

ASD-PR137



Graduation Project

FLY BRANDING

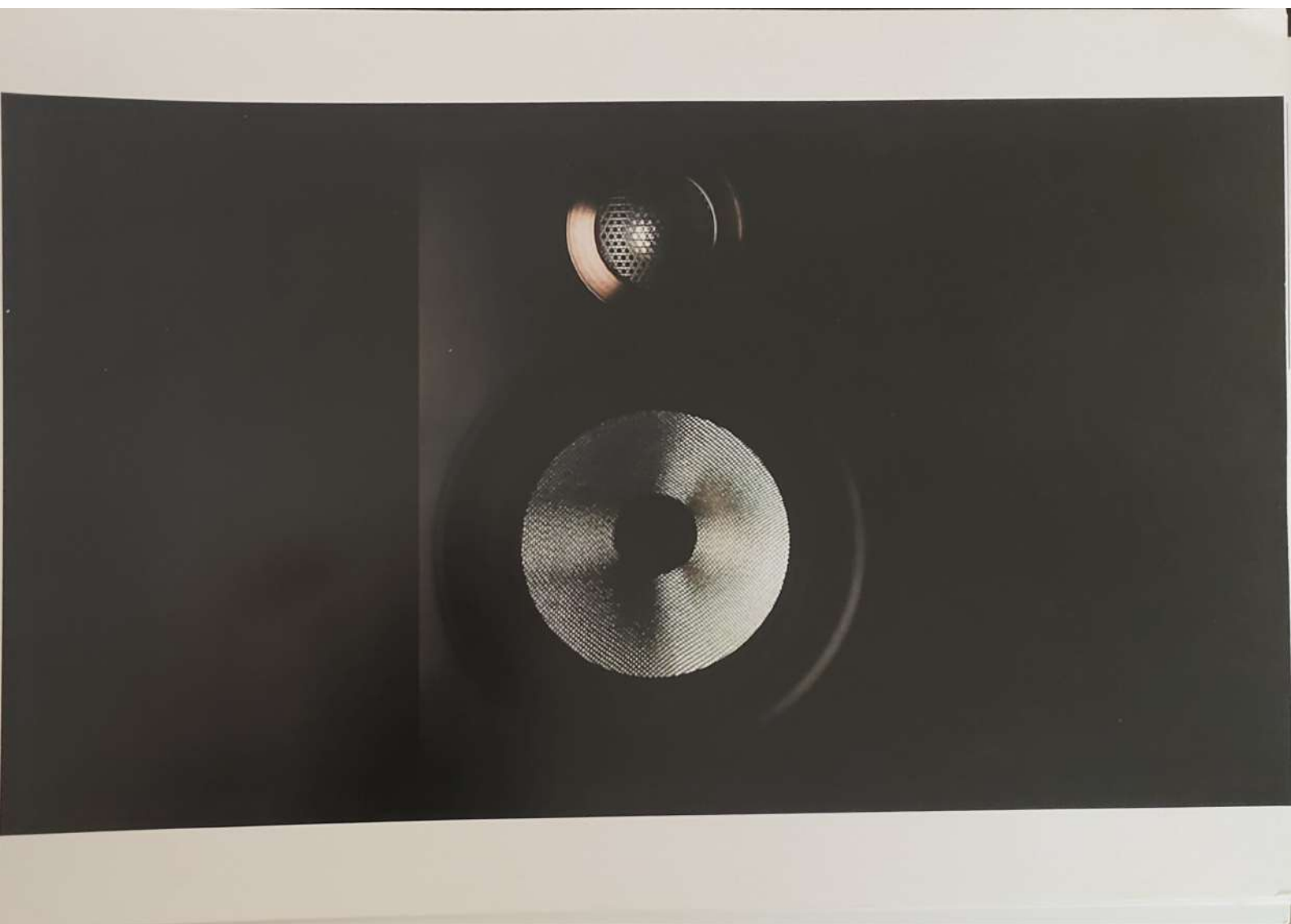
VENU GOPAL

BACHELOR OF VISUAL ART [GRAPHIC DESIGN]



ACHARYA SCHOOL OF DESIGN

Project Guide: Prof. Abhishek Ganeshgudi C &
Prof. M Muralidhar Hegde



ABSTRACT

In this project, I offer the entire research and development of a new product, service, or company, as well as the branding process, a variety of business and advertising strategies, and a user interface and experience design that is both straightforward and effective.

I'm creating a new Speaker brand that will be evaluated against its rivals and have a website, printed publications, social media posts, corporate branding, guides, and manual of its own.

Tests, research, sketches, and ideations were all used to build the project's final design concepts and prototypes.

Acknowledgement

I am deeply appreciate the assistance, help-support and guidance of numerous people

Acharya School of Design, for all the education the institute provided, and for all the exposure and the guidance.

Abhishek Ganeshgudi C Sir, for being the great mentor that he is. For being so kind and supportive throughout my project, and for always motivating me to do the best I can.

The project would be possible without the guidance and support of channapatna Artisan. They made me feel a part of their family from the very first day. Special thanks to Suhel parvez, Anil Kumar for supporting and asking me to pull myself together whenever required

The artisans seemed comfortable to work with them, and their stories and experiences contributed to learning.

My family for always support my decisions and giving me the space and freedom to explore and grow and for always being supportive of my decisions.

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