

**COMPANY BRANDING (SMART WATCH),
DEVELOPING 2D ELEMENTS, LOGO, COLOR, IDEA GENARETING**

BY

Kowsher Binta Rahman

ID: 161-40-321

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

Supervised By

Md. Samaun Hasan

Lecturer

Department of MCT

Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

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APPROVAL

This Project titled “**Company Branding (Smart watch), Developing 2d Elements, Logo, Color, Idea Generating**”, submitted by kowsher Binta Rahman 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 26th December 2019.

Board of Examiners

Dr. Shaikh Muhammad Allayear

Associate Professor and Head

Department of MCT

Faculty of Science & Information Technology

Daffodil International University

Arif Ahmed

Adjunct Associate Professor

Department of MCT

Faculty of Science & Information Technology

Daffodil International University

Md. Samaun Hasan

Lecturer

Department of MCT

Faculty of Science & Information Technology

Daffodil International University

Dr. Mohammad Zahidur Rahman

Professor

Department of CSE

Jahangirnagar University

Chairman

Internal Examiner

Internal Examiner

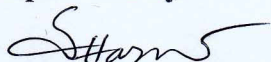
External Examiner



DECLARATION

I hereby declare that, this project has been done by me under the supervision of **Md. Samaun Hasan, Lecturer, Department of MCT** Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

Supervised by:



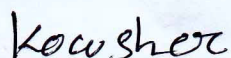
Md. Samaun Hasan

Lecturer,

Department of MCT

Daffodil International University

Submitted by:



Kowsher Binta Rahman

ID: 161-40-321

Department of MCT

Daffodil International University



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ABSTRACT

The project is a Watch Company branding. Which can be used for the purpose of advertisement, watch features, 2D, 3D element and attracting consumer attention. The entire project was created Branding and using this work technology. Our company branding is related to watch. The name of our branding is 'HOUR'. Our brand owned a digital watch in which many features have been included. It exactly looks like a smart watch. We have shown 2D, 3D, and 4D model to for our branding. We use some specific elements for our branding which represent our brand.



TABLE OF CONTENTS

Approval	ii
Declaration.....	iii
Acknowledgement.....	iv
Abstract	v
Table of Contents	vi
List of Table	viii
List of figures.....	ix

CHAPTER 1: INTRODUCTION **1**

1.1 Project Goal	1
1.2 Target Audience	2
1.3 Project Timeline	3

CHAPTER 2: LITERATURE REVIEW **4**

2.1 Branding	4
2.2 Branding History	4
2.3 Important of branding	4
2.4 Watch Company Branding Industry and we are inspired	5

CHAPTER 3:WORK PROCESS **8**

3.1 Idea Generating	8
3.2.1Color	8
3.3 Logo	9
3.4 2D elements work	14



CHAPTER 4: PROBLEM DURING WORKING	30
CHAPTER 5: CONCLUSION	31
REFERENCE	32-37



LIST OF TABLE

Table-1.1: Gantt chart of Company Branding (watch) using computer generated imagery of Watch Branding.



LIST OF FIGURE

Page No

Figure 3.1: Color palate used.....	09
Figure 3.2: Logo name	11
Figure 3.3: Full logo design here	11
Figure 3.4: Logo color using	12
Figure 3.5: Logo design angel create process.....	12
Figure3.6: Tagline here	13
Figure 3.7: Tagline and logo ruler create and perfect processing.....	14
Figure 3.8: Wall clock main shape design	15
Figure 3.9: Wall clock dial shape design	15
Figure 3.10: Wall clock digits here.....	16
Figure 3.11: Logo and color using this wall clock.....	16
Figure 3.12: Price tag shape this here	17
Figure 3.13: Price tag ribbon design	17
Figure 3.14: Full price tag design	18
Figure3.15: T-shirt design shape	19
Figure 3.16: Used the t shirt body color.....	19
Figure 3.17: Use the company logo in	20
Figure 3.18: Sign pen shape design	20
Figure 3.19: Using the liner gradient and fill color the sign pen	21
Figure 3.20: Using the logo and shadow in sign pen	21
Figure 3.21: Cover size and watch image ,sologan here	22
Figure 3.22: Cover page background color use	22
Figure 3.23: Company logo placed the cover page.....	23
Figure 3.24: Poster design placed the logo and watch image.....	23
Figure 3.25: Icon placed the poster design	24
Figure 3.26: Watch features icon text here	24
Figure 3.27: Id shape and ribbon design	25
Figure 3.28: Ribbon text (logo) tagline here	25
Figure 3.29: Full id design	26
Figure 3.30: Visiting card shape	27
Figure 3.31: logo placed visiting card	27
Figure 3.32 Full visiting card design	28
Figure 3.33: Web site design	28



CHAPTER 1

INTRODUCTION

Brand refers a name, position design, symbol, or any characteristics that defers the quality of a brand from others. Brand is used in commercially, marketing and in advertisement. Name of brand is often deferring from generic and store brand. Branding represent a company by holding many tasks from marketing to Brand quality element. Any type of product is highlighted to the customer by adding value through branding. Any corporate branding has no limitations on specific matter.

This project we are inspired by some watch company branding by Rolex ^[1], pebble ^[2], Fast track ^[3]. We can generate our Project ideas by viewing these branding companies. Pebbles, Rolex, Fast track, Apples, Xiaomoi, Honor etc. such type of brands provide color, features, design that attracts to the clients. These types of brands hold all the task in their market place so that people show interest to their brands. They are commercially successful for their brand when we see the promo video of their brand. They also produce casual watch besides smart watch.

This is a watch company's branding project. Where it will show different kinds of watch and their design. The hand watch in particular will be a digital watch.

We are creating branding company of watch in which we will show mechanical features, how products resemble better that belongs to outside country. We are manipulating our own brand through researching such materials, colors, design, etc. of their brands. Logo, Name, color material, needed for utilization will be shown in details and also show its objectives by creating brand animation. We will try to overcome these problem as well as at a favorable price. So that the customers get interested.

We will show the 3D and 2D model of the project. Products have done through 3D models. 3D software has used to provide more realistic 3D models. Necessary task will be taken in case of corporate Branding. Product are produced for the purpose of marketing. We will show every pros and cons of the project for marketing.



Customers are not interested in remaining branded clock/watch present in our country due to lack of expected features. Some brand have not well colored scene their product. The branding of the product cannot do exactly that. Moreover, they are most costly. This product will be able to buy limited prices. This product will have color, design, material, features, quality that will attract customers. It will be casual and fashionable watch.

1.1 Project Goal

The goal of this project is to make an it quality brand that will be out looking like the outside country's brand. Our project is related to branding company. Everyone likes a well branded watch. Like other brands we also keep some features for our watch. We keep smart watch and casual fashionable watch in both. Our country has a few branded watches. So, we want to represent our watch for the sake of our country. We are trying to the brand by providing such features and metals as target audience desired like other country.

In modern world smart watch is now an attractive tool for everyday life. Many informative data are presented in this gadget. Few days before we could see smart watch in TV, Animation movie, advertise as we imagine that but now it is available to use. Smart watch is now used commercially like smart phone. It eases the way of life by proving its desirable characteristics.

1.2 Target Audience

Our target audience in this project are young people of age from 15 to 50 people who loves to see attractive features of their product. Job holder persons have a certain time to work on it. They have this watch on the job's Notification and Feature of Different Works.

Young Generation people who like to read the watch in a little fashionable. All things are digital, like a watch, want a smart watch. This comes with our technology. Besides, Luxury Watch comes and will be used by everyone. This watch will be fashionable and will be a digital smart watch. The design, colors, features were kept in such a way that the target audience would be interested to buy.



1.3 Project Timeline (Gantt chart)

The project will over a sixteen weeks schedule. Below is a Gantt chart of the proposed schedule-

Table-1.1: Co21mpany branding (Watch) Gantt chart

Number sl.	Task	Total Duration (weeks)	Week															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
01	Research	1	█															
02	Brainstorming	1	█	█														
03	Concept Development	5	█	█	█	█	█											
04	Collecting reference	4	█	█	█	█												
05	Design /Modeling create product, Compositing etc.	7			█	█	█	█	█	█	█	█						
06	All design part correction	2																
07	Animation	7											█	█	█	█	█	
08	Rendering	7															█	
09	Editing and sound	2															█	



CHAPTER 2

LITERATURE REVIEW

2.1 Branding

Branding, by definition, may be a marketing practice during which a corporation creates a reputation, symbol or design that's easily identifiable as belonging to the corporate. These helps to spot a product and distinguish it from other products and services. Branding is vital because not only is it what makes a memorable impression on consumers but it allows your customers and clients to understand what to expect from your company. It's how of distinguishing yourself from the competitors and clarifying what it's you offer that creates you the higher choice. Your brand is made to be a real representation of who you're as a business, and the way you would like to be perceived. There are many areas that are wont to develop a brand including advertising, customer service, promotional merchandise, reputation and logo. All of those elements work together to make one unique and (hopefully) attention-grabbing professional profile.

2.2 Branding History

Branding began many centuries before the term acquired its modern usage. The Greeks and Romans et al. before them had various ways of promoting wares or goods, whether or not they were wines or pots, metals or ointments. Modern branding and therefore the use of individual brand names has its origin within the nineteenth century. The economic Revolution and therefore the consequent development of advertising and marketing techniques made the choice of an honest brand name of great importance. In both America and Europe, the rapid increase in population, expansion of the railways and construction of latest factories.

2.3 Important of branding

Branding is completely critical to a business because of the general impact it makes on your company. Branding can change how people perceive your brand, it can drive new business and increase brand awareness. Branding is critical when trying to urge future business, and a strongly



Established brand can increase a business value by giving the corporate more leverage within the industry. This makes it a more appealing investment opportunity because of its firmly established place within the marketplace. A good brand will haven't any trouble drumming up referral business. Branding usually means that customers have a positive perception of corporate. Once a brand has been well-established, word of mouth is becoming to be the Company best and best advertising technique. A professional appearance and well-stage branding will help the corporate build trust with consumers, potential clients and customers. People are more likely to undertake to business with a corporation that features a refined and professional portrayal. A professional appearance and well-stage branding will help the corporate build trust with consumers, potential clients and customers. People are more likely to undertake to business with a corporation that features a refined and professional portrayal. Properly branded gives the idea of being an industry expert and makes the public feel that they trust your company, the products and the services it offers. Any company, ad farm, product visualization, game, film, short film, CGI etc. are going to be branding. Any product So that you'll know all about the merchandise, what might it's like feature everything is branded for something. This enhances the marketing of technology.

2.4 Watch Company Branding Industry and we are inspired

The top company of producing smart watch from the lists are Apple watch, Samsung Galaxy watch, Fit bit versa, Huawei watch GT2.

Pulsar was the first digital watch in 1972 introduced by Hamilton Watch Organization. In 1982 Pulsar was able to store program digit. Then Seiko produce many kinds of smart watch like these. Galaxy , fit bit versa ,apple ,pebble etc. smart watch features calculation and many more steps, distance, active minutes, sleep reviews, calories, heart-rate, cloud GPS (not built-in)50 meters water is fast. You can find calories and steps tracking, schedules for all-day running, guide theory sessions and review with the Hearts Company, all of the lucky ones here.



Though smart watch has been commercially available since early 80's, it has not gained much publicity or interest from public consumer. However, in the past one-year, smart watch has gained significant momentum and 2013 was even said by analysts “could have been year-of the-smart watch”. That momentum was signified by the release of several smart watch products such as Pebble by Pebble Technology Corp, Galaxy Gear S by Samsung, Smart Watch by Sony and Top by Qualcomm. Later in 2014, Consumer Electronic Shows a large number of new smart watches were released by various companies such as Razor Inc., Arches, LG, Motorola, and even Google Android Wear platform was then introduced. That is on top of what other firms have confirmed that they are in process of developing their smart watch products due for release in near future, such as Apple with Apple Watch and Swatch with Swatch Touch to virtually concludes 2014 as start of “wrist revolution” where many high-tech companies have started their competition in this market.

The name of the brand's watch products has survived for their good work. That is why customers are attracted to those products. The Rolex brand watch is a luxury product. Because of its design, material, machine, which is of very good quality. Pebble Watch's body thinner, glass is gorilla glass and material metal, leather. Fast track / Titan's watches are in fashionable. Apple Watch is a line of smart watches designed, developed, marketed and sold by Apple Inc. It incorporates fitness tracking and health-oriented capabilities with integration with IOS and other Apple products and services. They are such an expansive band because of their good service and brandy overlay. These brands put a lot of creative ideas into their work. Starting with their logo names all over keeps them at bay. Each watch's design is different. That's why they are known as international brands. We are inspired to see these brand.

Almost all smart watch has function that can track your health, physical activity and other daily physical routines. These national applications give consumers an idea of their general health status control. Some smart watch has many function some of those Bluetooth, call receiving, alarm, maps, touch screen, etc.

Design has to be done by a 3D software for establish a smart watch. First of all, in case of branding, name of company, their logo etc. are designed through story board. The design of the product is drawn on the storyboard and then the model is designed in the software. The company use 3D base software for making more authentic rendering, features etc. We became to be inspired to see



Such brands which models are completed by Cinema 4D, Maya, Max, 3D software. Rendering, texturing is well. Render were monitored by Mental ray, key fame, Octane the brand definitely show lighting set up, camera animation, promo video.

These company add specific tagging with their name of brand. Each and every task are well defined from design to material selecting that may create attract to the target clients. Each brand has each of different watch that has different purpose to the different clients they want. Those company which provide branding watch may also design card, Pad, Mug, Box, and Pen Drive etc. for adding marketing value.

Storyboard

The storyboard is a very important part of the pre-production process because it clearly states how the story will flow, you can see how your shots work together. Brand Storyboard Contact a branding company for its business contact space, contextual and 'mind' steps. Our brand messaging process differentiates the value and value of your customers, the positions they face, and how your solutions are priced.



CHAPTER 3

IDEA GENERATING, COLOR, LOGO DESIGN AND 2D ELEMENTS WORK PROCESS

In this section idea generating, color, Logo design, 2D elements creation process will be described successively. A list below shows the models which had been used through the whole project.

3.1 Idea generating

An idea should be needed at the beginning of a work. Work can be done systematically through generating a target idea. So, we create our own idea to complete the work where they involve a creative process, new idea of works, ultimately implementing the process. The idea considers the time range of work, characters of each tasks and ultimately select the best way to attract the target audience. So, we discuss with our group members about research and goals to have a success result.

3.2 Color

The importance of color design stems from the importance of color to the human mind. .Within the psychology of colors, warm colors show excitement, optimism, and creativity; cool colors symbolize peace, calmness, and harmony. Color is extremely important in branding and marketing because it's where first impressions of consumers are based. Also, color is that the key in producing an honest identity for an organization. Colors are quite just a clear aid because colors convey emotions, feelings and experiences.

We've chosen two colors for our branding logo. The color are yellow color and ash color using. And our watch color is black and pink. Mainly this color is black sometimes use the white color for text.

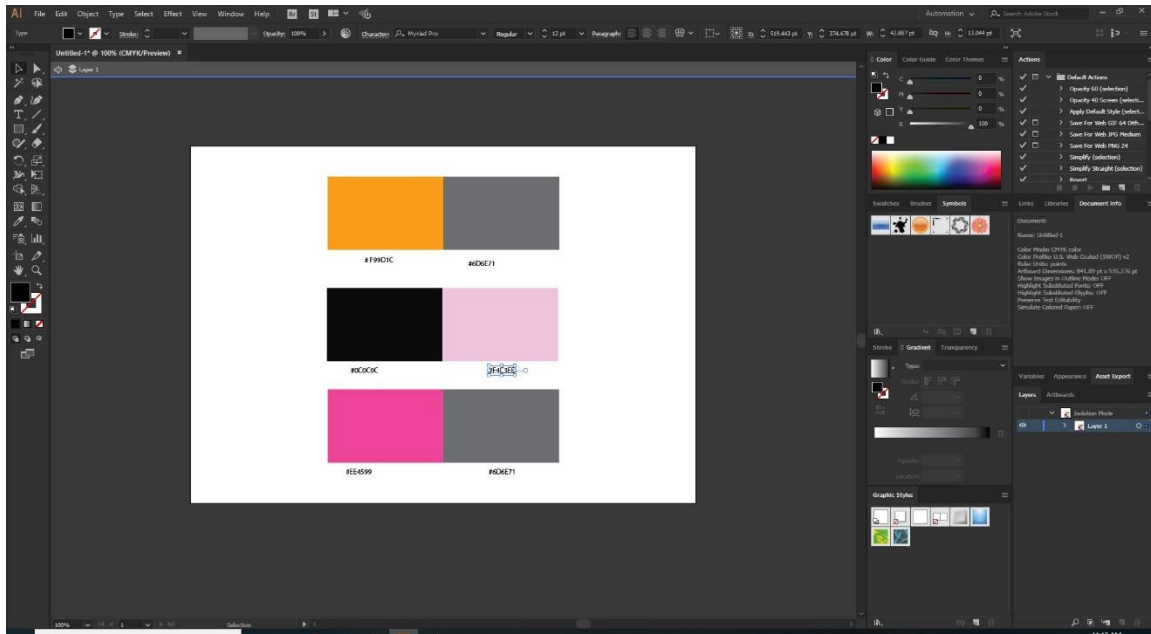


Figure 3.1 Color palate used

Step: Using this color our company branding project. This color we used logo, tagline, watch, 2D elements.

3.3 Logo

A logo could also be a mixture of text, and visual imagery that serves two purposes. It tells people the name of the company, and it creates a clear symbol that represents your business. The logo is foremost vital element of branding, especially where this factor cares, because it's actually the face of the company.

The elements of a familiar graphic design, often representing a company or product with a reputation, symbol, or trademark. This is why knowledgeable logo design should be powerful and easily memorable, making an impression on a private initially glance. Printed promotional products are how of getting this across. A company logo could also be a logo of your company's identity.

One of the fore most important things to make a logo designs success is its meaning or message. The brand should show its intent behind the design. It must be a concise visual representation of



your brand. Even your prospective customers should be able to easily understand and describe the aim.

Our project is about branding we decided to watch as our branding, and we have created logo on the basis of this. Our company branding name is “hour”. We have named this hour because we have given emphasis on hour of time. Our logo is prepared in such way that customer can easily identify our logo as watch branding. Our logo shows our branding principal.

In our logo we have two clock hand with two color one is yellow and ash which represents day and night. Logo is very important for branding because it represent face of any product or company

Our logo tagline “area of perfection”. For any kind of work, we need time, and time help us to fulfill any work perfectly. As it is digital age, we decided to make digital watch branding as time is most valuable element in our life. We tried to give features related to the modern age need which we use and get benefited from our daily lives through our watch. For this reason, to keep pace with digital age we selected this tag line because we search perfection in our every work, and time helps to get perfection so we have named our tag line hour.

Our logo is designed and targeted for the young generation. In Our logo, clock hands look like a tie which represent the job holders who wears tie. Logo design every angle sit size 45 degree. This design size to cut their logo name design.

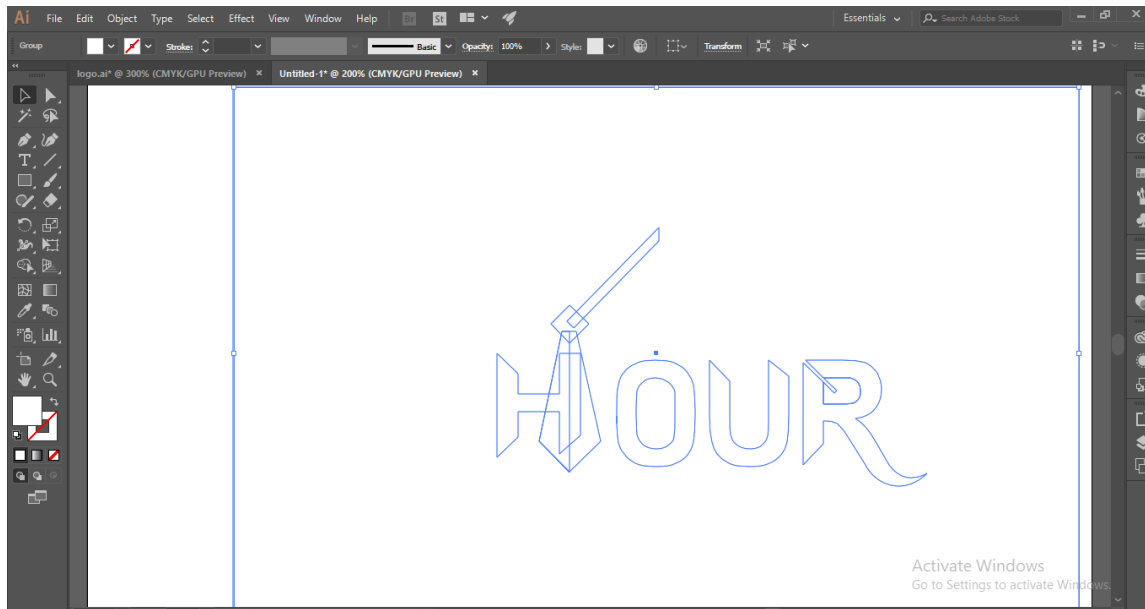


Figure 3.2: Logo name

Step1: First, let's change the text type tool to set the company logo name as hour. And the hour name the H letter the upper and lower part the shape cutting 45 degree angle and U,R same this cutting system. R letter shape the design. Logo has been two dials. The dial shape design creates by pen tool. The dial design like a tie.

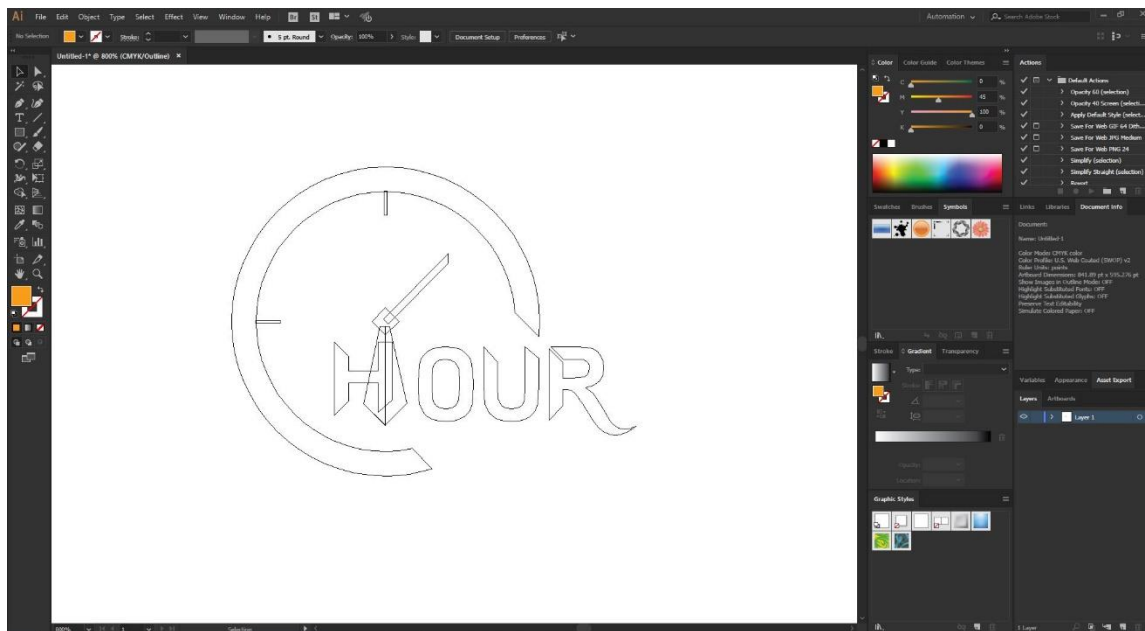


Figure 3.3: Full logo design here

Step2: First of all the ellipse tool to create cricle and the duplecated this . The cricle part cut the use pathfinder and the circle is look life a clock. Then The rectangle use the circle uper and middle part the dial shape

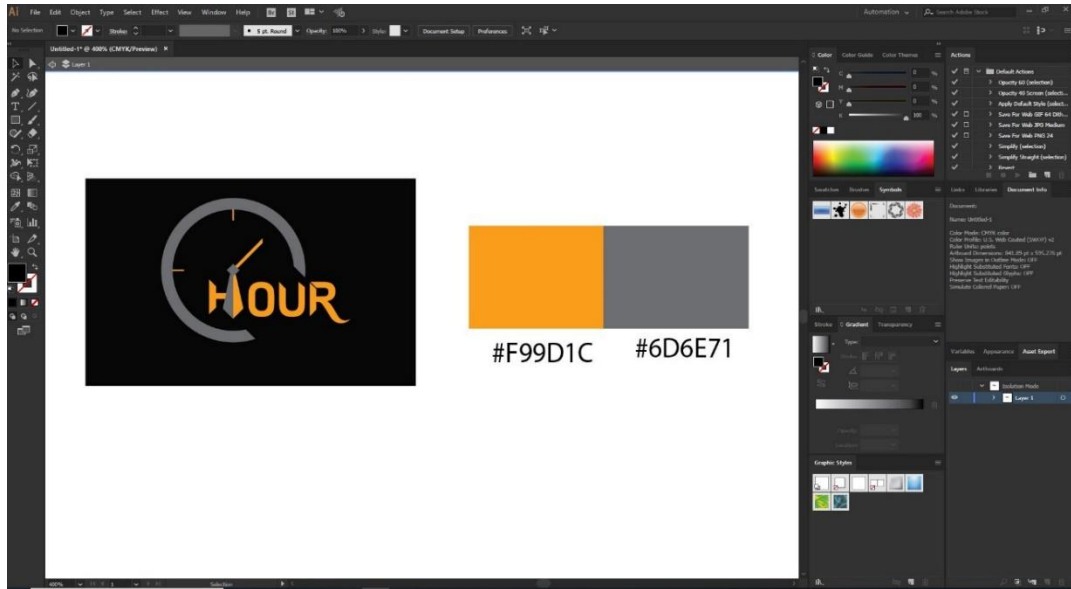


Figure 3.4: Logo color using

Step 3: In our logo we have used two color. One is this yellow color code #F99D1C and ash color code # #6D6E71 using .Which color represents day and night. In our logo has two clock hand the one hand two different color used. Which color represents day and night.

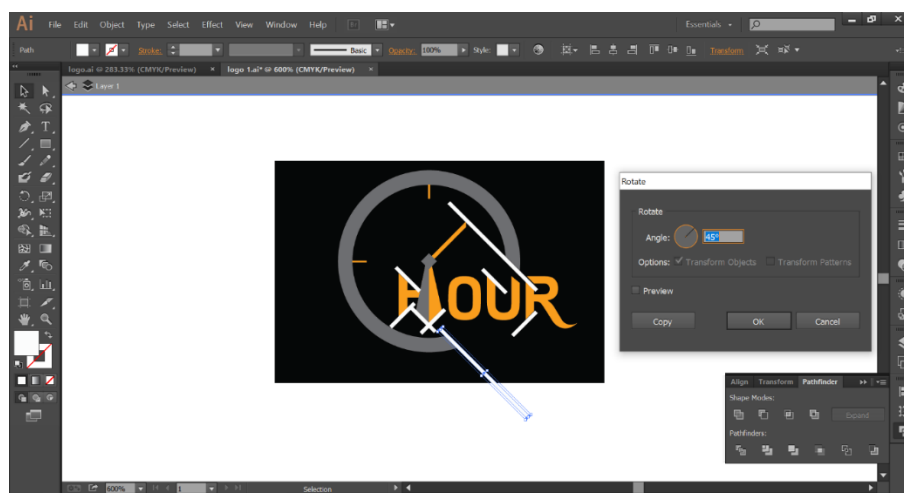


Figure 3.5: Logo design angel create process



Step 4: Each angle of the logo has been placed at 45 degree angles. So that the map of each angle is equal.

Tagline

A tagline hall is the sum of the quantities, securities, or any company or agency company which is the agency product has been tested for a product or connection or the agency the or the company or the product. The specification of a slogan should be tested when a tagline

Branding slogans As a scientist, taglines remain in the marketing materials and advertisements of Lushin. Significant shapes of significant synthesizers have been created that are shown and shown to the audiovisual / audio visual producers' placement, or audiovisual interviewer

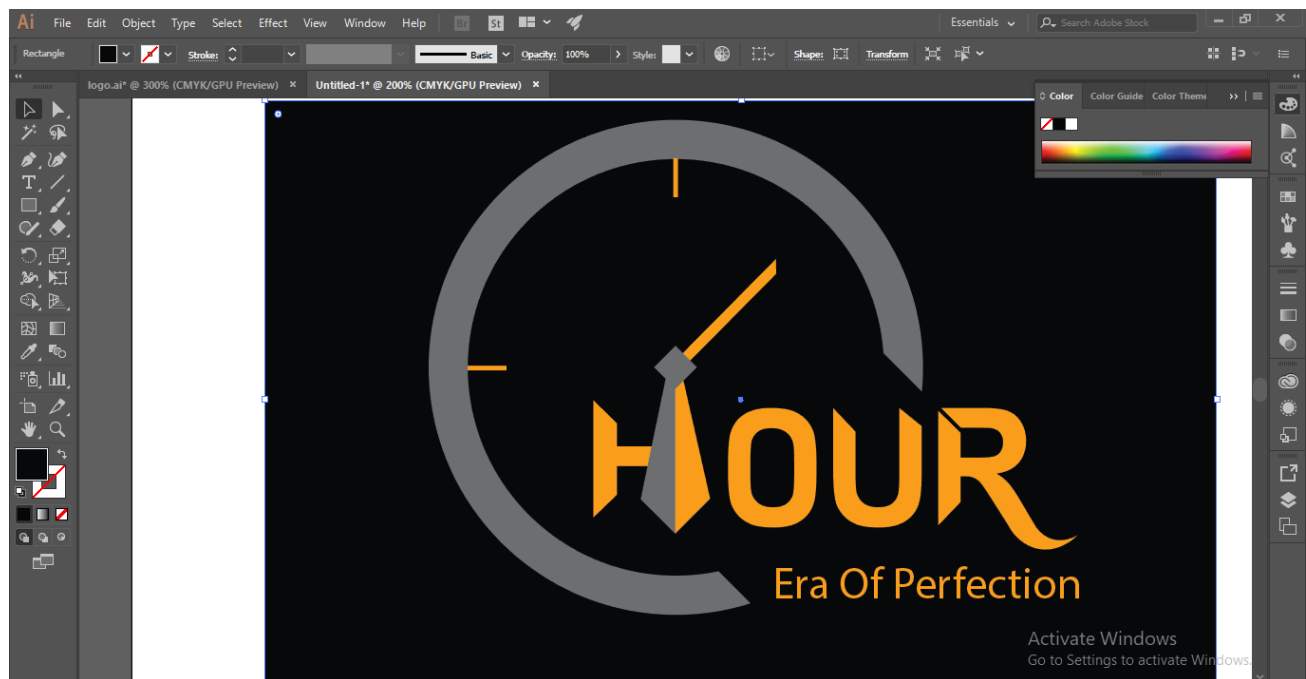


Figure3.6: Tagline here

Step 5: Type tool create a text the our company tagline .The tagline is the circle lower part right side to here. The tagline logo O letter begin at the end of the R letter. Logo color use this tagline .

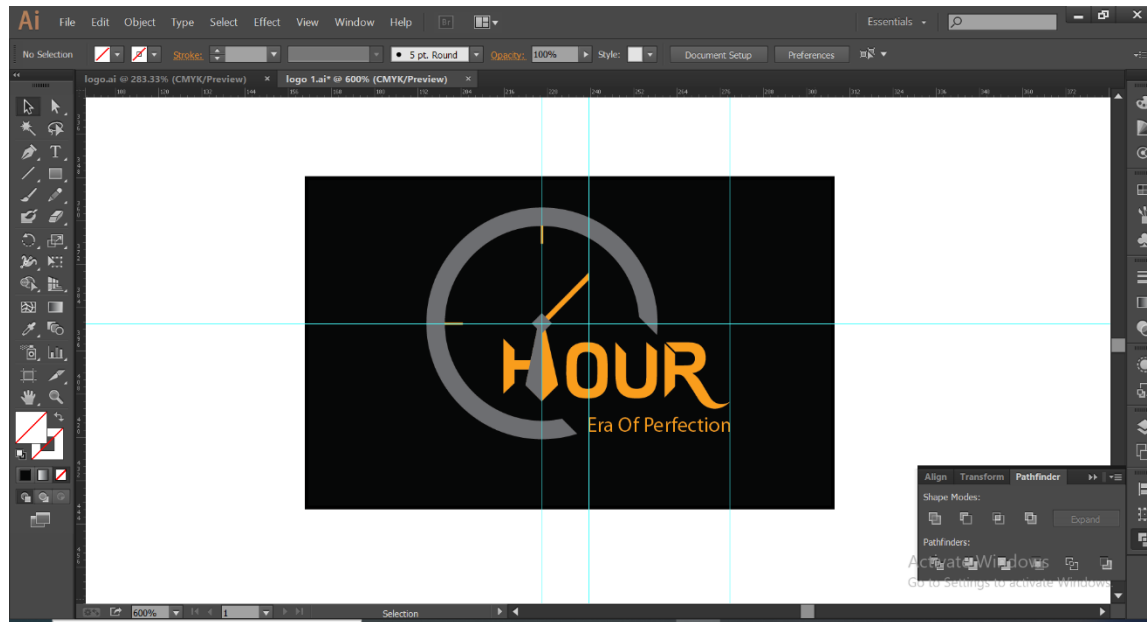


Figure 3.7: Tagline and logo ruler create and perfect processing

Step 6: The logo design is designed to look like a circle or a watch, it has two dials, and the logo has two clock hands, these are two level at the same level. The logo has two hand and the upper hand is on the same level as the letter O.

3.4 2D Branding elements

We create some 2D elements of the company branding Photoshop and Illustrator. These 2D elements will be essential for our Brad Marketing. This is how the elements are created this project.

Wall Clock

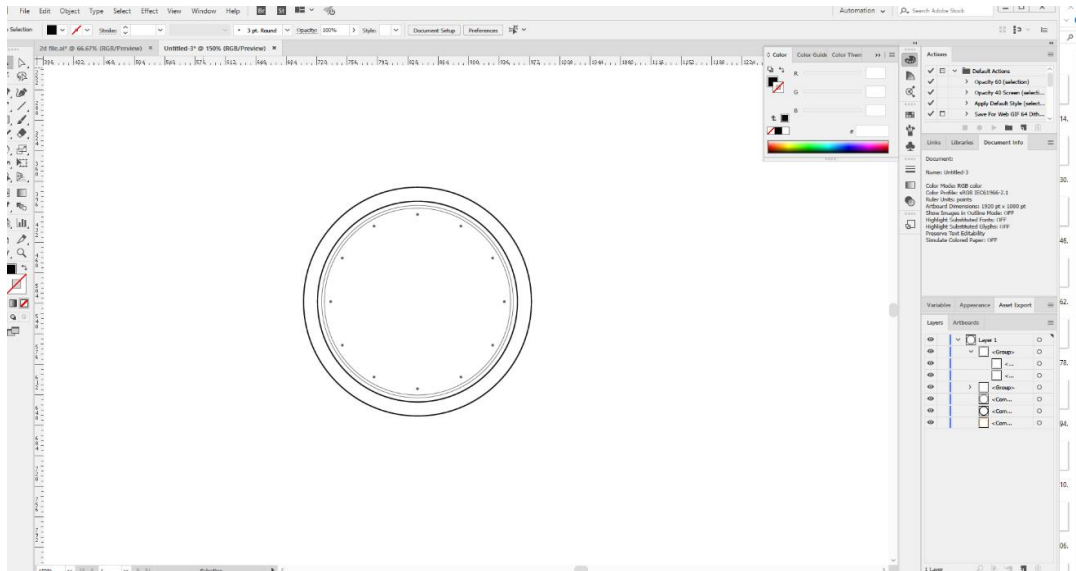


Figure 3.8: Wall clock main shape design

Step1: The ellipse tool is first taken from Illustrator a tool bar. It is copied and pasted. The layer is turned on by turning it off. The dot is taken with the pen tool. Then the dot copy is pasted.

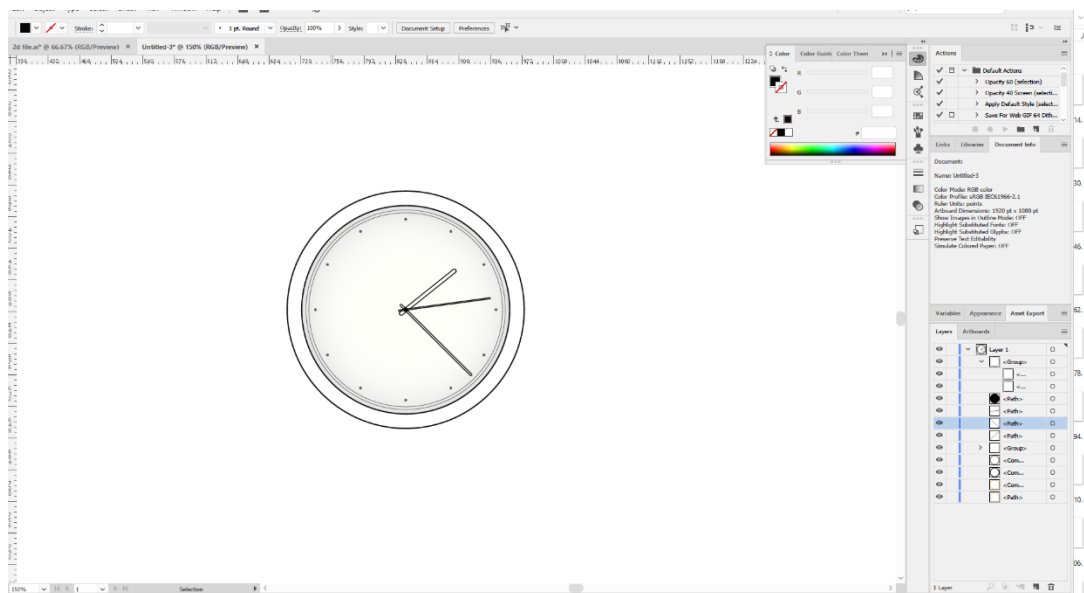


Figure 3.9: Wall clock dial shape design

Step2: From the tool bar, the clock hand from the pen tool were created. Here is a pen tool that is created 3 hand in clock.

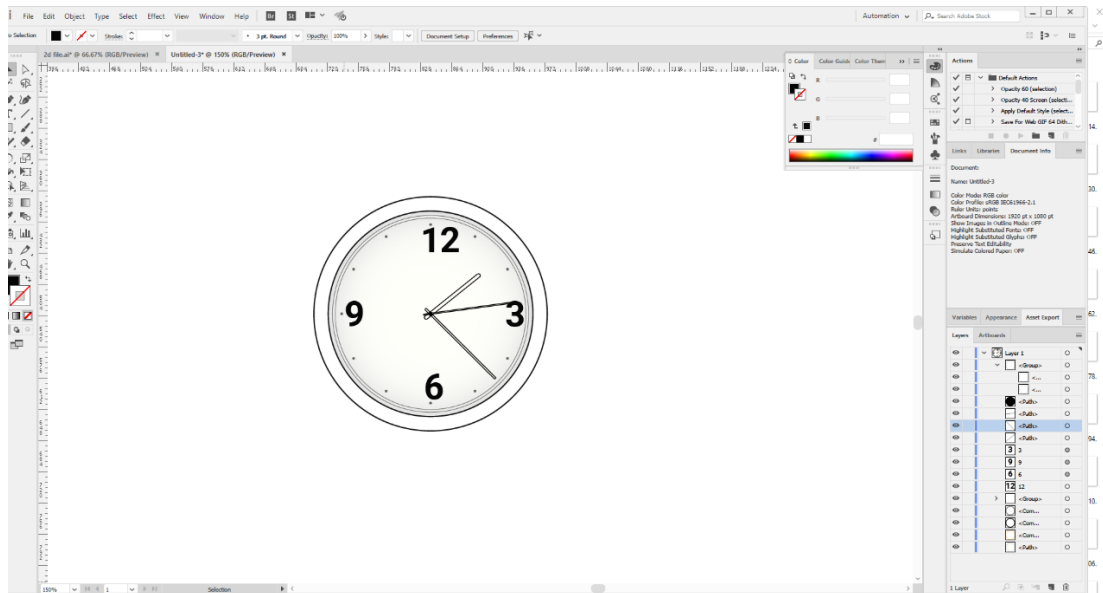


Figure 3.10: Wall clock digits here

Step3: clock digits were made by using text tool from the tool panel. Roboto bold was chosen as the font type and font size is 48.

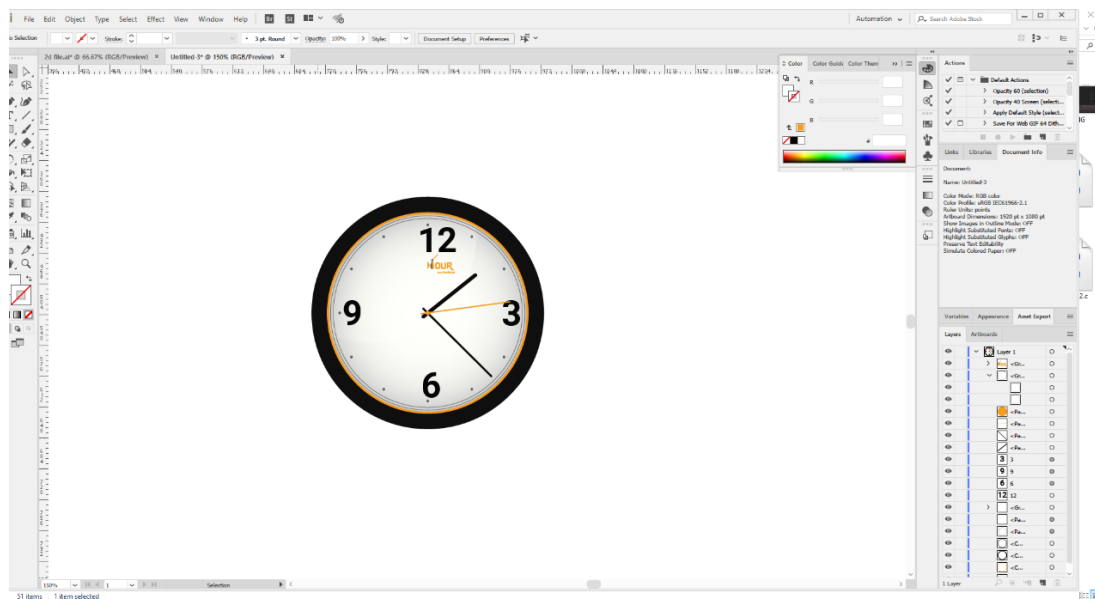


Figure 3.11: Logo and color using this wall clock



Step 4: Then the logo was placed on the watch. And used the color on the clock the circle part color and clock 2 hand and text digits to used black color. And other part used to logo color.

PRICE TAG

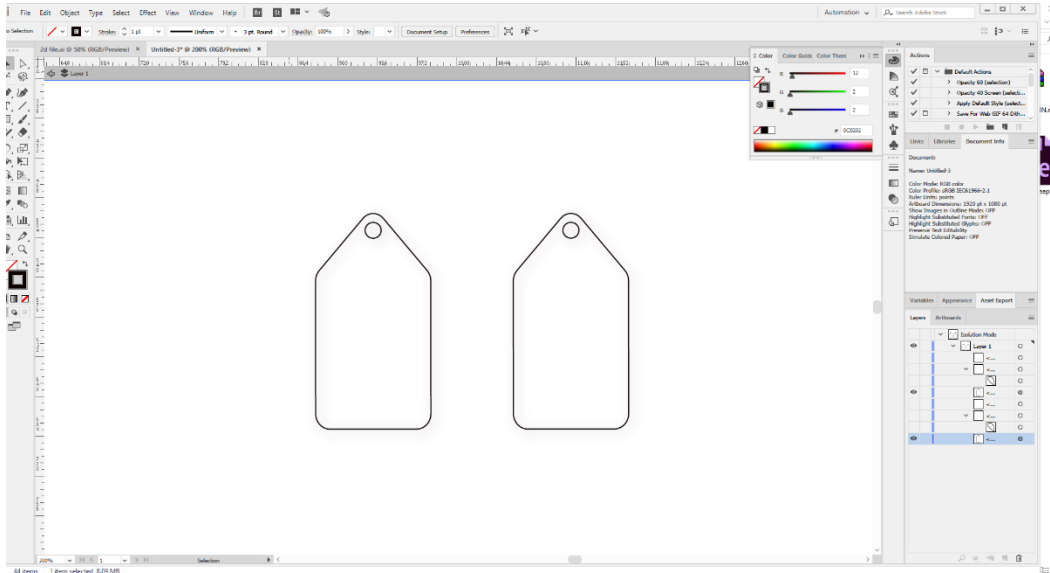


Figure 3.12: Price tag shape this here

Step1: From the tool bar I have used pen tool path for creating the price tag shape and then added another circle path which is used to show the hole of price tag.

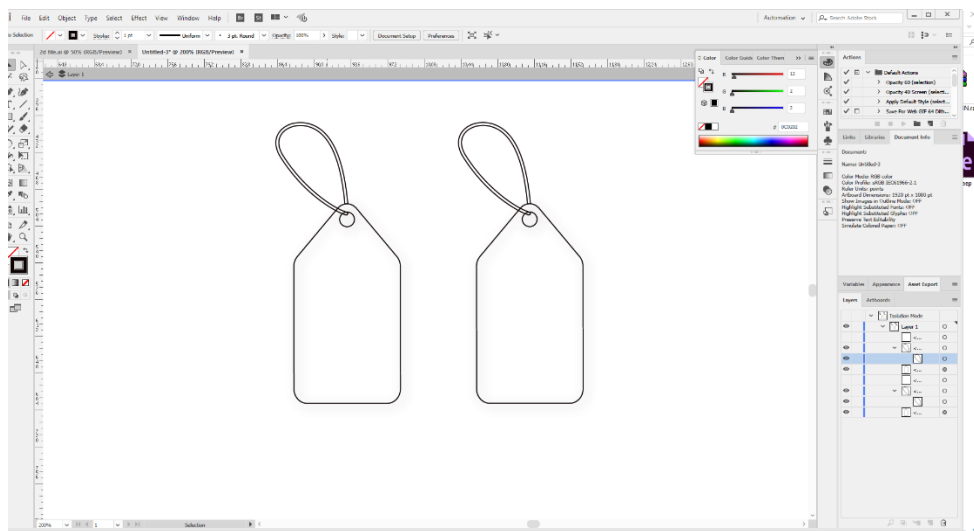


Figure 3.13: Price tag ribbon design



Step 2: Price tag ribbon shape design used to the pen tool. Overlapped portion of the price tag was covered by masking over the ribbon. Path line was duplicated and rotated to form the ribbon shape.

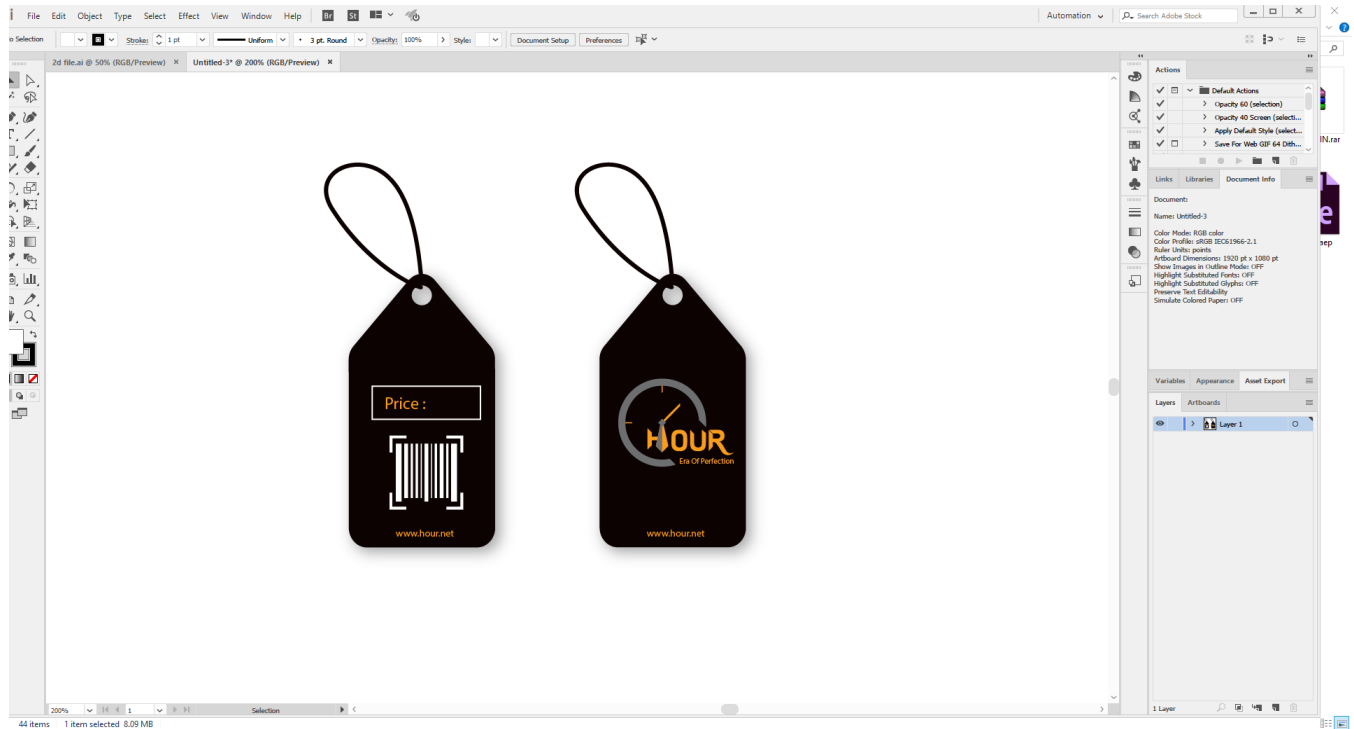


Figure 3.14: Full price tag design

Step3: Company logo and web side address was placed and in One side of the price tag. The price tag using the fill color. A rectangle was taken to highlight the price showing portion form the black part form shape tool. A downloaded bar code png image was placed under the price rectangle.

T-shirt

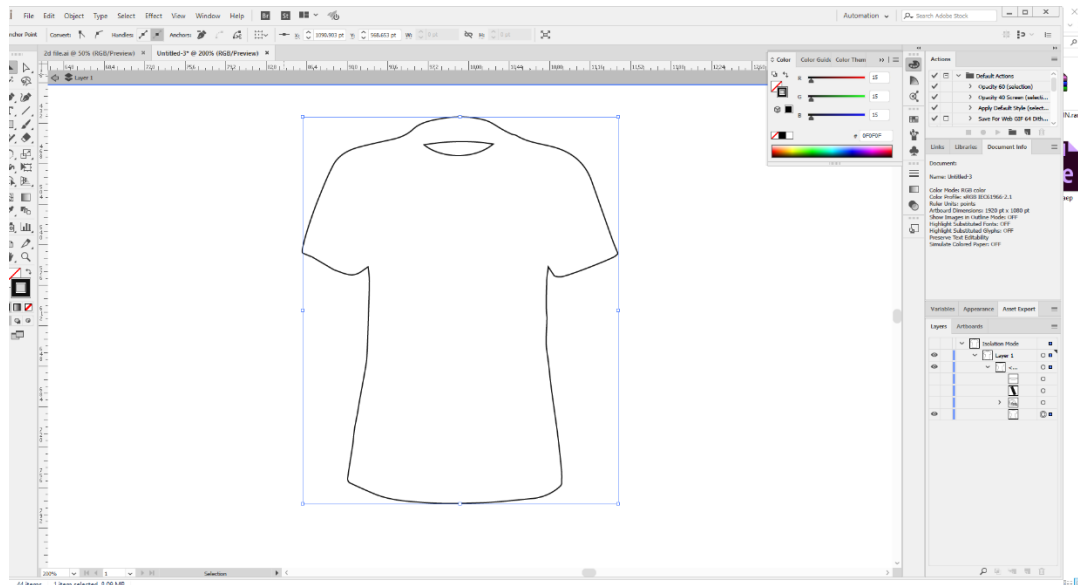


Figure3.15: T-shirt design shape

Step 1: Download the t shirt image .An uploaded image create an outline the t - shirt shape .To using the pen tool and draw to t -shirt design shape. And smooth ness to pen too use and this shape anchor point to select and the curve to this.

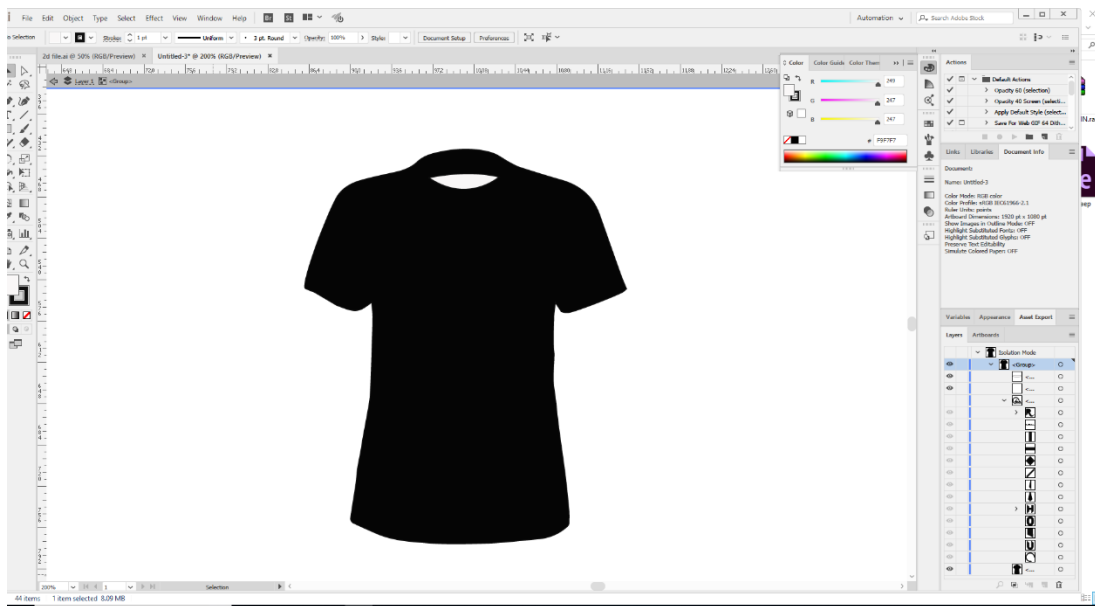


Figure 3.16: Used the t shirt body color

Step 2: Form the fill color was black using the t shirt body.

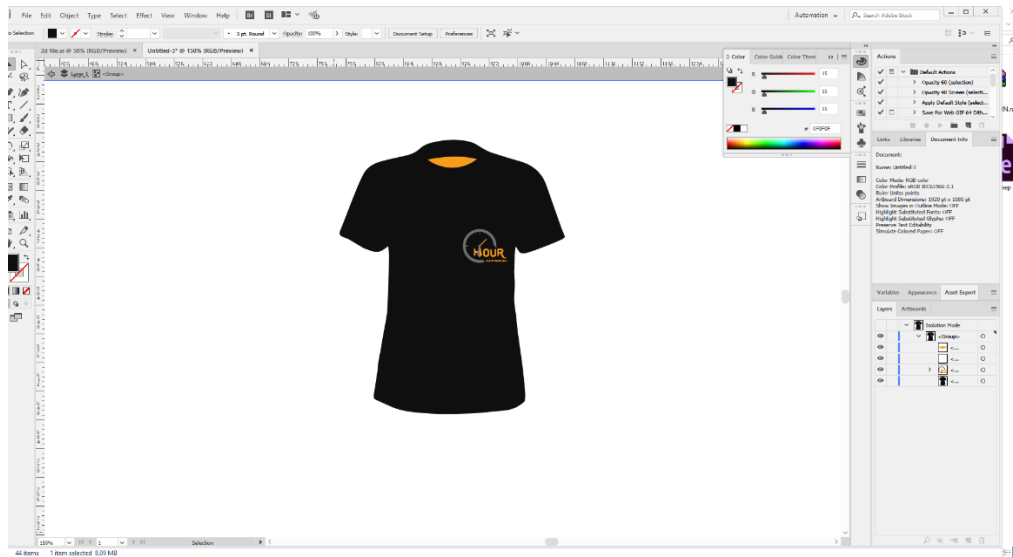


Figure 3.17: Use the company logo in t shirt

Step 3: Our company logo was placed the t shirt body. A fill color was chosen for the inside collar tag portion according brand color #F89D1E.

Sign pen

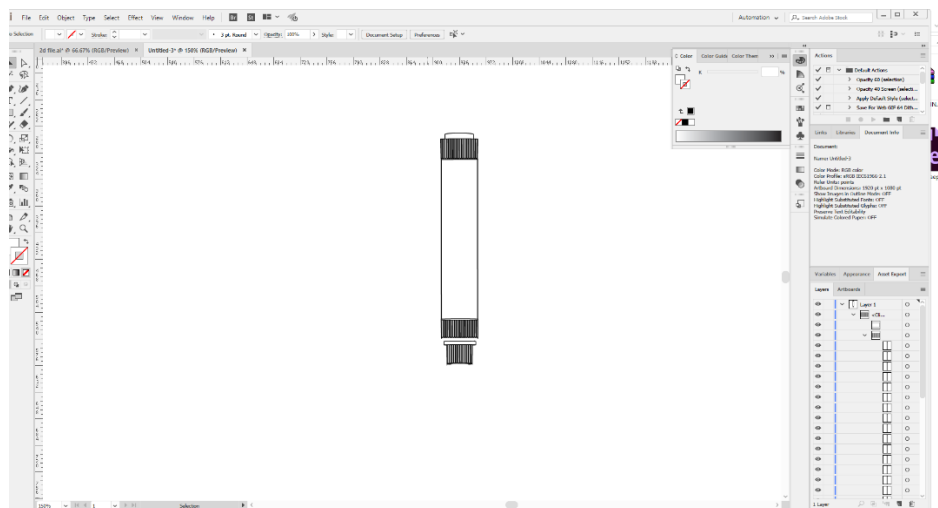


Figure 3.18: Sign pen shape design

Step1: A rectangle was taken from the shape tool for the body of the sign pen .Lower and upper part of the sign pen also created by taking the rectangle shape. Pattern over the upper and lower part of the sign pen was created by line tool.

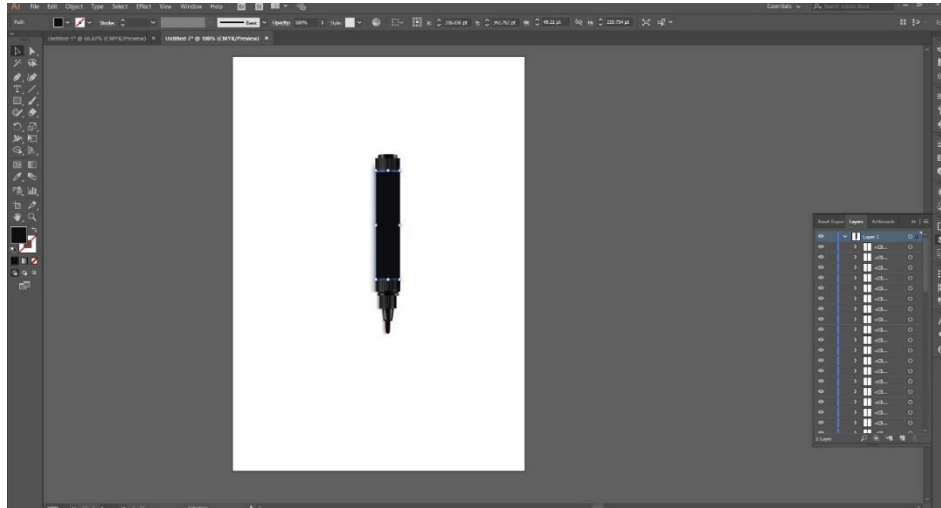


Figure 3.19: Using the liner gradient and fill color the sign pen.

Step 2: A liner gradient was taken over the upper and lower part of the sign pen. And the sign pen nib to using the liner gradient.

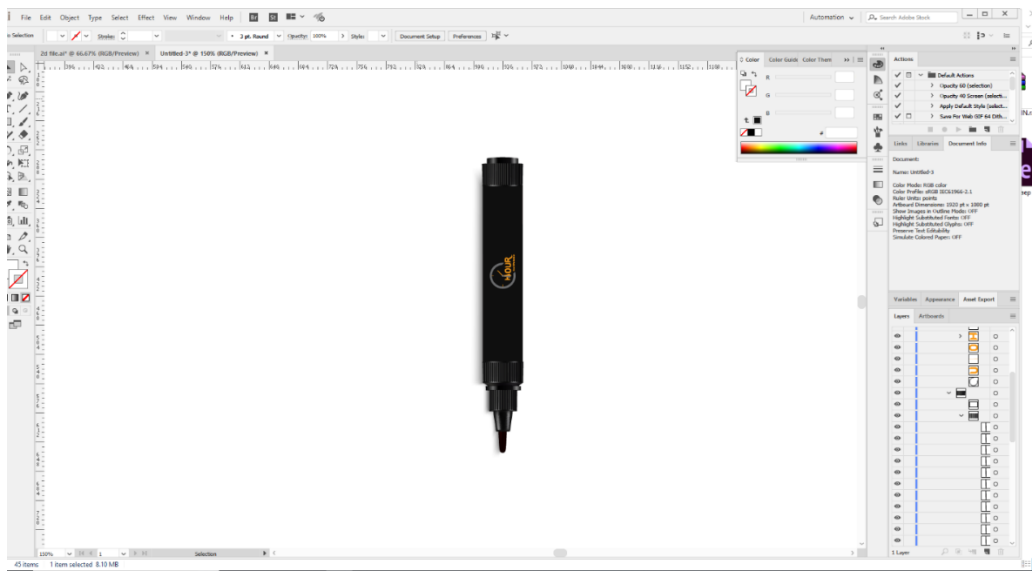


Figure 3.20: Using the logo and shadow in sign pen

Step 3: Company logo name used the sign pen middle part. And the using effects the stylize inner glow. This effect use to sign pen shadow part.

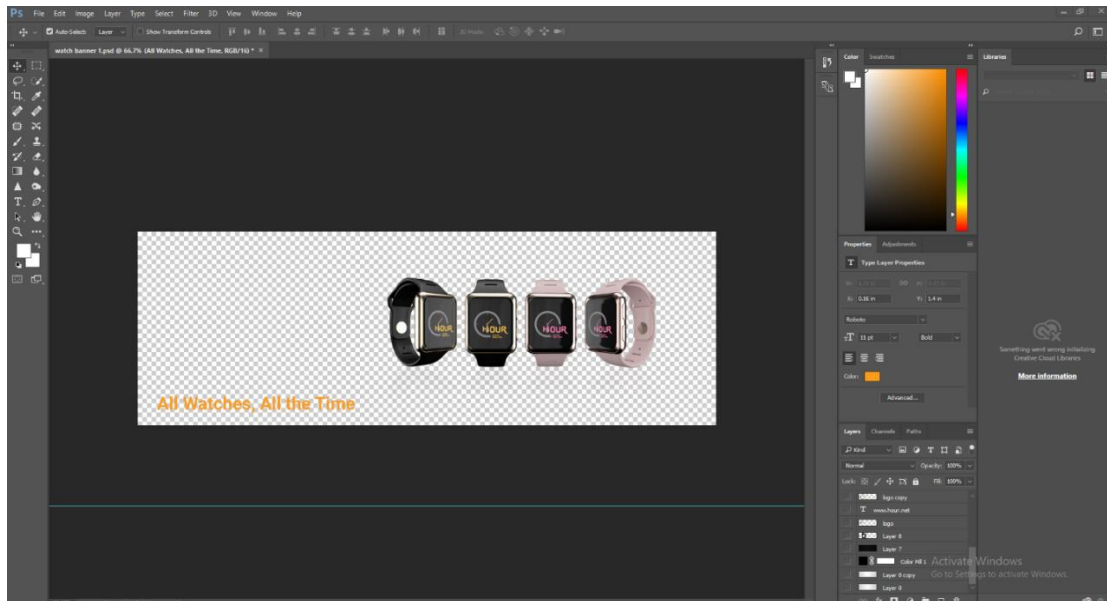


Figure 3.21: Cover size and watch image ,sologan here

Step 1: The cover page size is 820x312 pixels. Using the transparent and the created by watch image. Text tool use and the written slogan. use the font Roboto bold.

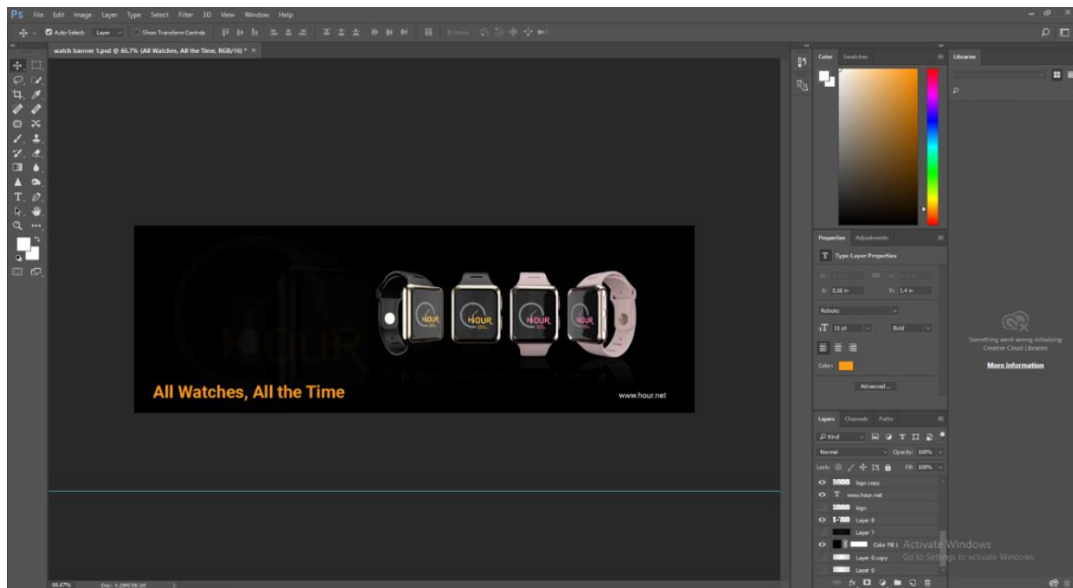


Figure 3.22: Cover page background color use

Step 2: Cover page was filled by black color. Main image was duplicated and flipped vertically to mimic the shadow effect. Slogan color was selected according the brand color. Website link was given in the right bottom corner.

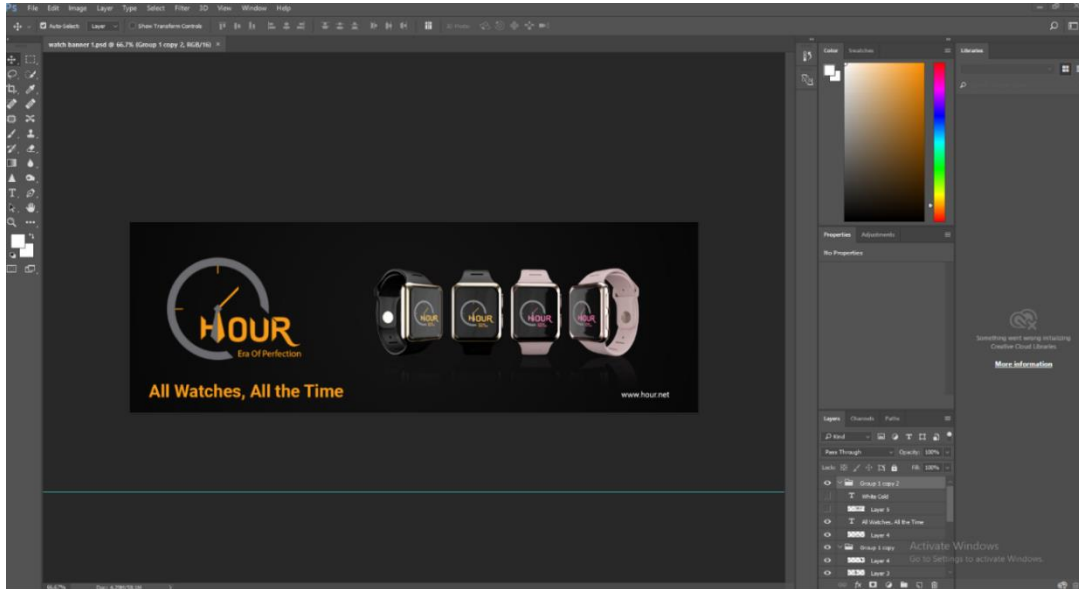


Figure 3.23: Company logo placed the cover page

Step 3: Company logo was placed beside the main image of watch.

Poster

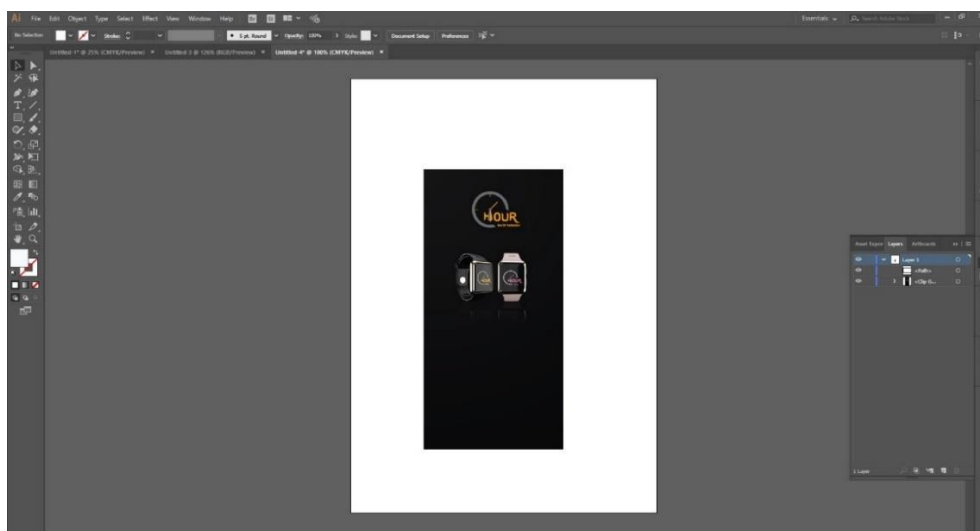


Figure 3.24: Poster design placed the logo and watch image

Step 1: First of all a rectangle fill a black color taken as poster background. Main image was duplicated and flipped vertically to mimic the shadow effect. Company logo was placed on the top of the poster. The poster size is 200 x 300 pixels.

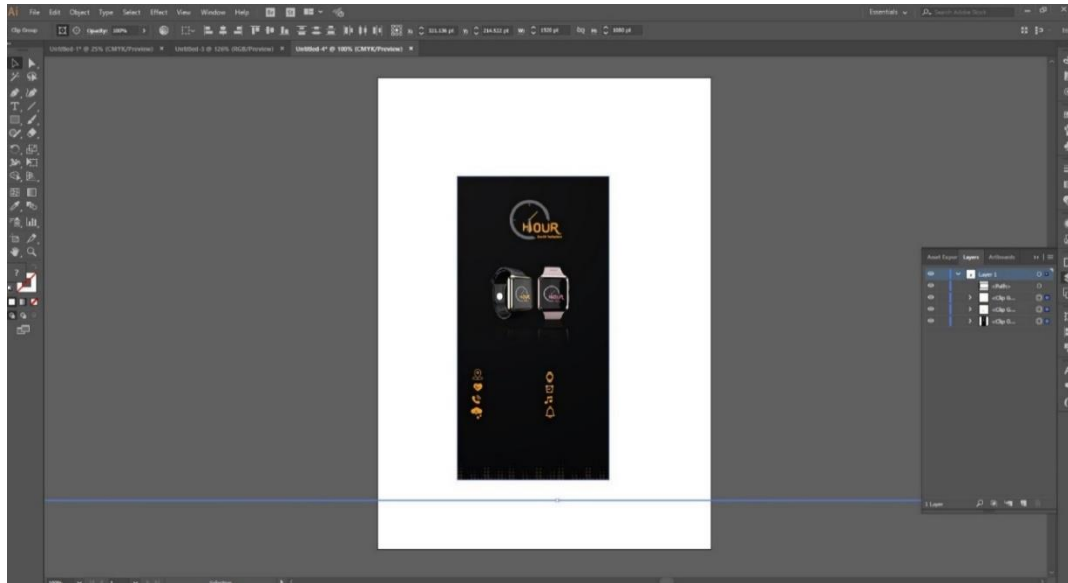


Figure 3.25: Icon placed the poster design

Step 2: This poster page to place the icons. Icon those represent the features of the watch placed under the watch image.

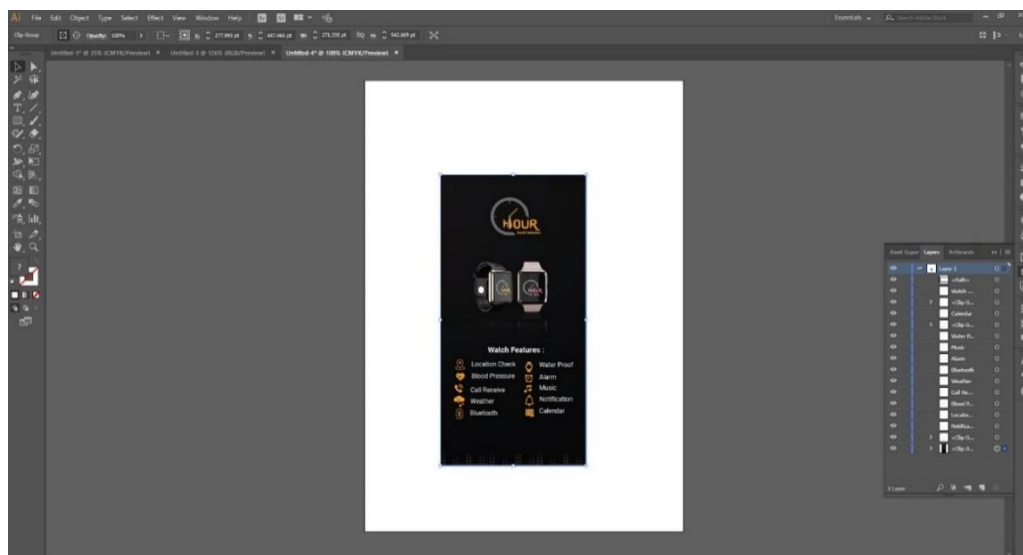


Figure 3.26: Watch features icon text here

Step3: These icons were the named after by the text tool. Our company watch features there

ID card

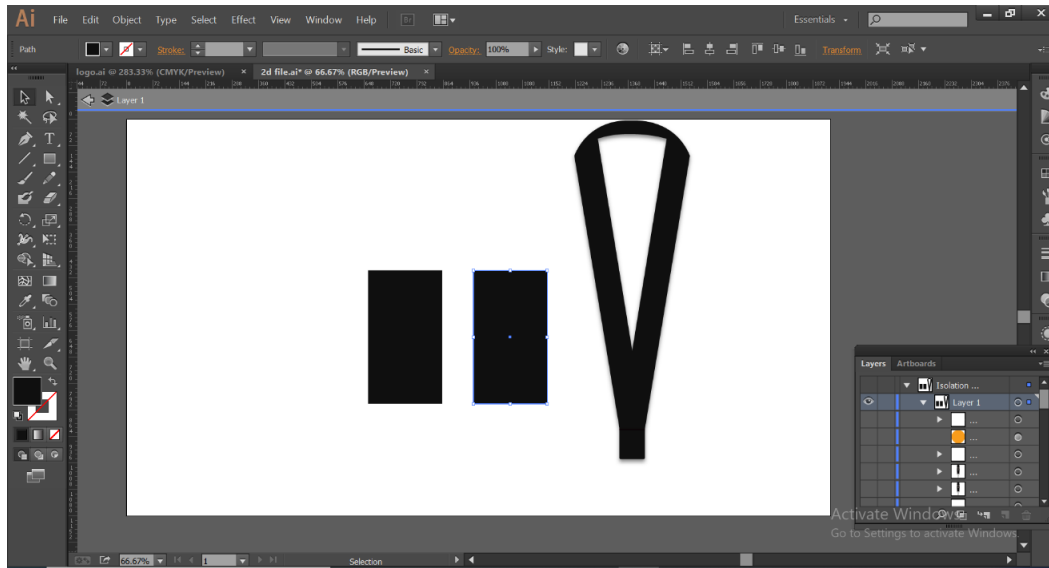


Figure 3.27: Id shape and ribbon design

Step 1: ID card size is 3.375 X 2.125 INCHES .Frist of all we create rectangle tool and the duplicated .The ID card ribbon shape design create the pen tool. And the ID card and this ribbon filled by black color.

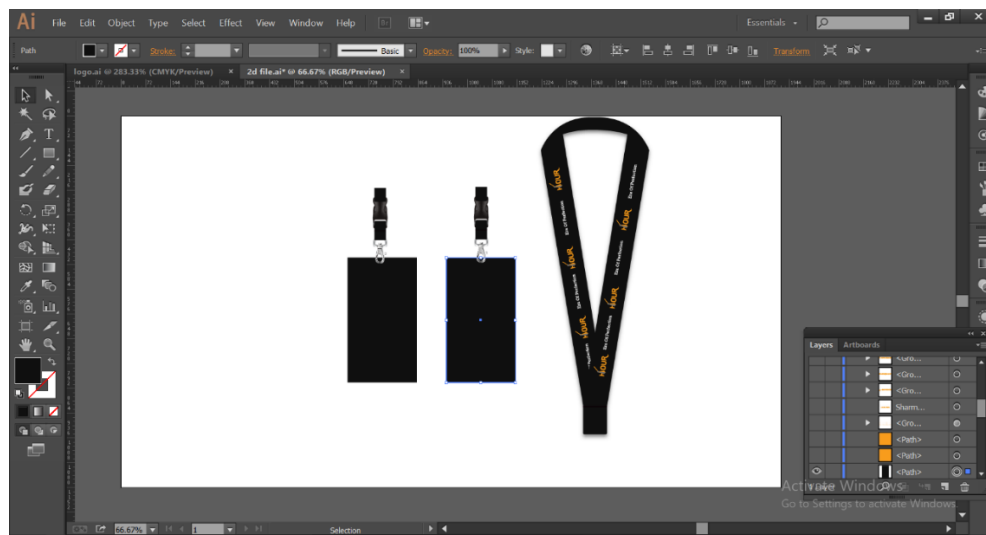


Figure 3.28: Ribbon text (logo) tagline here



Step 2: Ribbon body to be placed by logo name and the tagline here .And ID card and ribbon head this part.

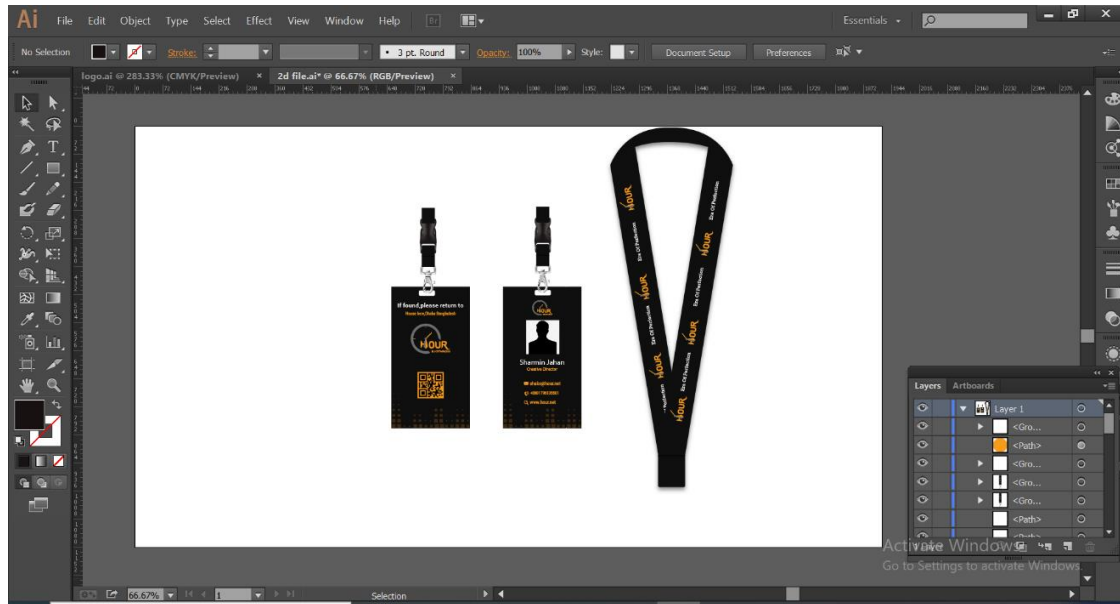


Figure 3.29: Full id design

Step 3: Company logo placed the id card and upper portion to logo placed in upper and the image place middle part to text the name of your position , and company address ,website link here .The back part of Id card is logo and scan bar code to here this .

Visiting Card

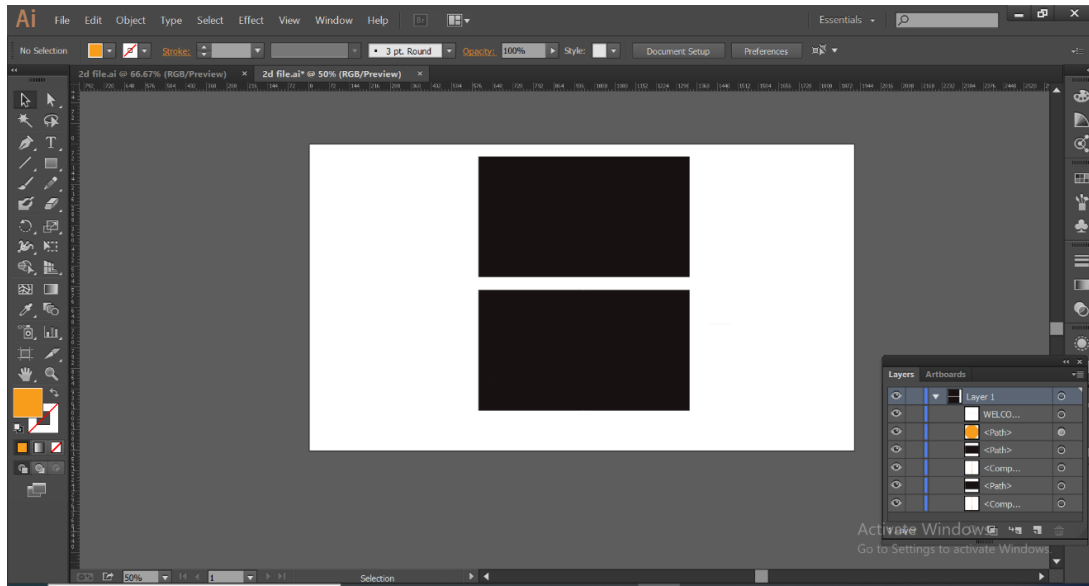


Figure 3.30: Visiting card shape

Step 1: First of all we create the document set up .The visiting card size is 3.5 x 2 inches. And create o the art board tool .The rectangle tool we used the visiting tool. And fill the color of this card.

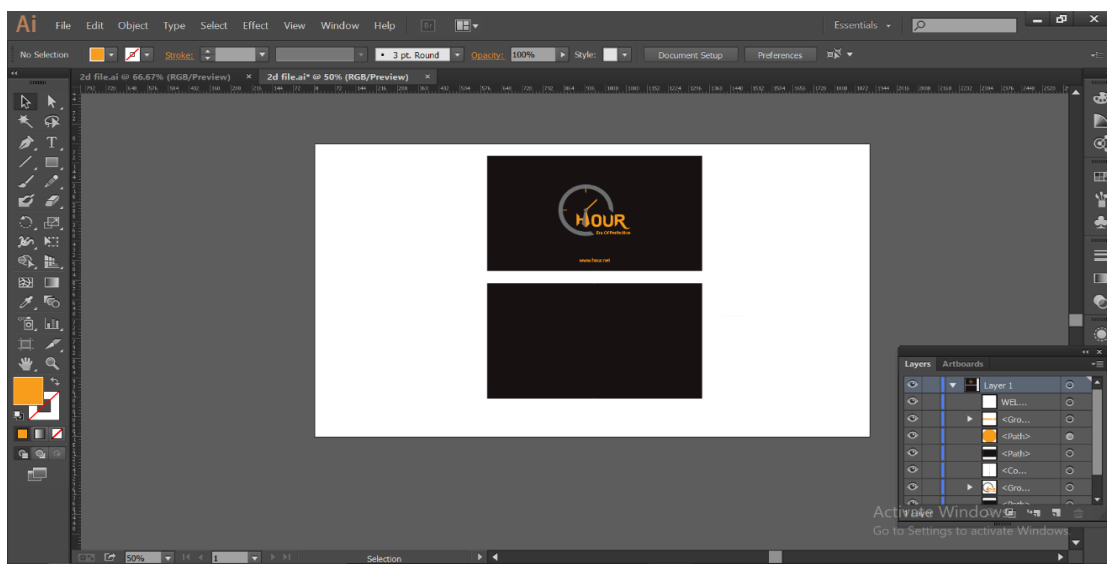


Figure 3.31: logo placed visiting card

Step 2: This visiting card placed our company logo and the web site linked here. The logo placed was the visiting card middle bottom

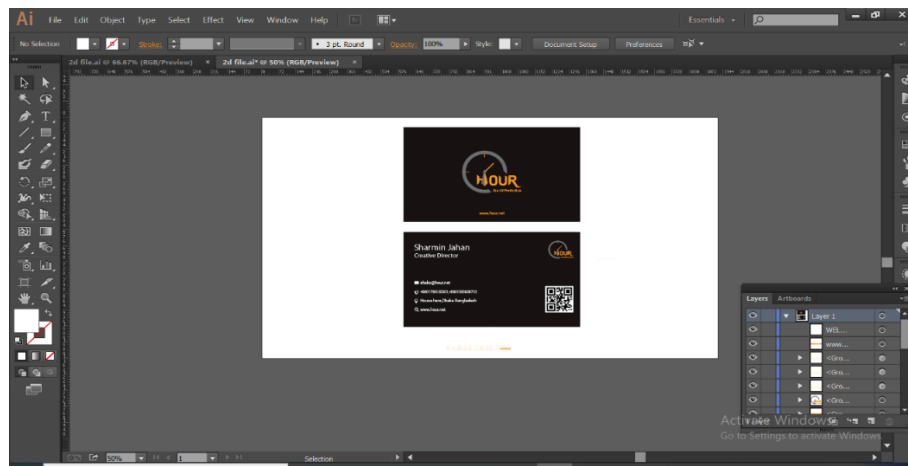


Figure 3.32: Full visiting card design

Step 3: The visiting card back part to use the scan bar. Downloaded bar code png image was placed the card rectangle. Company logo placed this card the left side and the text used the text font use roboto . Address .Wed site, mail and your position text.

Web Page design

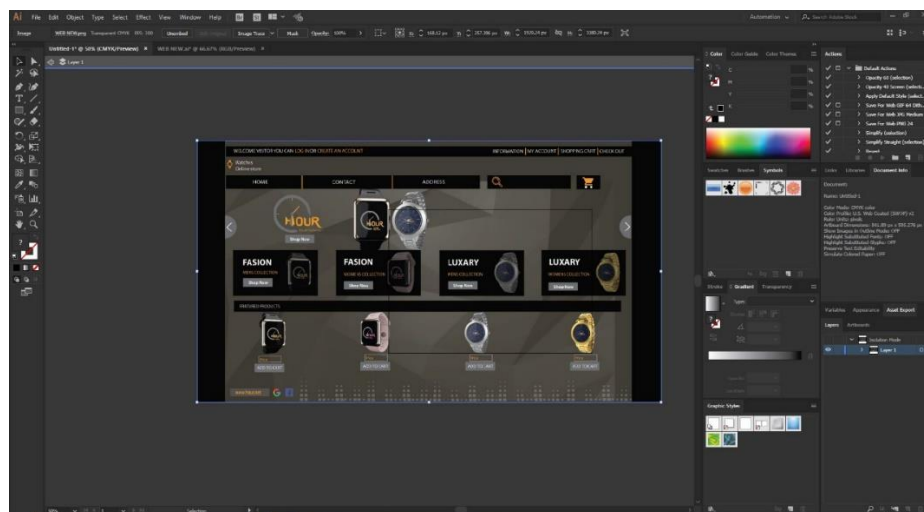


Figure 3.33: Web site design



Step:

Website is part of branding. A website should represent a company, sell consulting products, review reviews once more, create more training top spots, sell more company product and landlord sales, and ultimately help investors earn more income tax. Webpage Whether it is a product from a webpage or the information you like can be done.

Designed a website for my company. I used Illustrator for making this website design. Designed the menu bar using rectangle tool and text.

Make a search icon and bar and placed in the side of the menu bar. I placed the company logo. There will be two system for login in our website, they are login with existing Gmail or create an account in our website. There will be four section bar in the top of the website. There will be information bar where all the information of the watches will be existed, and also if there is any new offers or sale they will be in this part.

Shopping cart part is for keep the chosen files of the account owner. Check out is for logout from the website. there will be four section based on watch types such as fashion is for fashionable watches and low cost watches which is for man. And also there will be another fashionable section for women as well. There will be a section named luxury where you can find luxurious watches and high budget watches. And as the fashion section there also will be 2 section for men and women. After selecting one watch there will be two part one is price where the price of the watch will be showed and other is add to cart from where you can buy this watch by adding it in the cart.

Online search google, face book to search our watch company webpage. And add to our company logo website. Webpage lower part created to design.

I used a vector background for the website background design.



CHAPTER 4

PROBLEM DURING WORKING

Problem

1. Technical problem
2. PC configuration problem
3. Measurements
4. Choose color
5. Typography for logo
6. Font for logo
7. 3D model (texturing)
8. Composition

Solve

1. Pc restart
2. Size notes from online
3. Color sense from one line
4. Written in pages
5. Tried a lot of font
6. HDRI mapping



CHAPTER 5

CONCLUSION

The watches are designed for a high speed life on or off the city. The advanced technology was inspired by the handmade Swiss watches that are the most renowned around the world. It's tough enough for the pros, but comfortable enough for everyday use thanks to brand new cutting edge ceramic material developed especially for this colorful line.

Branding identity of a watch not only promotes the brand itself but also, it's a way to express to the people how essential it is to define a lifestyle. Through the complete process of ideation, identity creation, logo, elements design and 3D Visualization we tried to put our concept into reality on how it's going to work in existing market for capturing the interest from handmade and luxury watch consumers. The identity sets green light for the brand to start it's journey and go forward. It's the most important among the brand's first steps to shape it's destiny. Our endeavor launches the brand as well as puts us ahead in terms of growing as a professional designer in the Graphics and Visualization industry.



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