# 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

## TOPIC SELECTION

The project starts with the selection of few topics which can be existing or can be a new service, product or even a company.

Few industry topics that was chosen accordingly:

cosmetic , clothing , watches

Out of the 3 different topics i.e Cosmetics, Watches, Clothing. I choose
Cosmetics as I found it more interesting to work on and its something which is unique.

Different industries are choosen and kept for final selection.