

ASD-PR128



Major Project

Horology's Perpetual

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ABSTRACT

I present the complete research and creation of a new product, service, or company in this project, along with the branding procedure, numerous business and advertising techniques, and a user interface and experience design that is both simple and successful.

I'm making a new watch brand which will be compared to its competitors, with its own logo, guides and manual, corporate identity, social media posts, packaging, printable publications and a website.

The project's final design concepts and prototypes were developed using a variety of tests, researches, sketches, and ideations.

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