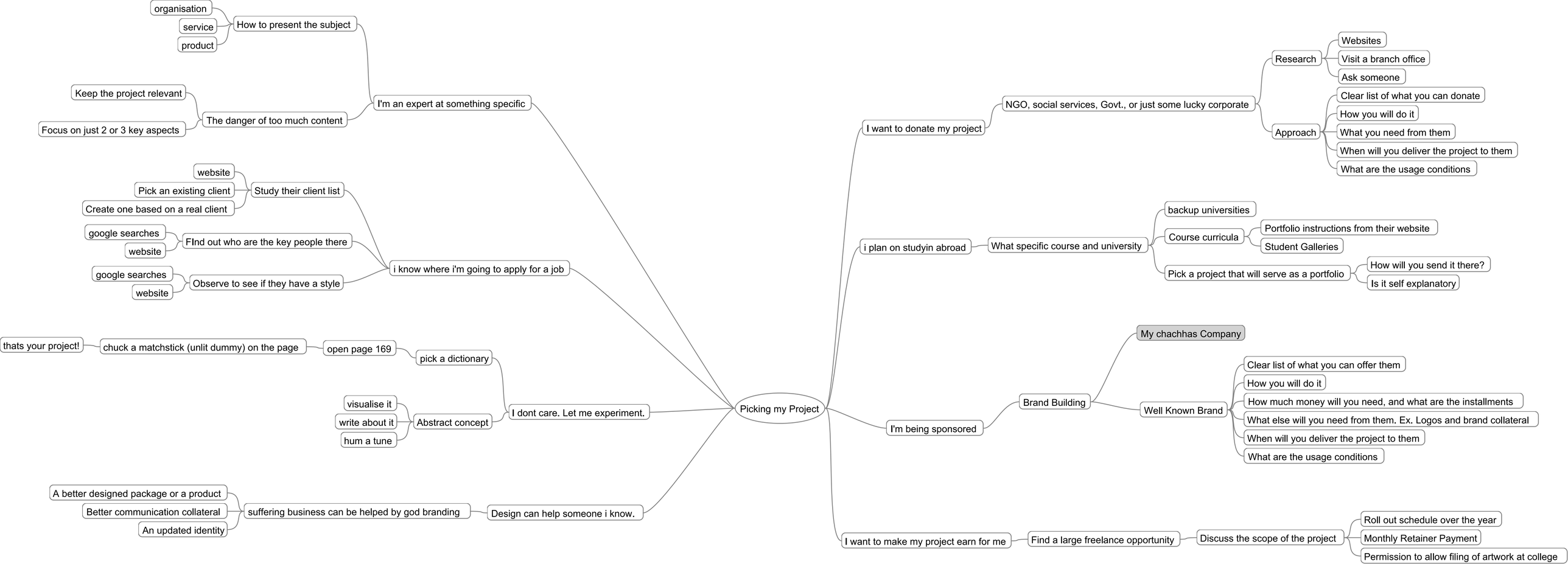
Picking my Project
I'm an expert at something specific
How to present the subject
organisation
service
product
The danger of too much content
Keep the project relevant
Focus on just 2 or 3 key aspects
i know where i'm going to apply for a job
Study their client list
website
Pick an existing client
Create one based on a real client
FInd out who are the key people there
google searches
website
Observe to see if they have a style
google searches
website
I dont care. Let me experiment.
pick a dictionary
open page 169
chuck a matchstick (unlit dummy) on the page
thats your project!
Abstract concept
visualise it
write about it
hum a tune
Design can help someone i know.
suffering business can be helped by god branding
A better designed package or a product
Better communication collateral
An updated identity
I want to donate my project
NGO, social services, Govt., or just some lucky corporate
Research
Websites
Visit a branch office
Ask someone
Approach
Clear list of what you can donate
How you will do it
What you need from them
When will you deliver the project to them
What are the usage conditions
i plan on studyin abroad
What specific course and university
backup universities
Course curricula
Portfolio instructions from their website
Student Galleries
Pick a project that will serve as a portfolio
How will you send it there?
Is it self explanatory
I'm being sponsored
Brand Building
My chachhas Company
Well Known Brand
Clear list of what you can offer them
How you will do it
How much money will you need, and what are the installments
What else will you need from them. Ex. Logos and brand collateral
When will you deliver the project to them
What are the usage conditions
I want to make my project earn for me
Find a large freelance opportunity
Discuss the scope of the project
Roll out schedule over the year
Monthly Retainer Payment
Permission to allow filing of artwork at college