthy colors is crucial for building a brand.

### Mind Master color palette:,



**Red color:** For Mind Master, I choose red (#E81850) as a brand color. There are psychological and cultural factors play in the relationship between the color red and the human brain, mind, and education. Red has an endlessly stimulating and attention-grabbing potential for humans. It may be used strategically to draw students' attention and instill a sense of alertness. It is frequently linked to intense feelings, such as passion and intensity. It may be thought to create an emotionally engaging environment in the educational setting, which may increase motivation, attention, energy, willpower and interest in learning.

### **3.2.8 Logo Positioning**

- ❖ Visiting Card
- ❖ Letterhead
- ❖ Envelope
- ❖ Notebook or Diary
- ❖ Billboard Banner
- ❖ X-banner for events
- ❖ Website and Apps
- ❖ Cap
- ❖ Mug
- ❖ Table-Calendar
- ❖ Tri-fold Brochure
- ❖ Employee card
- ❖ Virtual and Social advertising Post

### **3.2.9 Typography:**

Typography plays a crucial role in both branding and graphic design. One of a company's most valuable brand assets is its logo, and the typeface that is used in it can significantly affect how the public views the brand. The personality and recognition of a brand can be communicated and enhanced by the choice of typeface. It can also aid in giving the brand a more unified appearance across various media.

It's crucial to take the company's style and intended message into account when selecting a typeface for a logo. For the purpose of accomplishing this, I designed a stunning typography for my brand. My first and foremost goal was to match the font to the logo. Below I present my typography:

#### **Typography used:**



MIND  
MASTER

Fig 3.1.8: Typography

### 3.3 Production

The most critical phase in the creation of a brand design is Production. This phase is crucial to the development of pre-planning into full-fledged planning. Research, design, production, and packaging are all covered in this. This phase is vital to getting a high-quality brand and a final product so that the user is aware of its better quality. To know the target market and what they are seeking for in a product, research is necessary. To generate a visually appealing product that authentically expresses the brand, the design stage is vital. In order to develop a product that is constructed with premium materials and complies with all applicable safety rules, the manufacturing stage is vital. To develop a product that is securely packaged, easy to distribute, and store, the packaging stage is crucial. I utilized three different apps for this project. All are presented the following:

- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects

#### 3.3.1 Adobe Illustrator:

Regarding the logo design, art files, as well as several social media advertising, I used Adobe Illustrator. It is among the most widely used vector graphic editing software packages available. Professionals in many different fields, such as illustration, web design, and graphic design, use it. For making logos, brand guidelines, and other brand assets, Illustrator is an excellent tool.



Fig 3.1.9: Adobe Illustrator icon

### 3.3.2 Adobe Photoshop

Adobe Photoshop is a versatile tool that is not limited to image retouching. Photoshop is a fantastic tool for branding as well. Photoshop's extensive feature set and functionalities can assist you in producing branding materials for your company that look polished. I used it to edit photos, make social media advertisements, and more.



Fig 3.2.1: Adobe Photoshop icon

### 3.3.3 Adobe After Effects:

One effective tool that can assist in developing a polished brand for your company is Adobe After Effects. You can make unique logos, animations, and graphics with After Effects to set your brand apart. I animated my logo with it and used it for a little advertisement.



Fig 3.2.2: Adobe After Effects icon

### 3.3.4 Logo Design:

The journey of Mind Master begins with the creation of the logo. A self-contained logo is the main aspect of a business's originality. An organization's logo attracts users or consumers and allows them to remember it. The first thing that a consumer's brain does when they interact with your business is to connect the logo with an illusion. I thus tried to create a logo that was straightforward to use, pleasing, and easy to understand.

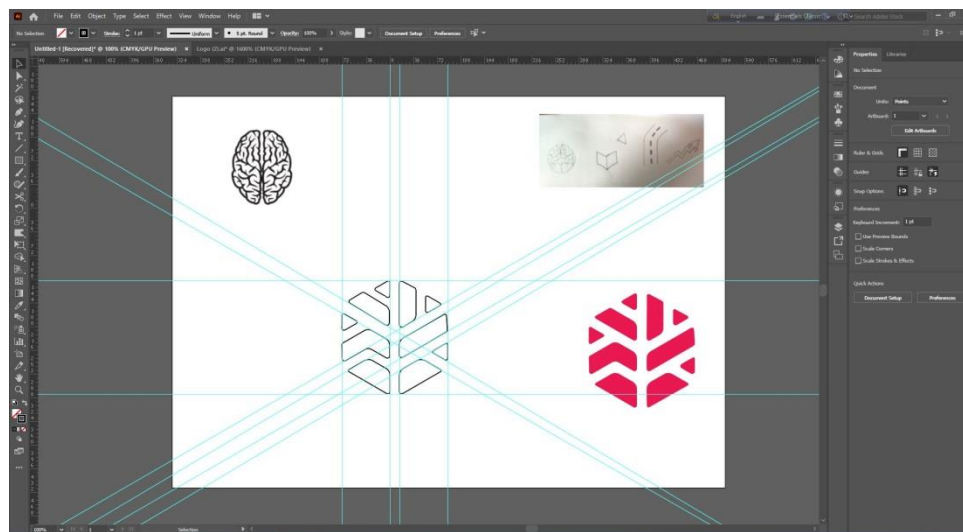


Fig 3.2.3: Mind Master Icon Structure



### 3.3.5 Visiting Card Design:

Business cards typically display a brand's identity. This business card serves as evidence of the affiliation between all of a brand's owners and employees. It frequently serves as the public's initial impression of your company. Thus, I kept the design simple and elegant. The card shouldn't be unduly busy and should be simple to read. Secondly, I needed to make sure the card communicates the main point you wish to make about our brand. I created this card with the intention of forcing its receiver to keep their eyes on its artwork.

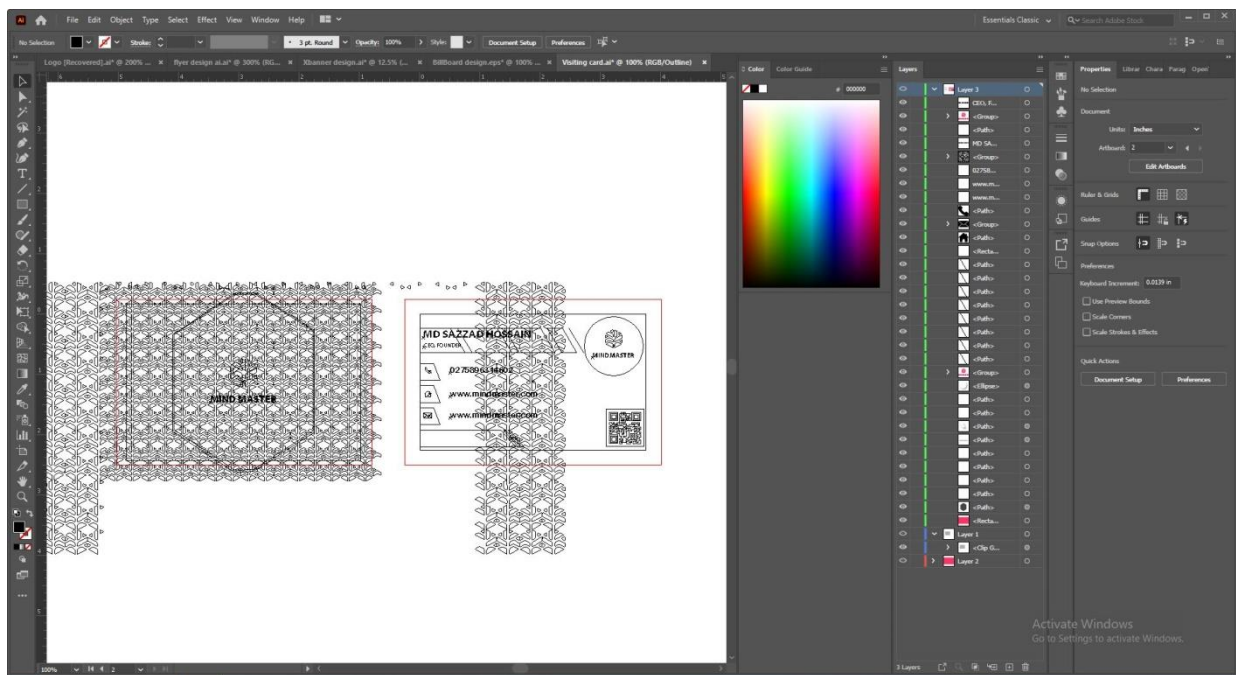


Fig 3.2.4: Visiting card Structure

### 3.3.6 Letterhead:

The official work of a company is where letterhead is mostly used. To make it make sense as a part of the company, I initially gave it the official logo. On this, I use formal text. because of how formally it is used. As a final touch, I designed the light underneath it. This design goes well with the letterhead design because it is the same color as the company's logo..

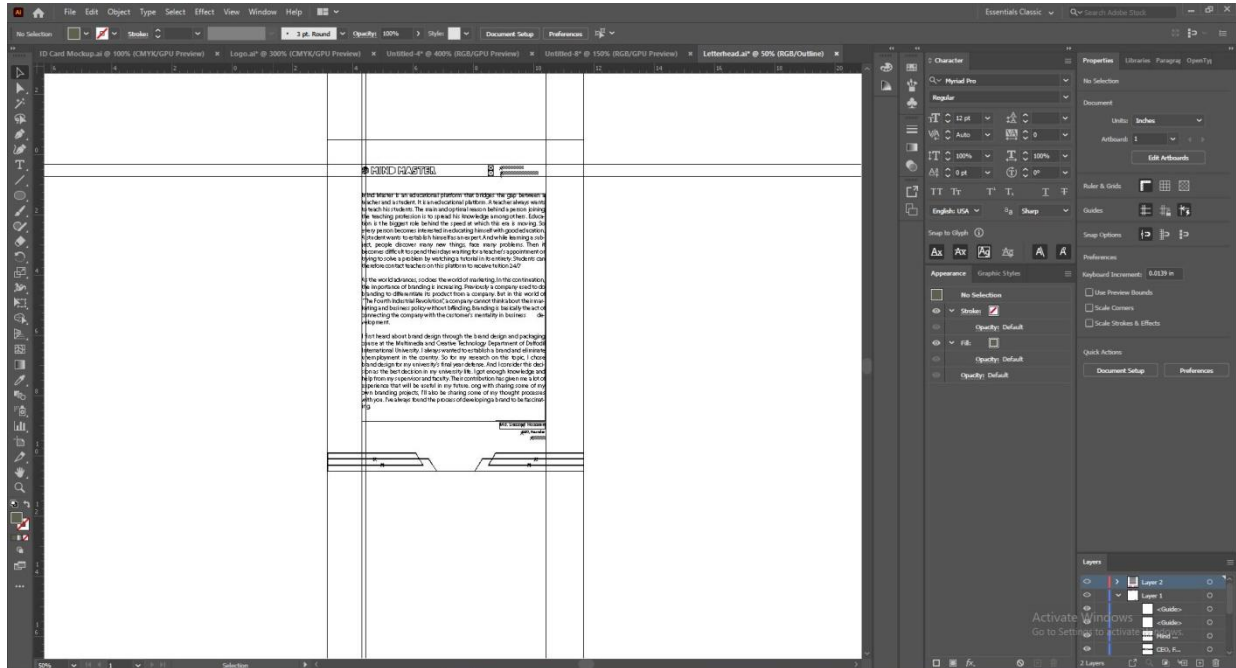


Fig 3.2.5: Letterhead Structure

### 3.3.7 Calendar:

The calendar is the most crucial tool in a campaign to promote unemployment. A lovely and eye-catching calendar advertising tool. A beautiful calendar design will draw in customers and help them remember the brand. Thus, I went with a very straightforward and easy design for this calendar.

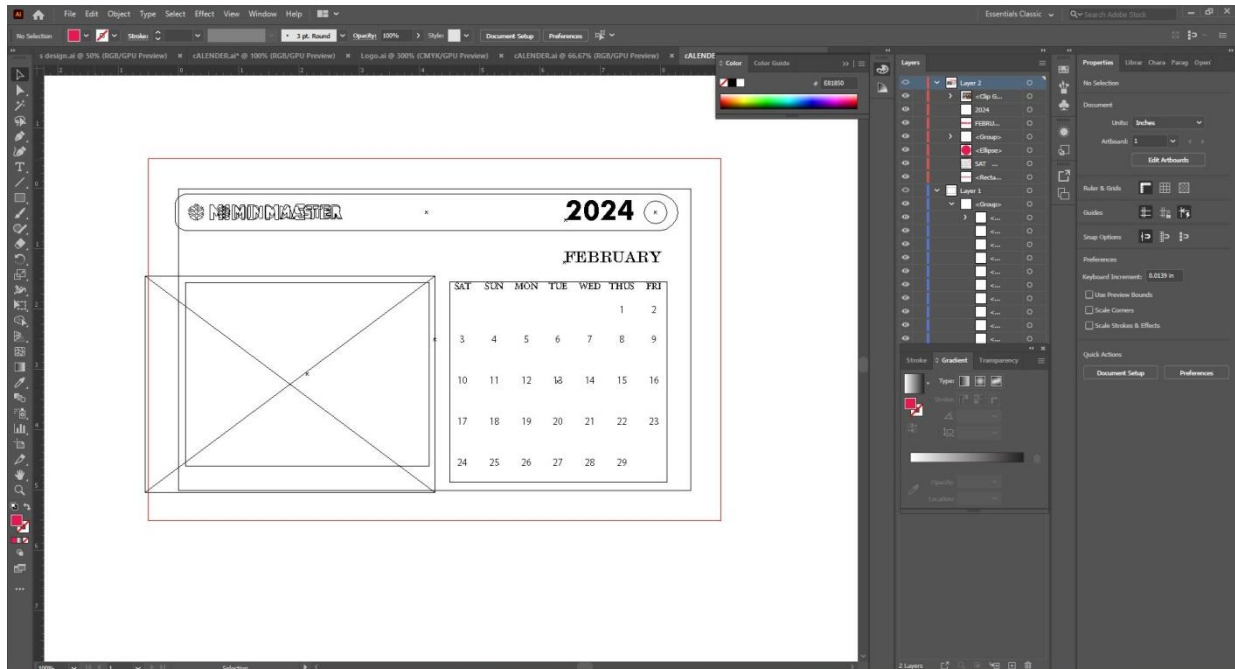


Fig 3.2.6: Calendar Structure

### 3.3.8 ID Card:

Employees are a brand's primary source of spontaneity and dynamism. The employee's involvement with the company is indicated by their ID card. The clients of the business can uniquely identify an employee with this ID card. It is additionally possible for displaying a company's branding, tagline, or other advertising features. I have underlined our officers' names, identities, and titles in the ID card for our brand. In this case, the card's pattern is the Mind Master logo.

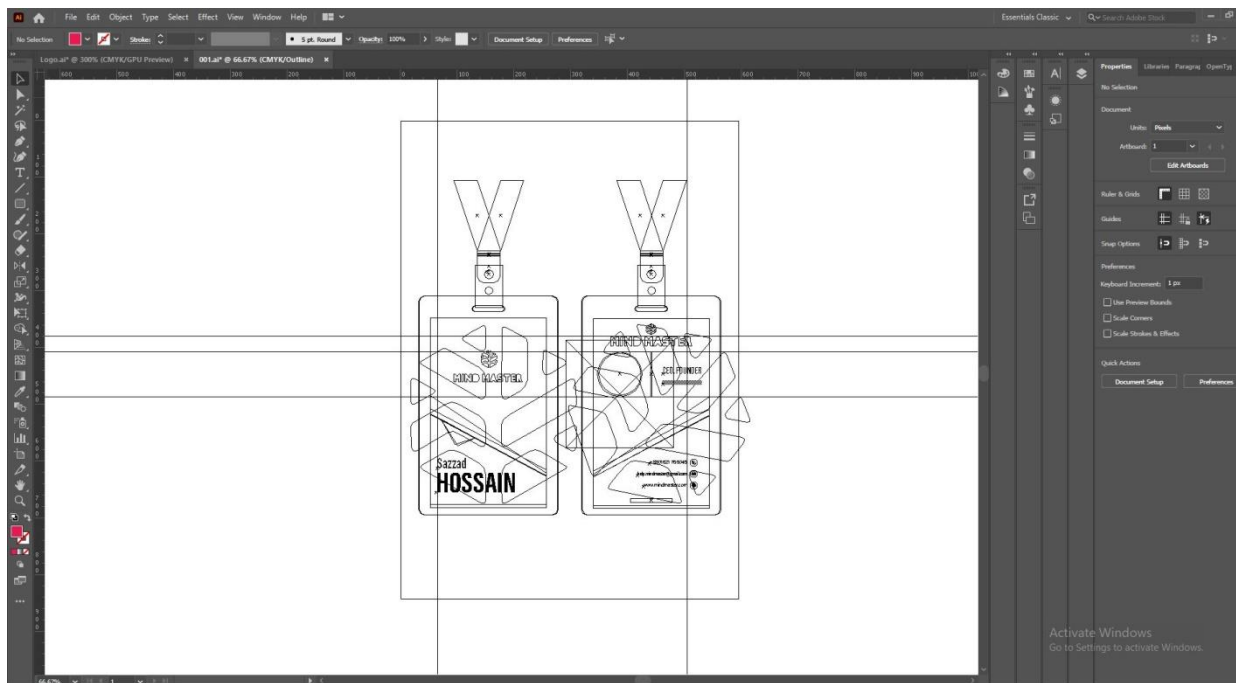


Fig 3.2.7: Identity Card Structure

### 3.3.9 Tri-fold Brochure design:

Tri-fold brochures are an excellent method for increasing consumer awareness and introducing a brand. Businesses typically distribute this tri-fold pamphlet to disseminate information regarding their products or services. The effectiveness of a well-designed tri-fold brochure as a marketing tool could be phenomenal. Successfully reaching and enticing consumers is of the utmost importance.

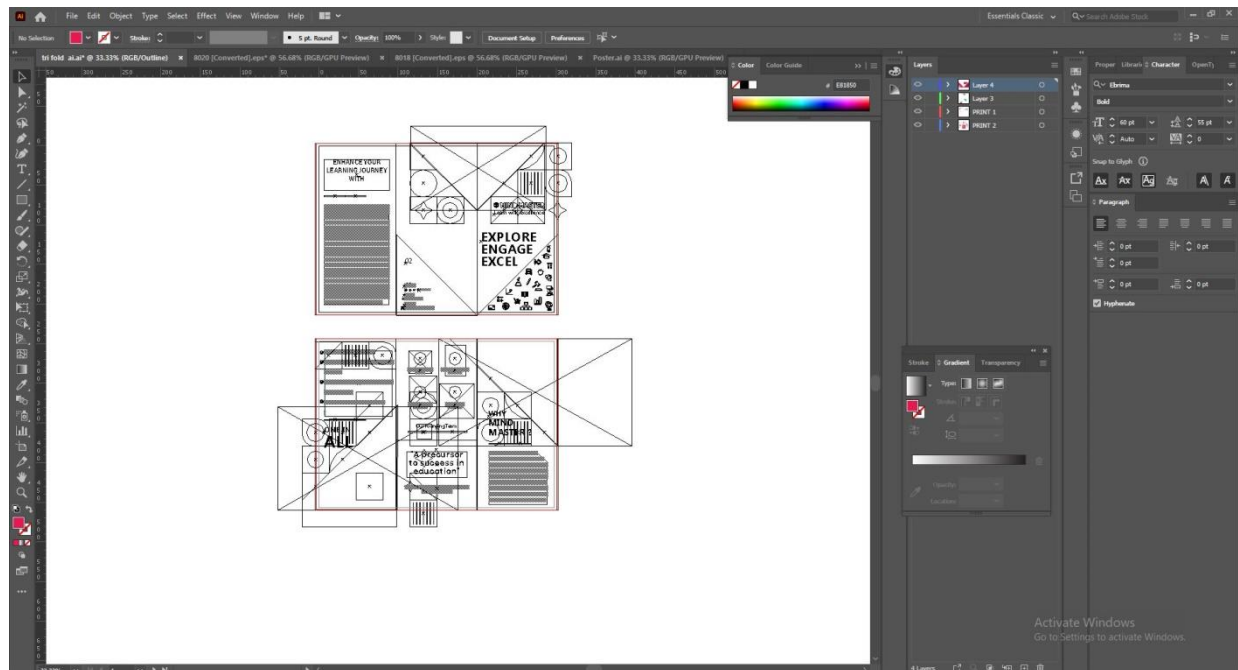


Fig 3.2.8: Tri-Fold Brochure Structure

### 3.4.1 Flyer design:

Increasing brand recognition and sales requires a flyer design that is visually appealing. A well-designed flyer will draw concentration, stimulate curiosity, impart essential details, and create a reaction. I made an effort to give our flyer a striking visual presence. used eye-catching imagery, readable fonts, and distinctive brand color to draw in viewers. In addition, I presented the data in an understandable and concise manner. To get your point across, use readable text and attention-grabbing headlines. Finally, I've provided our brand's contact information so that interested parties can reach out to us.

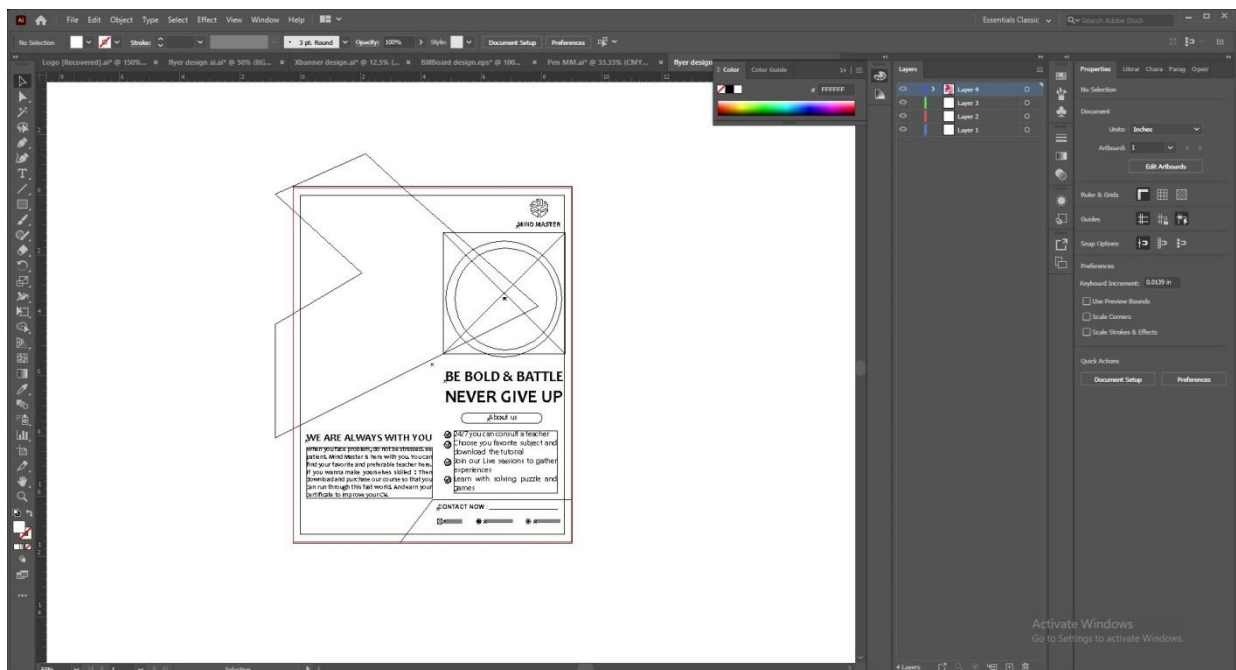


Fig 3.2.9: Flyer Structure

### 3.4.2 Poster Design:

Designing posters is a crucial component of branding. The way people perceive a brand can be significantly impacted by an effective poster design. A poster is an excellent marketing tool for promoting a brand's name, identity, and activities throughout a division, city, or district. These days, a poster can tell a consumer something about a brand. I therefore made an effort to create a poster that is faithful, lovely, and fluid. In addition to communicating the main idea you wish to get across, it should be striking and unforgettable. A poster's design has a lot riding on it, so it must be done correctly.

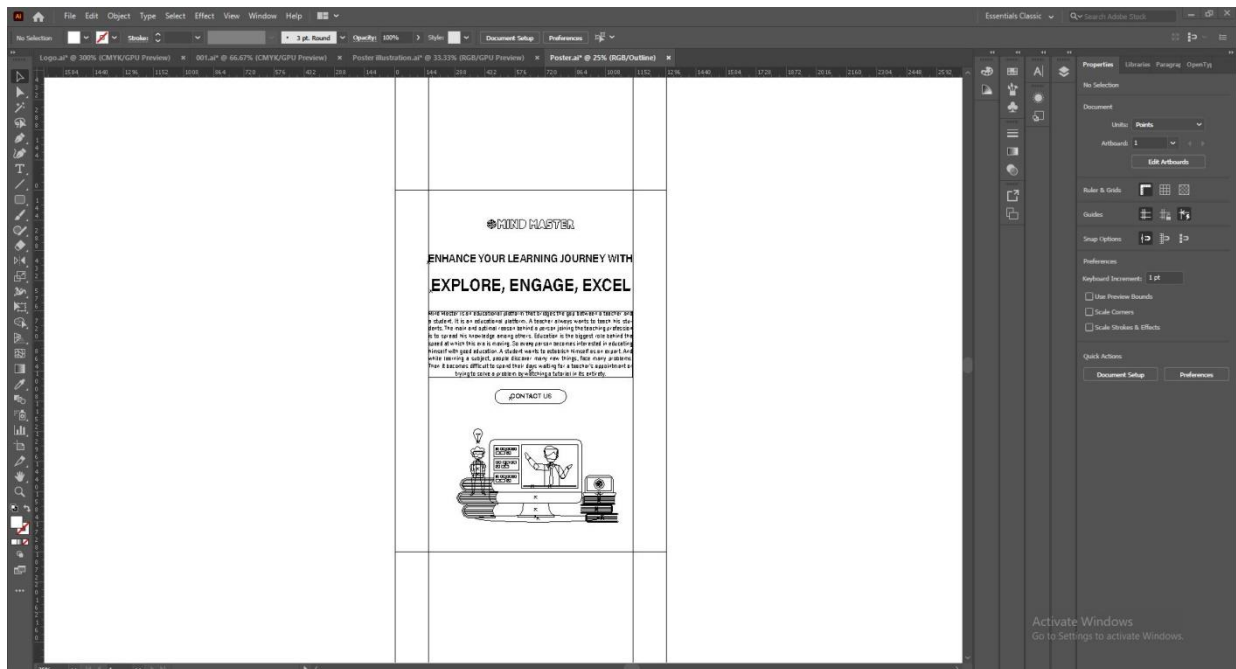


Fig 3.3.1: Poster Structure

### 3.4.3 X-Banner design:

Essentially, X banner design enables a brand to engage in self-promotion, partake in a variety of performances, festivals, and events, and bear its own weight. It should consistently be situated in an area frequented by consumers and regular pedestrians. They will be kept informed regarding the brand, its operations, and recent developments. To facilitate visibility of our message, I endeavored to create a design that was as seamless as feasible. I was thus capable of preventing disorder in my design.

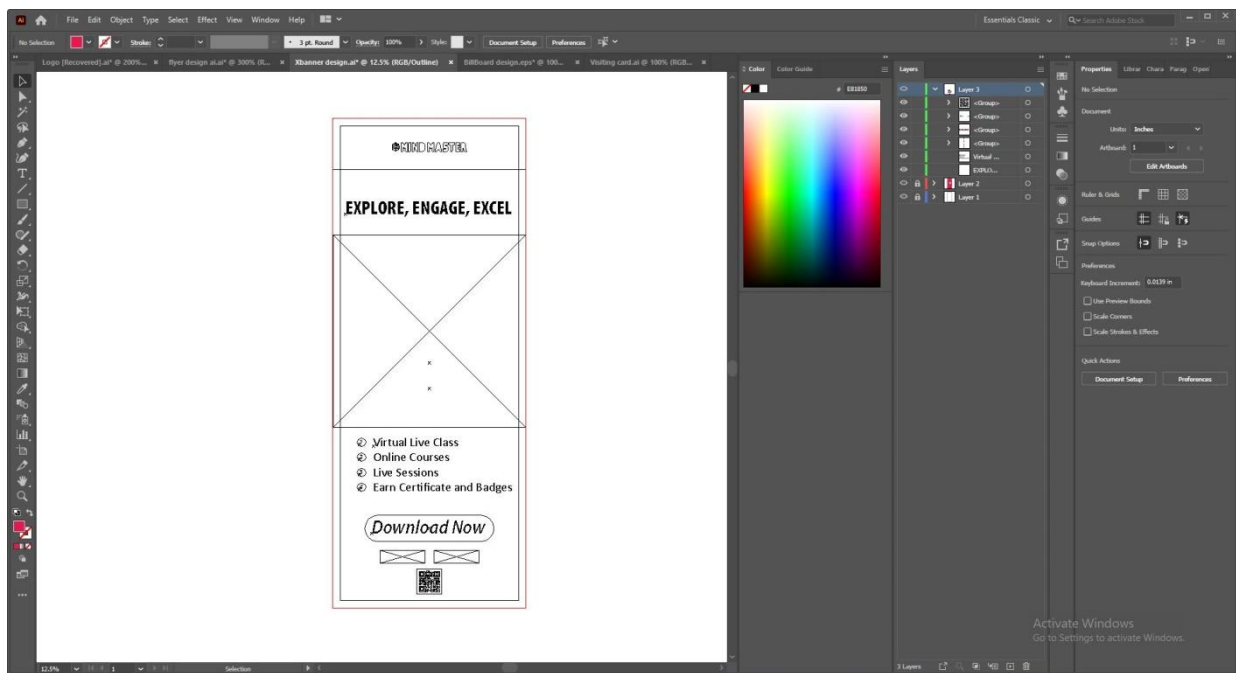


Fig 3.3.2: X banner Structure



### 3.4.4 Starting Page of Website Design :

A landing page frequently serves as a brand's initial point of interaction with potential clients. For this reason, it's essential to have a landing page that appeals to users, appropriately represents a brand, and can entice them. I've tried to make the landing page enjoyable and easy to use for people of all ages. I then colored it to make everything visible and easy to use. A well-organized and designed landing page impresses and encourages users to use it.

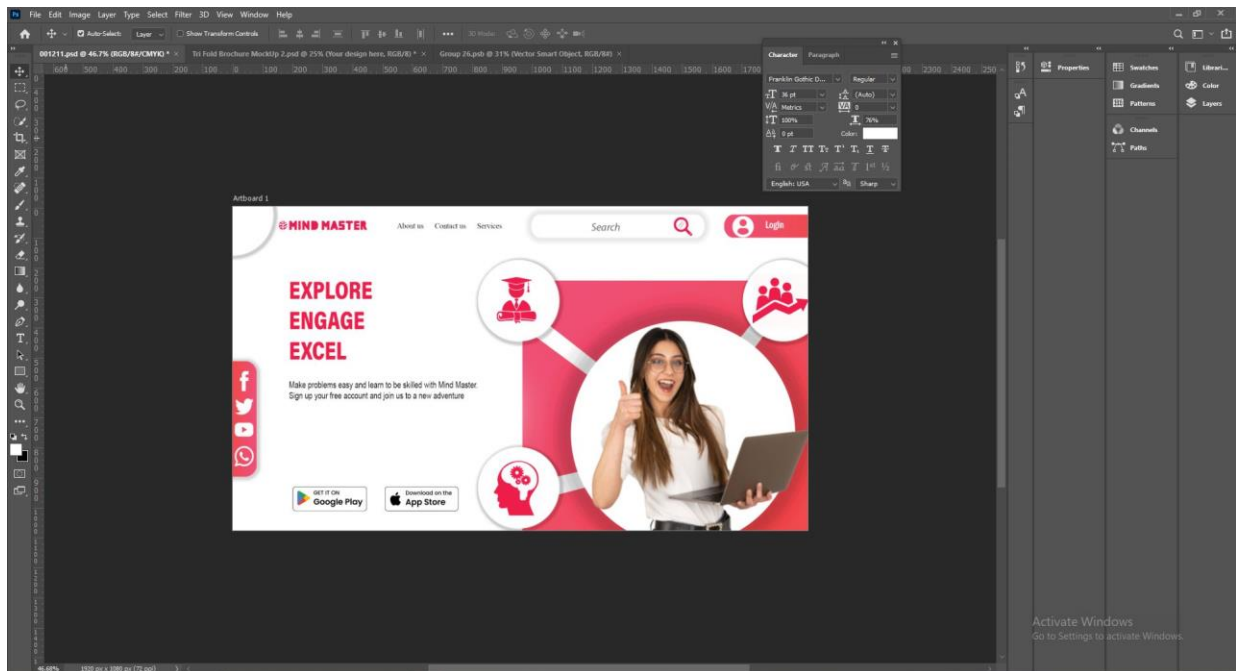


Fig: 3.3.3 Starting Page of Website Structure

### 3.4.5 Diary Hard cover design:

One of the most vital tools in our lives is a diary, where we record our ideas, plans, and memories. A key component of your branding is the design of your diary cover. You can give your users a lovely, eye-catching, and high-quality diary as a prize or gift. I have placed the brand logo on one side and education-related icons on the other because my brand is an educational platform. Since it will carry our brand positioning, I placed the brand colors on its left. I've added three inspirational words to the right section to help others get motivated.

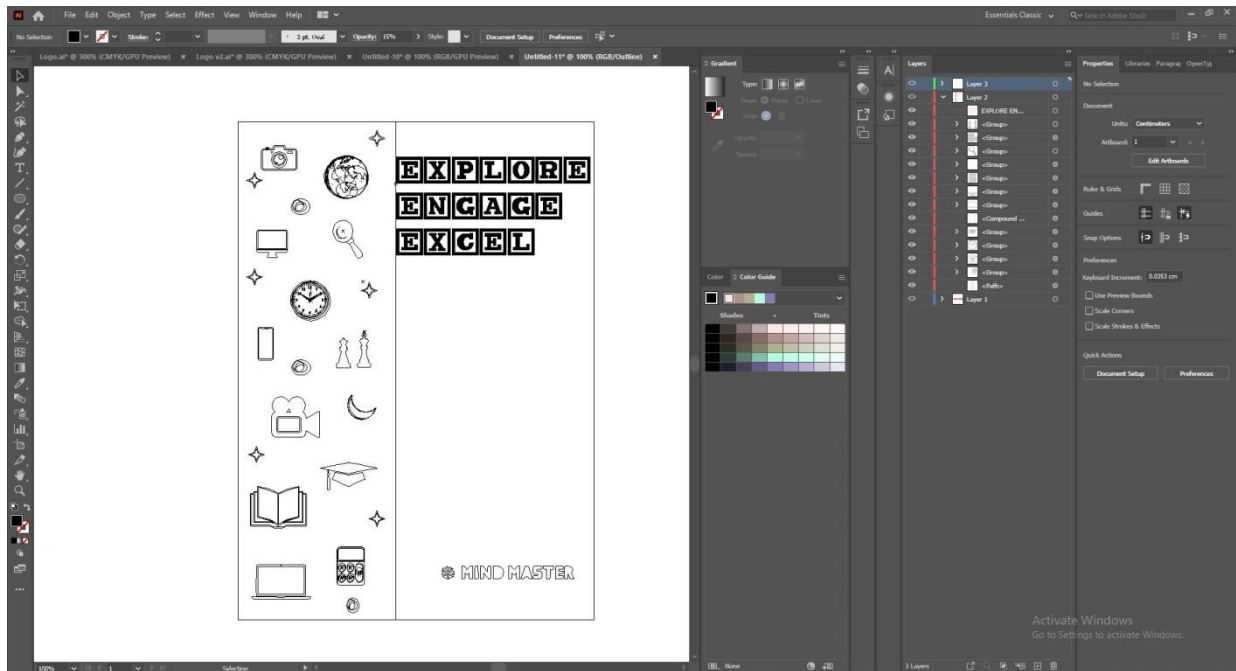


Fig 3.3.4: Diary hard cover Structure

### 3.4.6 Billboard Banner design:

Large outdoor advertising structures, like billboards, are usually located in busy places like highways. In essence, billboards aid in conveying to the public the brand's message in clear, concise, and powerful terms. Considering that viewers will only have a brief opportunity to scan the billboard, its design must be able to communicate the message succinctly and accurately. The design of the billboard is basically straightforward, simple, and easy. I made this billboard with different shape patterns, a bold font, and a picture of a student using Mind Master.

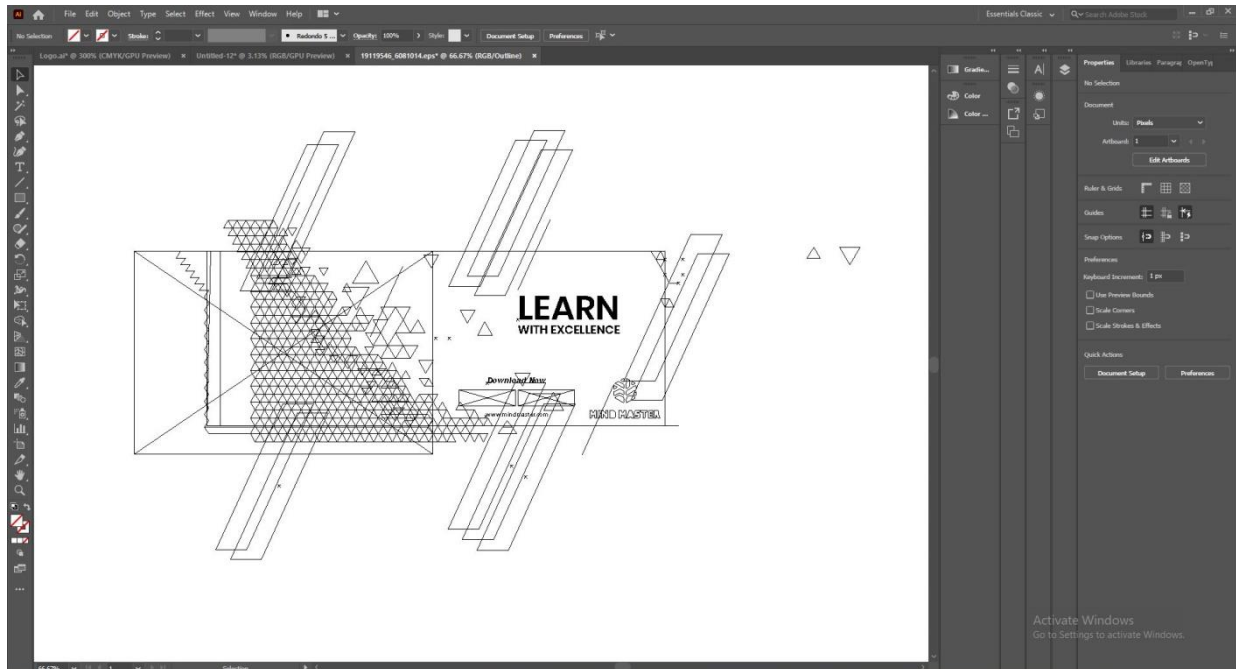


Fig 3.3.5: Billboard Banner Structure

### 3.4.7 Greetings card:

Saying thank you via cards to your clients and customers is a wonderful way to let them know that how valuable they are to your business and you care for them. Additionally, it's a fantastic marketing tool to hold on to your clientele and expand your brand. An excellent method to let your clients know how much you value them is to send a thank-you card campaign for being with us. They will not only feel valued and satisfied, but they will also be more inclined to work with us in the future.

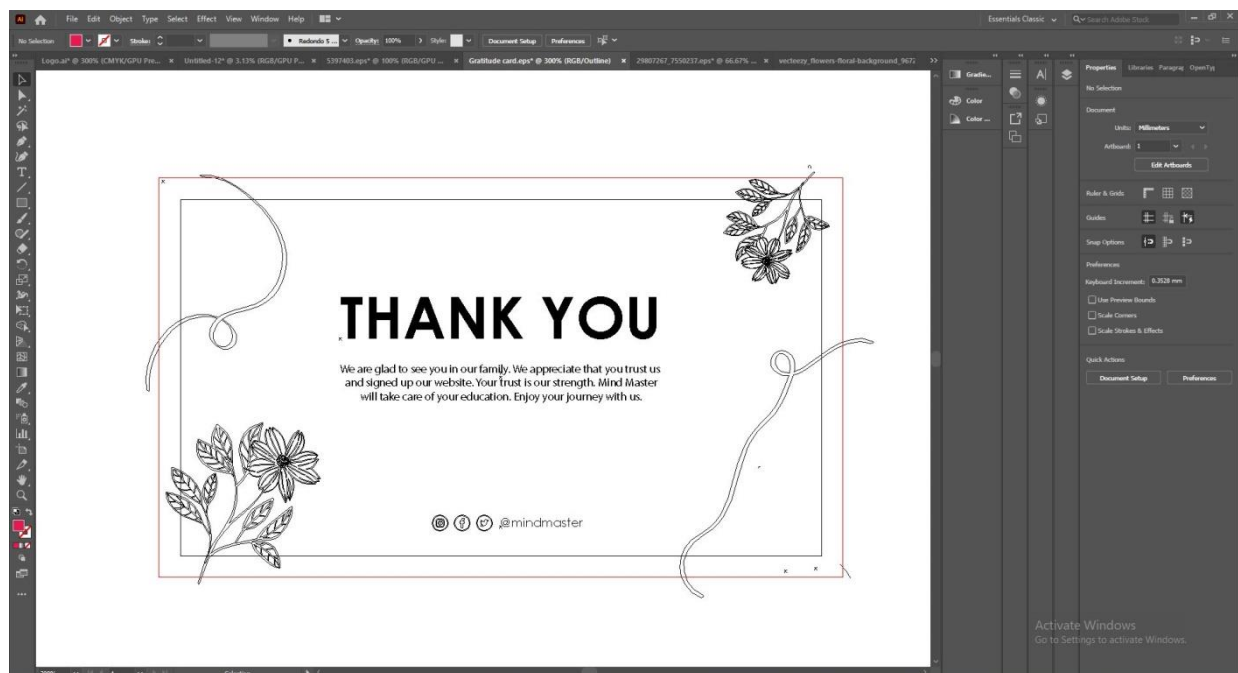


Fig 3.3.6: Greetings card Structure

### 3.4.8 Pattern of the brand:

A pattern communicates a company's core values. Basically, in the customer's case, it is preferable if there is a pattern to assign varying degrees of importance to branding. Additionally, the pattern has the power to draw clients.

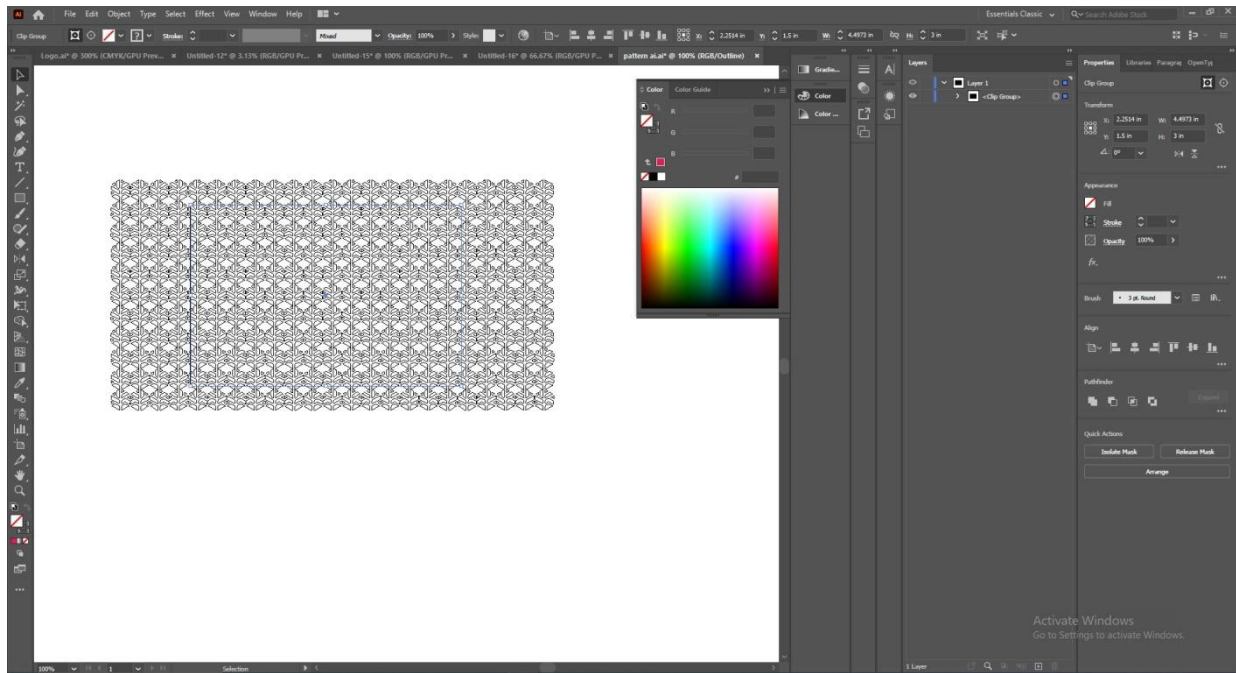


Fig 3.3.7: Pattern of the brand Structure

### 3.4.9 Brand's App icon:

An icon for an app is an effective branding tool. It can assist users in quickly identifying your app. Making a fantastic app icon is crucial to the app's success. Selecting an icon that is both striking and appropriate for your brand is crucial. I used a Logo to create the Mind Master app's icon.



Fig 3.3.8: Brand's App icon design Structure

### 3.5.1 Mug artwork design:

Perhaps the most extensively used giveaways for companies and organizations is mugs. They are functional, reasonably priced, and straightforward to personalize with a business logo or tagline. Additionally, it can be used as a gift or prize and in the Brand's office or consumer's residence.

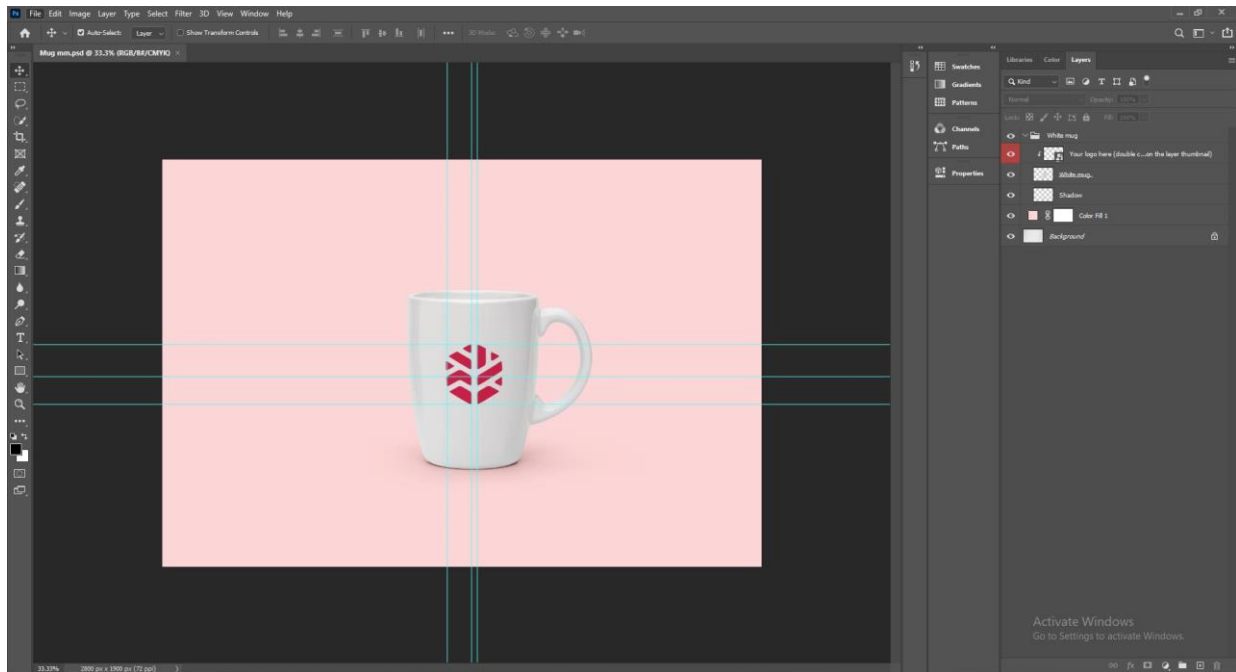


Fig 3.3.9: Mug artwork design Structure

### 3.5.2 Cap artwork design:

In essence, a cap is a common branding tool that uses the human body to convey identity. Basically, it serves as a gift at college or school events or as a relay for the brand's identity. People with caps desire to blend in. Regarding attire, each person has a distinct taste. Thus, I designed the cap with the Mind Master logo facing it.

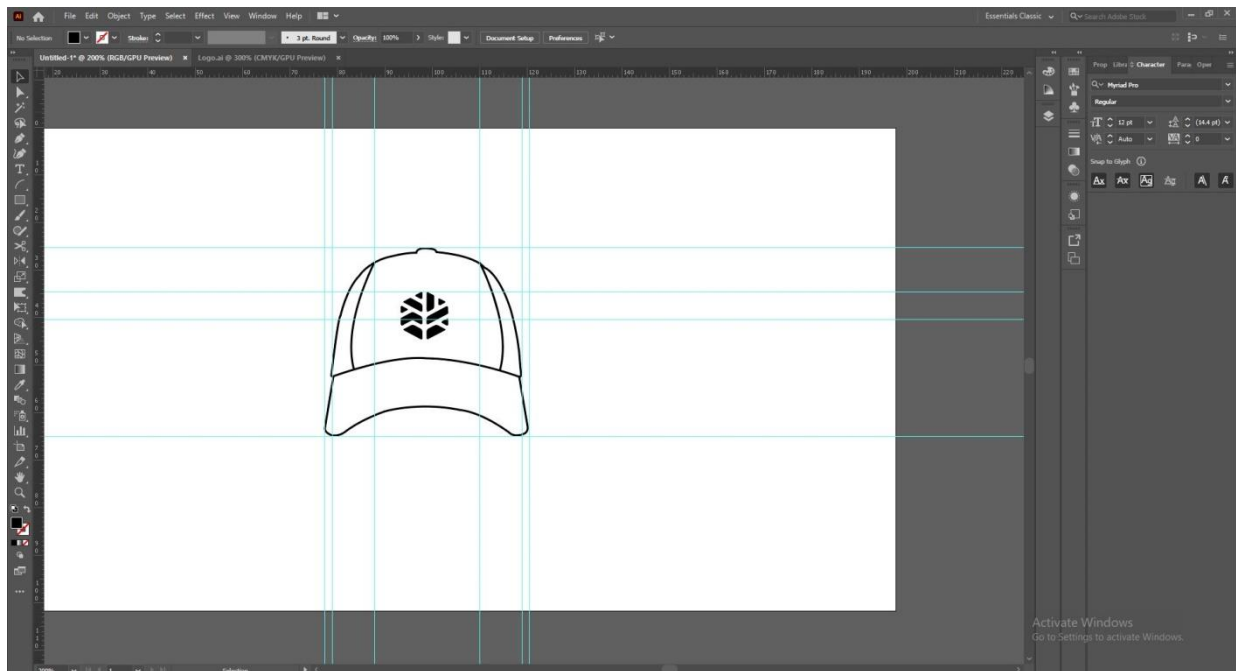


Fig 3.4.1: Cap artwork design Structure



### **3.6 Post-Production**

The stage of the project where we prepare to present it is called production. Here, we put the final touches on the project and make any necessary adjustments. Every stage of my project was extremely important, and I learned a great deal. Post-production is essentially the process of assessing a project for a brand to see how well-made, distinctive, and user-friendly it is. Now a brand is ready to launch and appropriate. The client is looking forward to this post-production. I started by making sure that every component of my brand—typefaces, colors, styles, and designs—was appropriate. I'm checking again to make sure I used everything exactly as intended because of this.

### 3.6.1 Social Media Advertisements design:

With people of all ages spending a large part of their day on social media, the importance of social media advertising is immense. This is one of the simplest and most effective ways to communicate with people. With social media ads, a sort of paid advertising, you can target your ideal client directly and make a lasting impression. I created these social media advertisements for Mind Master's Instagram and Facebook accounts.

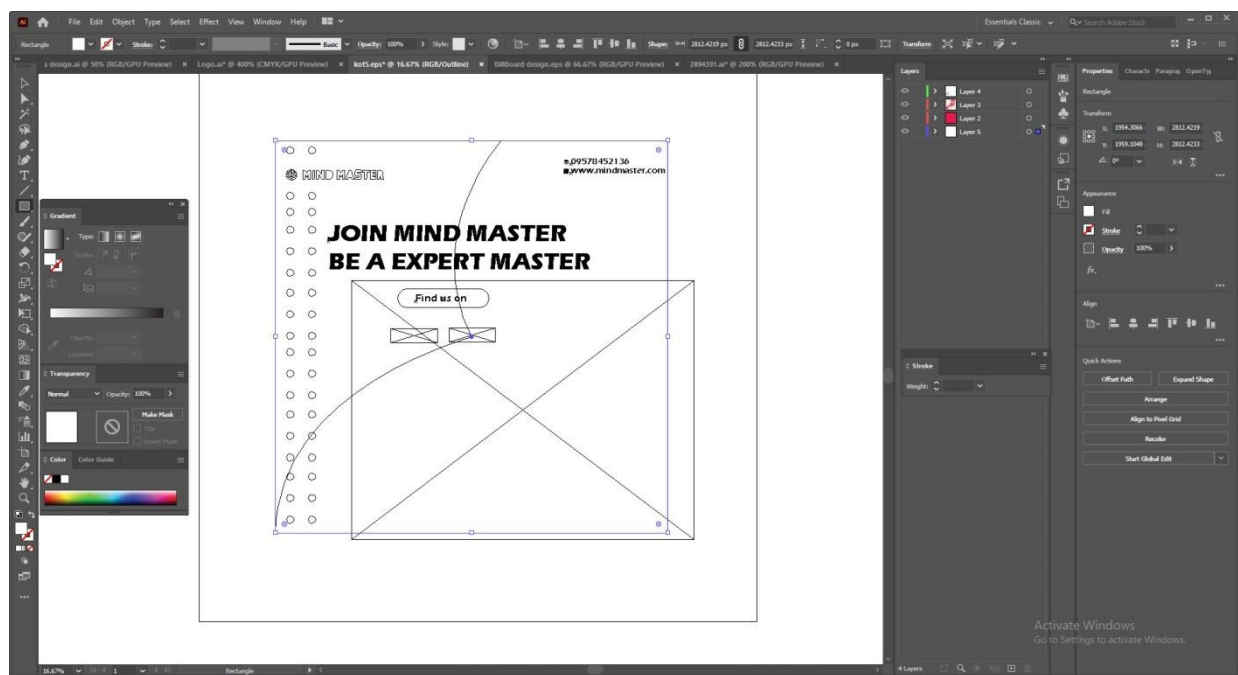


Fig 3.4.2: Social media advertisements

## CHAPTER 4: EVALUATING RESULTS

The results of the project will be displayed individually in this section.

### Logo Design:



Fig 4.1.1: Mind Master Logo Design

**Mockup:**



Fig 4.1.2: Mock-up of Mind Master logo

**Business Card:**



Fig 4.1.3: Visiting Card Design

**Mockup:**

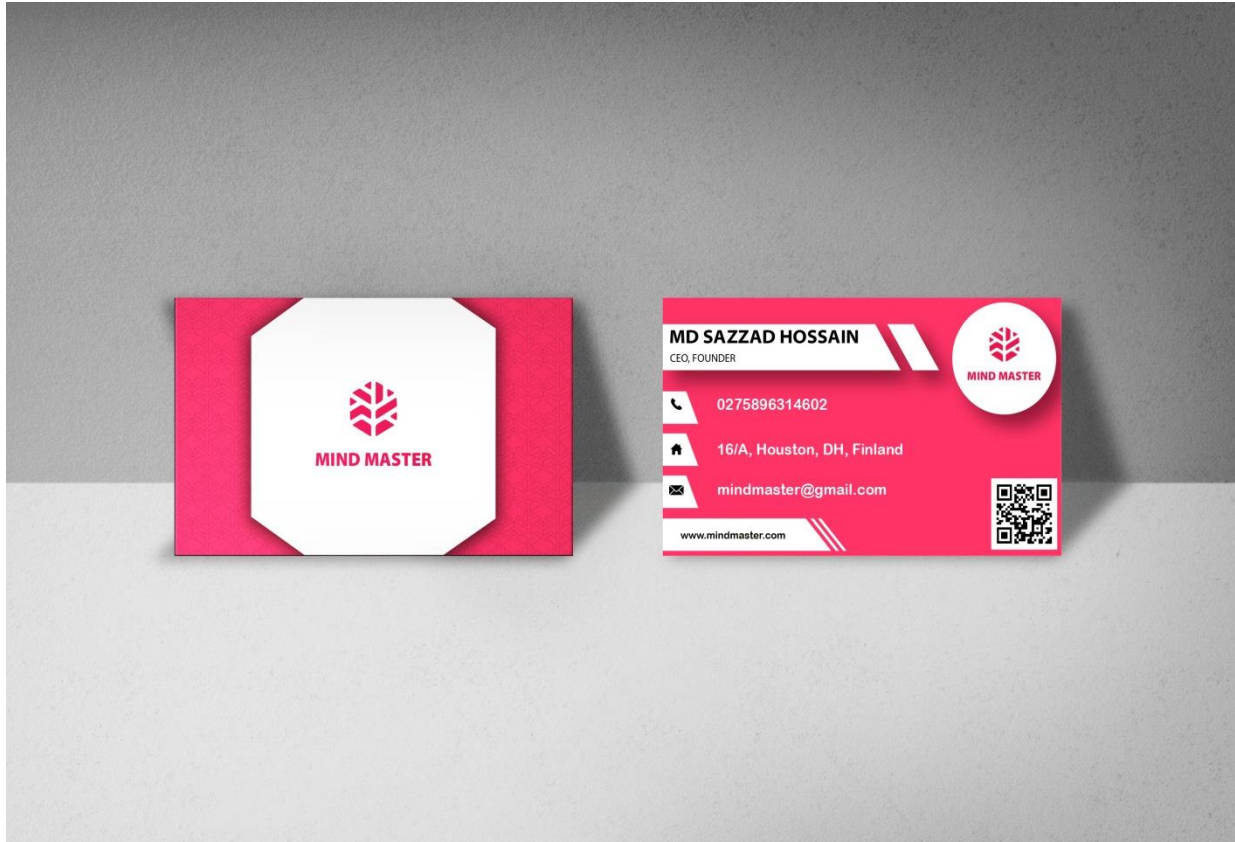


Fig 4.1.4: Visiting Card Mock-up

## Letterhead:



Fig 4.1.5: Letterhead Design

## Mockup:



Fig 4.1.6: Mock-up of Letterhead

**Calendar:**



Fig 4.1.7: Calendar Design

**Mockup:**



Fig 4.1.8: Mock-up of Calendar

## ID Card Design:

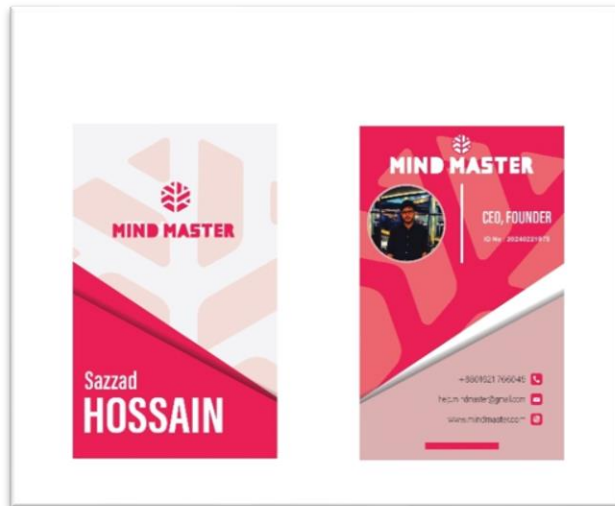


Fig 4.1.9: ID Card Design

## Mockup:



Fig 4.2.1: Mock-up of ID Card



## Tri Fold Brochure:

### ENHANCE YOUR LEARNING JOURNEY WITH



- 1 Virtual Live Class
- 2 Online Courses
- 3 Live Sessions
- 4 Earn Certificate and Badges



Learn with excellence

## EXPLORE ENGAGE EXCEL

Find us  
   [mindmaster](#)  
 Call us  
 09578452136  
 Visit us  
 [www.mindmaster.com](http://www.mindmaster.com)

- 24/7 you can consult a teacher
- Choose you favorite subject and download the tutorial
- Participate in our live sessions and event to get experience
- Learn with solving puzzle and games

### ONE IN ALL





Our Founding Team

### WHY MIND MASTER ?

When you face problem, do not be stressed. Be patient. Mind Master is here with you. You can find your favorite and preferable teacher here. If you wanna make yourselves skilled ? Then download and purchase our course so that you can run through this fast world. And earn your certificate to improve your CV.

## “A precursor to success in education”

We started off with the Mind Master after saying this.

Fig 4.2.2: Tri-Fold Brochure

## Mockup:

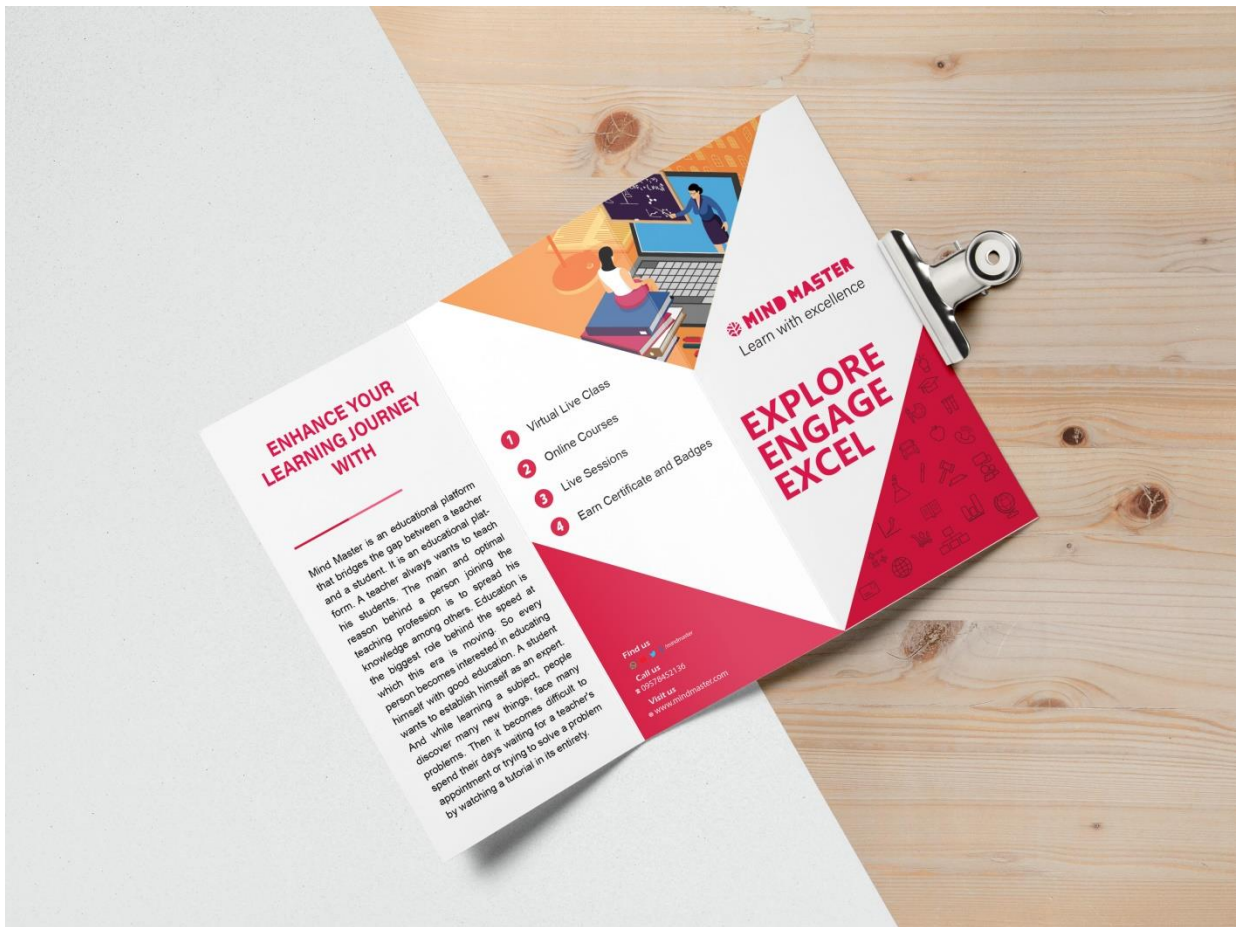


Fig 4.2.3: Mock-up of Tri-Fold

Flyer:



**MIND MASTER**



**BE BOLD & BATTLE  
NEVER GIVE UP**

About us

**WE ARE ALWAYS WITH YOU**  
When you face problem, do not be stressed. Be patient. Mind Master is here with you. You can find your favorite and preferable teacher here. If you wanna make yourselves skilled ? Then download and purchase our course so that you can run through this fast world. And earn your certificate to improve your CV.

- ✔ 24/7 you can consult a teacher
- ✔ Choose you favorite subject and download the tutorial
- ✔ Join our Live sessions to gather experiences
- ✔ Learn with solving puzzle and games

CONTACT NOW : \_\_\_\_\_

+0284769312   mindmaster@gmail.com   www.mindmaster.com

Fig 4.2.4: Flyer Design

## Mockup:



Fig 4.2.5: Mock-up of Flyer

**Poster:**

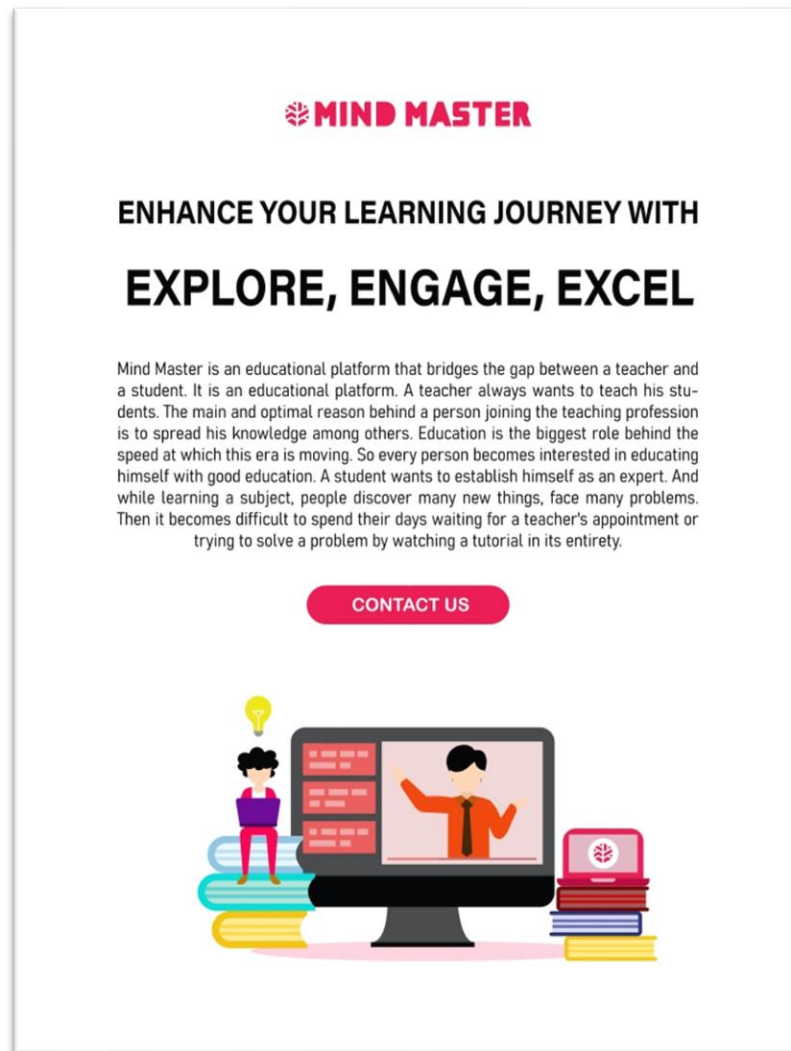


Fig 4.2.6: Poster Design

## Mockup:

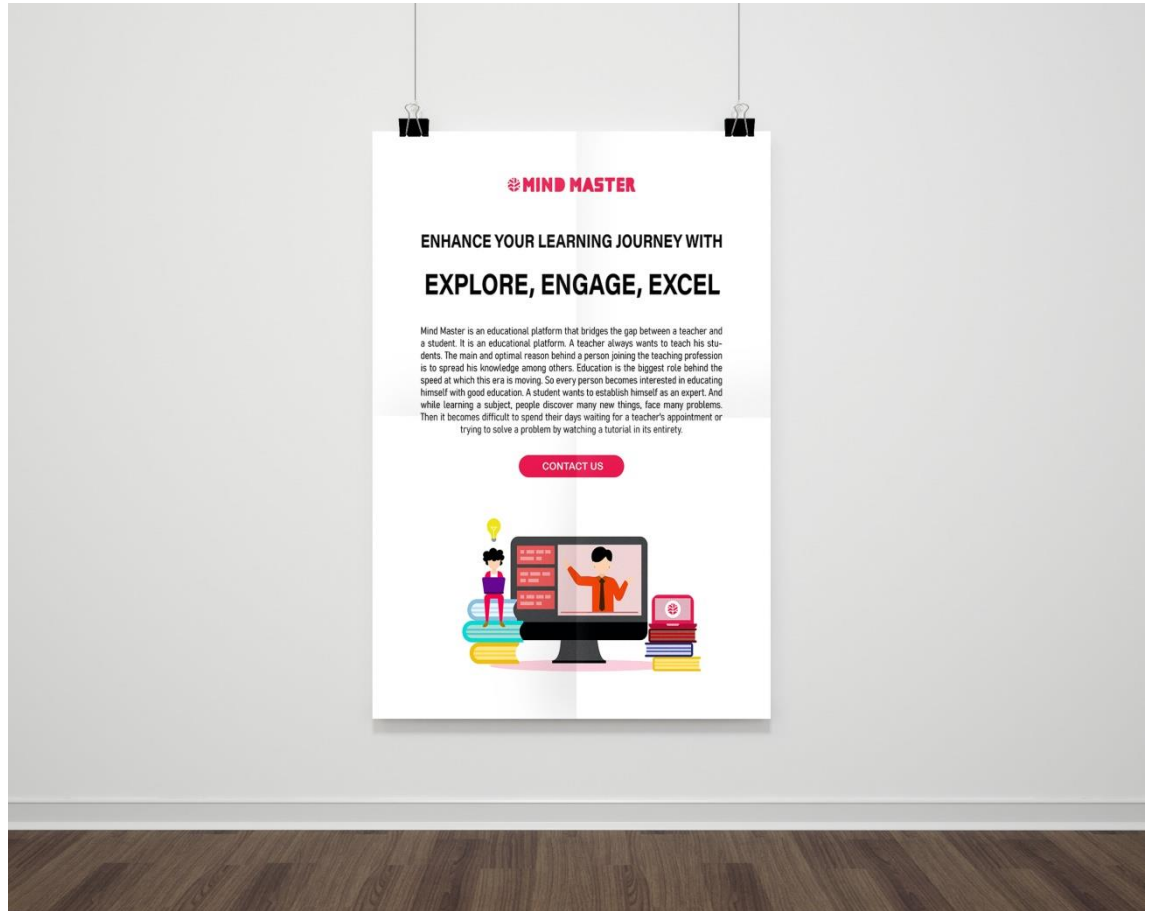


Fig 4.2.7: Mock-up of Poster

**X banner Design:**



Fig 4.2.8: X-Banner Design



**Mockup:**



Fig: 4.2.9: Mock-up of X-Banner



## Landing page:

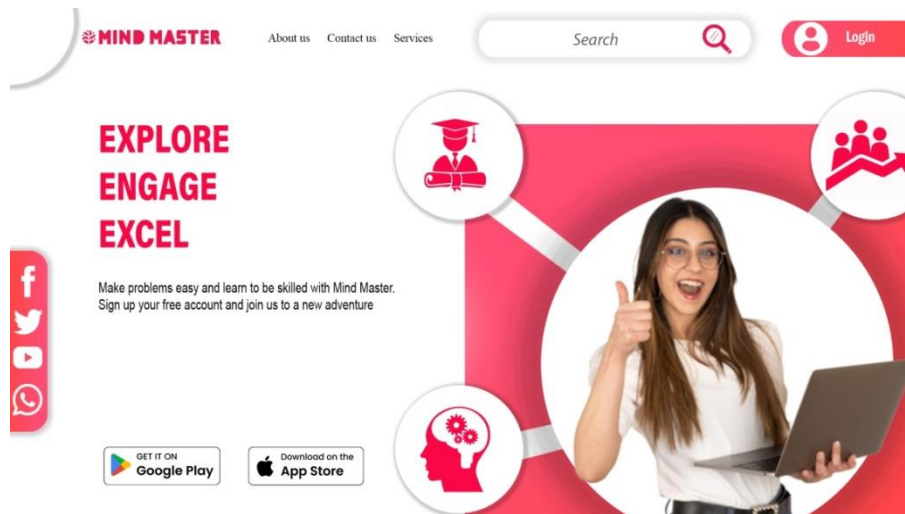


Fig 4.3.1: Starting page of website design

## Mockup:

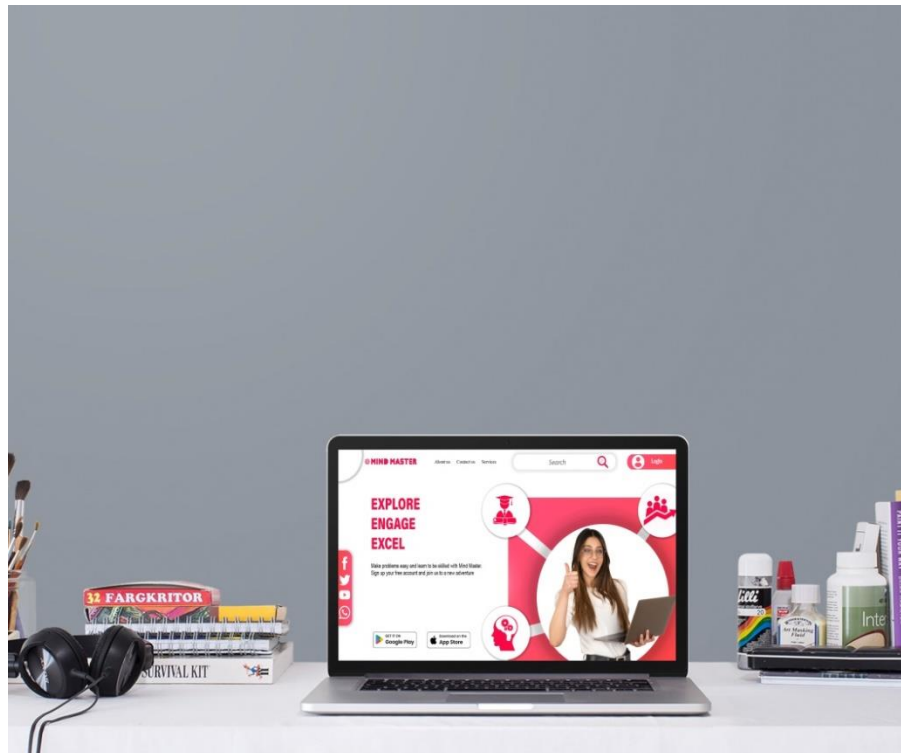


Fig 4.3.2: Mock-up of Starting page of website design

Diary cover:

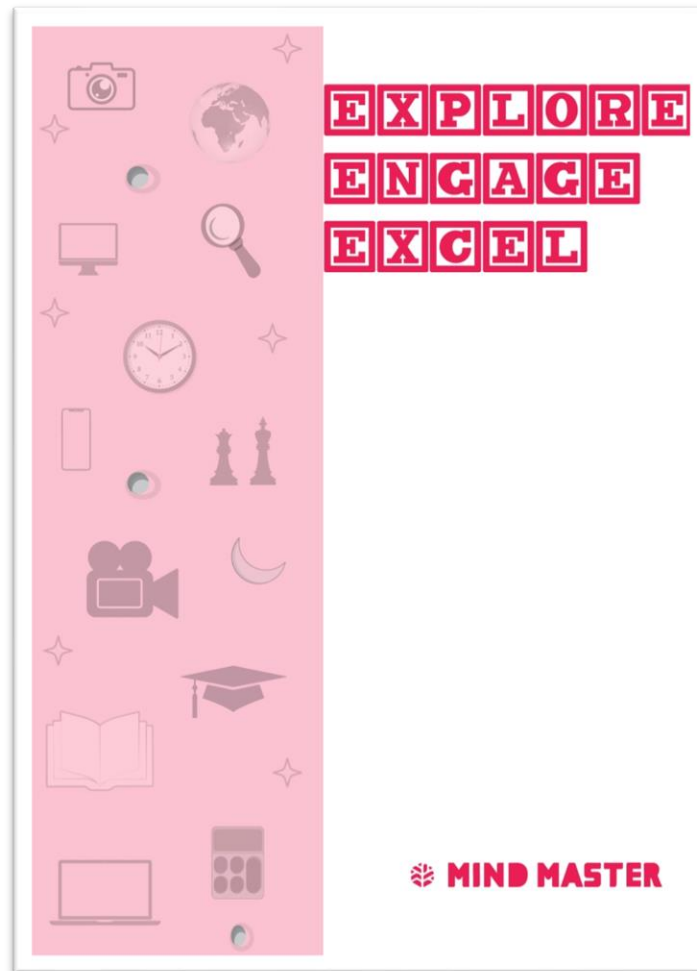


Fig 4.3.3: Diary Hard Cover Design

Mockup:



Fig 4.3.4: Mock-up of Diary hard Cover

**Bill board Banner:**



Fig 4.3.5: Billboard Banner Design

**Mockup:**



Fig 4.3.6: Mock-up of Billboard Banner

## Greetings Card:

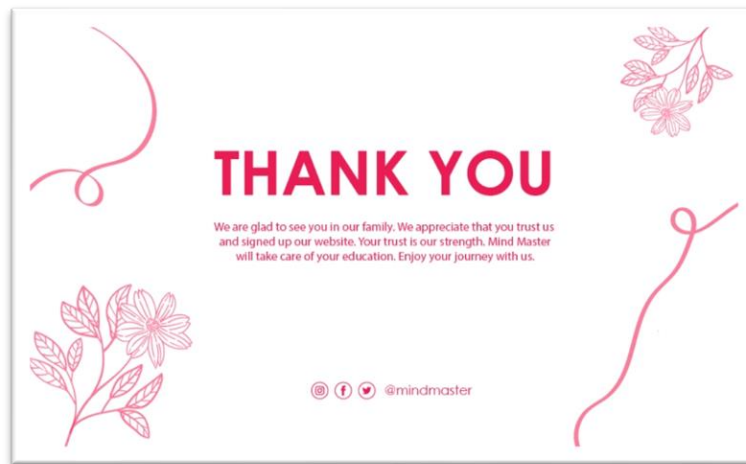


Fig 4.3.7: Greetings Card Design

## Mockup:



Fig 4.3.8: Mock-up of Greetings Card

**Pattern of the Brand:**

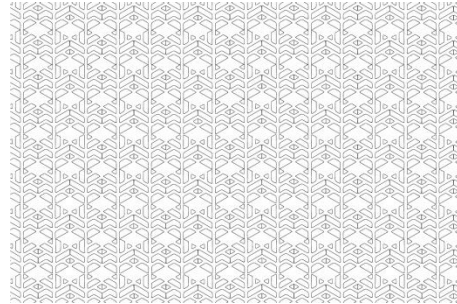
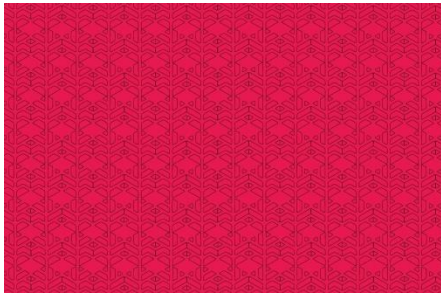


Fig 4.3.9: Pattern Design

**Brand's App Sign:**



Fig: 4.4.1 App Sign Design

**Mockup:**



Fig: 4.4.2 Mock-up of Brand's App Sign

**Mug:**



Fig 4.4.3: Mug Artwork

**Mockup:**



Fig: 4.4.4 Mockup of Mug

**Cap:**



Fig: 4.4.5 Cap Artwork



**Mockup:**



Fig: 4.4.6 Mock-up of Cap

**T-Shirt:**



Fig 4.4.7: Mock-up of T-Shirt

**Social ads:**



Fig 4.4.8: Social platform advertisement (1)



Fig 4.4.9: Social platform advertisement (2)

## Mockup:



Fig 4.5.1 Mock-up of Social platform advertisement

## **CHAPTER 5: DELIBERATION**

After the implementation of this project, a student will make himself competent, and learning will be easy for him. Currently, there are many such websites/platforms for learning. However, we have tried to take advantage of all the platforms together. Apart from that, Mind Master tries to add facility by analyzing several other difficulties. Mind Master has to face many challenges to establish a reputation. Nevertheless, success will come and the true self will show itself in good faith if the goal is unwavering and there is trust in the heart. So we will continue to try and strive with optimism, vision, conviction and determination.

## **CHAPTER 6: CONTRIBUTION**

This project was prepared by me. I did the project and report together. I also made solid designs and created mockups with the designs. I researched about my brand. I wrote this report and organized it.

This thesis introduces a new paradigm for comprehending brand design, which significantly advances the area. The results of this study add to our understanding by illuminating hitherto unexamined facets of the evolution of our nation's educational system. Among the research's major accomplishments is the creation of a novel approach to high-quality instruction. All things considered, this thesis adds to the scholarly conversation by presenting novel viewpoints on high-quality, innovative, successful, and outstanding education.

## **CHAPTER 7: CONCLUSION**

Certain norms and values must be reverted in order for an organization to be recognized as a brand. A brand is managed using a particular formulation, organizational structure, business concept, business plan, etc. In the same way a business cannot survive without proper profitability, good governance, and satisfied customers. Every company has a unique goal and viewpoint, so each brand must be carefully created to capture the essence of that company's values and characteristics. When modernizing their brand, all brands should bear in mind a few fundamental ideas. These consist of evolution, consistency, and focus. These guidelines can help companies build a powerful and identifiable brand.

Students will find Mind Master to be an easy and well-liked learning tool once it has established itself as a brand. Additionally, the students will receive the course of their choice in an easy-to-understand, reasonably priced manner. Additionally, it's a platform that gives students the chance to ask professionals for advice. In other words, by inspiring and pushing a student to pursue education, this platform helps him study.

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<https://www.sciencedirect.com/science/article/pii/S0360131520302623572>
17. Advantages of Online Learning: 16 Ways It Enhances Education”.  
<https://www.sciencedirect.com/science/article/pii/S03601315203023>

## APPENDICES

The image shows a Google Form titled "User's opinions on Online Educational Platform". The form includes an introductory paragraph, an email collection field, a description box, and two multiple-choice questions.

**User's opinions on Online Educational Platform**

This survey is to know about the role of online educational platforms in students. All students are requested to answer the questions of this survey. How online websites and tutorials help them in their studies.

Email \*

Valid email

This form is collecting emails. [Change settings](#)

111

This Google Form is basically for research on how to improve and upgrade the online education system with your feedback.

Description (optional)

Do online educational websites help you in your daily studies?

- Yes
- No
- Rarely

What role do educational platforms play in your daily life?

- Makes learning easy to understand
- Plays a role in knowing all the unknown topics
- Improve your skills and basics
- Above all

Fig 7.1.1 Google Survey Questions for users

Which of the following do you usually expect from an educational website?

- Simple user interface
- Low cost course fees
- Certificate and Badges
- Reliable Teacher's Support, Advices & Mentorship

Which of the following logos do you like more?






- Udemey  

- Skill Share  

- Khan Academy  

- Coursera  

- Mind Master  


Fig 7.1.2 Google Survey Questions for users

Which of the following websites would you always choose first?

- Coursera
- Skill Share
- Khan Academy
- Udemy
- edX
- Duolingo
- Brainscape

Which following role do you want in educational platforms to play in making you an extra expert?

- Purchase courses at reasonable cost
- Comprehensive Content
- Hiring a teacher or mentor
- Online Live session
- Research and Resources
- Career Development Support

Fig 7.1.3 Google Survey Questions for users

**Supplementary Link:**

Google Survey Form

[https://docs.google.com/forms/d/1\\_FF6x5fY3iCmLHD3pI4hXITu9B2ISw98Doh1xKV FprQ/prefill](https://docs.google.com/forms/d/1_FF6x5fY3iCmLHD3pI4hXITu9B2ISw98Doh1xKV FprQ/prefill)