

MAJOR PROJECT

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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.

CONTENTS

- 1. Topic Selection**
- 2. Research of Brand Naming**
- 3. Why the Name HURACAN ?**
- 4. Types of Watches**
- 5. About the Competitors**
- 6. About the company**
- 7. Literature review**
- 8. Intial sketches**
- 9. Logo**
- 10. Project statement**
- 11. conclusion**