

ASD-PR138

Graduation Major Project-2022



**Chill Pill - Online Music
Streaming Service**

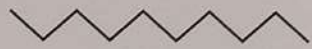
**Guide : Abhishek Ganeshgudi C &
Muralidhara Hegde**

**Sujith Suresh
ASD18BVG013
8th Sem Graphic Design
Acharya School of Design**

ABSTRACT

In this project, I present the research and detailed development of a new service or company, its branding process, different business and advertising strategies, with a simple and powerful user interface and user experience design.

I'm creating a new music streaming company which is having a unique structure of development when compared to its competitors, then its logo, guides and manuals, corporate identity, its different products, marketing strategies, social media posts, printable publications, and website and mobile app design. This is an attempt to accomplish all the different studies and areas covered from sem - 1 to sem -8 together in to the final graduation project. The final designs and prototypes of the project were arrived based on the different experiments, researches, sketches and ideations conducted



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