

Proposal

Title - Cold Blooded: Pet store branding focused on edgy lifestyle design

Program of Study – Graphic Design

Presentation Type – **Choose one of the following:** PowerPoint

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Category – Creative and Artistic.

Abstract: Through research a brand was created to address the problem of combining pets and lifestyle. This question is usually answered with the idea of a dog or cat being your best friend but this brand seeks to find a more creative solution to this problem. The brand will combine experimental/edgy lifestyle design with animal ownership that paints owning a “pet” in a new light. This problem can be answered through strong visual and social branding combined with selling exotic/rare, cold blooded animals. Instead of selling fluffy, cute pets the store will sell animals that are visually striking and aw-inspiring. The target demographic is the niche of consumers that seek interactive visual inspiration and seek to create highly unique lifestyles. Research has been conducted to create a brand strategy and visual style. The store will be located in NYC due to the fact that this city contains the largest percent of the target demographic. The process used was: conduct research, create a brand strategy to tackle the results found from the research, begin the visual design, conduct research and focus groups on the designs, finalize the deliverables, focus group on the finals, then revise to the final form. This project delivers a fully integrated brand campaign that will solve the proposed problem of pets and lifestyle.

Christian worldview integration: As a Christian my world view affects everything I do, including research. The Bible calls Christians to exhibit honesty and ethics that go beyond just doing the right thing when people are watching. Research is an area where honesty and ethics are very important at achieving accurate and true information. As a Christian it is necessary to use reliable sources and not slant information to fit your end. Another major influence in my research was the pursuit of excellence. The Bible says: in everything you do, do it to the glory of God, not as toward pleasing men. I often remind myself of this verse and try to live by it. Along with pursuing excellence I believe the Bible teaches that we should work hard. In Proverbs there are many verses that talk about laziness and how fools are lazy. I do not want to be lazy or simply just get by with the bare minimum. As a Christian I believe it is fundamental that we do our very best for the Lord and not for ourselves. Another way this influences my research is I do not do the work to impress the judges, my peers, my loved ones, or even myself. I do the work for God. Because of this I will not simply seek to say things that will make the judges happy. I also believe that God is with me in all I do and because of this I am always accountable to Him even when no one else is watching. I also believe that we are supposed to build each other up and not just use people for our end. I believe that my Christian world-view has impacted every area of my research.