

PROJECT EXAM 2:

PROJECT DESCRIPTION

INTRODUCTION

For my Project Exam in Semester 2, GRA2, I wish to work in the graphic design industry, at GV Reklame in Verdal where I already work. GV Reklame specialises in car decoration and illuminated led boards for trucks (GV lysskilt), but we can also help clients with most other design elements and products.

In addition to the clients I normally work with, I will also spend a couple days a week working with a client called TimeTrack. This is a local business, mainly working with different sport events which I will explain closer later in this description.

Work

As per today I work at GV Reklame three days a week, so our plan is that I will work on the projects I normally work on those days, and the two other days (Monday and Thursday) I'll spend working on the TimeTrack project, as well as improving the branding of our led boards.

GV REKLAME/WORK PLACE

With more than 30 years in the industry, GV Reklame is a well established business with a good reputation. We are 16 employees, with a team including designers and those in production. This lets us see a process through from start (developing ideas, setting these up, finishing the design, and printing or cutting) to finish (the team that actually puts the decoration on cars, buildings, etc.).

A normal day for me can consist of working on up to maybe 10 different projects. These projects can include everything from car decorations, to business cards, calendars, building decoration, banners, vectorising files, other decoration, and road/building signs etc. I will make sure to take photos of finished projects I work on during this period to show what I have done here.

Since the illuminated led boards for trucks are one of our main products, I will improve the branding of these as it is quite complex. This may include some product photography as well, to better display the boards. Today it's a little challenging for our clients (and even us as employees at times) to understand which board to use on which truck, and how to set these up etc., so this will be improved, as well as the branding in general. This project is one that may improve GV Reklame greatly, as this product already sells great and gets good money.

In addition to this we need new and better exhibition material for upcoming trade fairs. This will include walls, beach flags or roll-ups, and perhaps other elements.

GV Reklame has several different layouts for design elements, and the branding of boards and exhibition material will therefore take inspiration from this. It is important to not change the look and feel of GV Reklame, as it is such an established business already which all our clients know well. The colours will be those used in the logo, and often photographs are round, with specific fonts to use etc. All the design I set up will take this design profile into consideration, in order not to confuse existing customers.

TIME TRACK

Since this is the project that will probably be the most creative part of my exam period, I will focus mainly on TimeTrack in the rest of this description. I have already worked with TimeTrack, setting up a logo as well as decoration on a portable office (below) which they are very happy with, so during the exam period I wish to keep working on their visual profile.



Business/Concept

TimeTrack is a local business by two brothers. They focus on providing their clients with three main services:

- Time-taking for sports events (cycling, orienteering, cross-country skiing, biathlon, and more)
- Live results (liveresultater.no) – they show results from sports events in real time on a website
- GPS tracking of skiing trails and slopes. This is done on TimeTrack's website mittspor.no, where skiing clubs can show where they have trails online, and when they were last used

Profile

The brothers behind TimeTrack want to be portrayed as a professional, modern, innovative and forthcoming provider of their services.

Vision

They want to keep a national standard on their services. Their goal is to have big national clients throughout the whole year. The dream is to be a requested resource, and also be in the front of technology and performance.

They wish to be easy to work with, and it is important to maintain a good client relationship.

Target Group

TimeTrack's target group is mainly sport clubs, associations and unions. This basically means adults, and both men and women. They are everything from parents of toddlers, and up to top leaders in sport unions. Very often they are volunteer organisations needing professional support. It is important to maintain a good relationship to the existing clients, but TimeTrack always want to get new clients as well.

Most of the people they meet are committed, and engaged to what they do, which is very common when people work voluntarily.

Products

TimeTrack would like the following products:

- Brand manual
- Business Cards
- Uniforms (decoration on clothes)
- Tags in different sizes to label equipment (sizes down to credit cards up to suitcases)
- Letterhead and document profile
- Design for velcro and other fasteners for cables (they have cables in lengths 1-100 metres)
- Stationery (pens, tape, etc.)
- Website profiles updated - We will update the look of both *mittspor.no* and *liveresultater.no* to have these work better with TimeTrack's (new) visual profile as they don't at all seem to be related today. A TimeTrack (*tidtaking.no*) website is also in order, but may be considered to actually develop at a later point. Since the brothers in TimeTrack already know website coding we have agreed that I will simply set up mockups of the sites and let them do the coding at a later point. However to show some coding on my own, I may code the basics of the sites as some sort of a mockup prototype - this will also be helpful for them when they start the coding, to see the responsiveness etc.
- On their website *mittspor.no* they have several popup boxes when clicking a pin – since these do not follow the portable office's (and the desired TimeTrack) design and profile, they would love a new design for the content of these boxes

Design

They are very happy with the portable office, and wish to keep going in the same direction. It is important to really show through the design what they do, as the business name doesn't necessarily describe it very well.

They prefer concrete, basic and simple over colourful and abstract designs – and think the portable office represents this and their tastes and preferences well.

Problems to Resolve

During this project exam I need to keep working on TimeTrack's profile. This includes several different products, where some are small and some are more time consuming and complicated. The design needs to speak to their target group, and make sure to keep the existing clients.

The website design and layout will have to be responsive, so mockups for different screens are important to set up.

I will need to find the best solutions to convey TimeTrack's vision and profile, and will maintain a close, thorough dialogue with the brothers throughout the whole period. This will ensure that they are happy with what I come up with, which of course is important.

In addition to the TimeTrack profile, I also need to be on top of my projects at GV Reklame and the branding of the boards as well as exhibition material. This, though, is not something I see as an issue, as I'm very used to this kind of work process by now.

Why did I choose this client?

I decided to use my work place GV Reklame for my project exam as it allows me to interact with a variety of clients – this really lets me see how client relationships can be, for better or worse. Some clients are easy to work with and know exactly what they want; others have a very clear idea of what they want; and some may know what they want when they see it. I think this is a very important lesson/part of becoming a good designer, as the client should always be in focus.

Improving the illuminated led boards' branding is also something I know will be good for the business (and the work place I may wish to keep working at after finishing my studies), so I wish to do something to actually help GV Reklame as well.

Having a closer relationship with one client however, TimeTrack, will let me go more into depth in a project. I get more freedom in the design, and get to be more creative. The brothers in TimeTrack love what they do, and I would love to help them promote their services more. It is also very exciting for me to see a business come to life, and keep working with them since I have already done some work for them.

CONCLUSION

Over the seven weeks of my project exam I intend to design for several clients, with a main focus on the local business TimeTrack, and some improving of GV Reklame's branding. The TimeTrack project will include a brand manual to establish the brand's look and feel, business cards, small products such as uniforms, tags, letterhead & document profile, design for velcro & fasteners, and other stationery, as well as an update of the website profiles. For GV Reklame I will set up a better branding for the illuminated boards and exhibition products, as well as working with the clients who daily come in and ask us for help with their branding.

I'm confident in this period being challenging, fun, and open for creativity.

Day	Date	Time	Hours	Responsible	Project/Client	Activity	Details	Deadline
Monday	15/01/18	08.00-16.00	8	Monika	TimeTrack	Idea Development	Sketches for TimeTrack profile and brand manual	
Tuesday	16/01/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Wednesday	17/01/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Thursday	18/01/18	08.00-16.00	8	Monika	TimeTrack	Brand Manual	Start designing brand manual, sketches	Finish sketches for manual
Friday	19/01/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Saturday								
Sunday								
Monday	22/01/18	08.00-16.00	8	Monika	TimeTrack	Brand Manual	Finish design manual	Finish manual
Tuesday	23/01/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Wednesday	24/01/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Thursday	25/01/18	08.00-16.00	8	Monika	TimeTrack	Business Cards	Business card sketches and digitizing	Finish business cards
Friday	26/01/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Saturday								
Sunday								
Monday	29/01/18	08.00-16.00	8	Monika	TimeTrack	Small products	Sketches for uniforms, tags, letterhead & document profile, design for velcro & fasteners, stationery	
Tuesday	30/01/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		

Wednesday	31/01/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Thursday	01/02/18	08.00-16.00	8	Monika	TimeTrack	Small products	Finish and digitize design for uniforms, tags, letterhead & document profile, design for velcro & fasteners, stationery	Finish small products
Friday	02/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Saturday								
Sunday								
Monday	05/02/18	08.00-16.00	8	Monika	TimeTrack	Website profile	Sketches for websites and popup boxes	
Tuesday	06/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Wednesday	07/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Thursday	08/02/18	08.00-16.00	8	Monika	TimeTrack	Website profile	Finish popup boxes design. Digitize mockups, coding	Finish popup boxes
Friday	09/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Saturday								
Sunday								
Monday	12/02/18	08.00-16.00	8	Monika	TimeTrack	Website profile	Finish coding sites	Finish design
Tuesday	13/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Wednesday	14/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Thursday	15/02/18	08.00-16.00	8	Monika	GV Reklame	Illuminated boards	Sketches for branding of illuminated boards	
Friday	16/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		

Saturday								
Sunday								
Monday	19/02/18	08.00-16.00	8	Monika	GV Reklame	Illuminated boards	Digitize branding of illuminated boards	
Tuesday	20/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Wednesday	21/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Thursday	22/02/18	08.00-16.00	8	Monika	GV Reklame	Illuminated boards & exhibition products	Finish branding of illuminated boards. Sketch up exhibition products	Finish illuminated boards
Friday	23/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Saturday								
Sunday								
Monday	26/02/18	08.00-16.00	8	Monika	GV Reklame	Exhibition products	Digitize exhibition products, work on report*	
Tuesday	27/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Wednesday	28/02/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		
Thursday	01/03/18	08.00-16.00	8	Monika	GV Reklame	Exhibition products	Finish exhibition products, finish report	Finish all products
Friday	02/03/18	08.00-16.00	8	Monika	GV Reklame	Projects to vary		Deliver project
Saturday								
Sunday								

*Report will be written more or less on a daily basis as I finish and develop products

Total number of hours: 280