

BRANDING PROPOSAL

DMACC PORTFOLIO DAY 2027

SLIDE 1: INTRODUCTION

Content:

- Designer's Name
- Event Name: DMACC Portfolio Day 2027

Design Considerations:

- Keep the design clean and professional
- No logos on this slide
 - Focus on typography and the event name.
- Use typography and color that hints at the overall theme and style of your branding concept

DMACC Portfolio Day
2027 Student Name

SLIDE 2: EVENT DESCRIPTION

Content:

- Provide a brief description of the event and its significance.

Focus on key details, such as:

- DMACC is hosting a portfolio showcase for students
- The event is designed for students from various programs to present their work to industry professionals and potential employers
- Highlight the different studies of students involved (e.g., Animation, graphic design, interior design, photography, video production, and web development.)

Event Description

Short paragraph

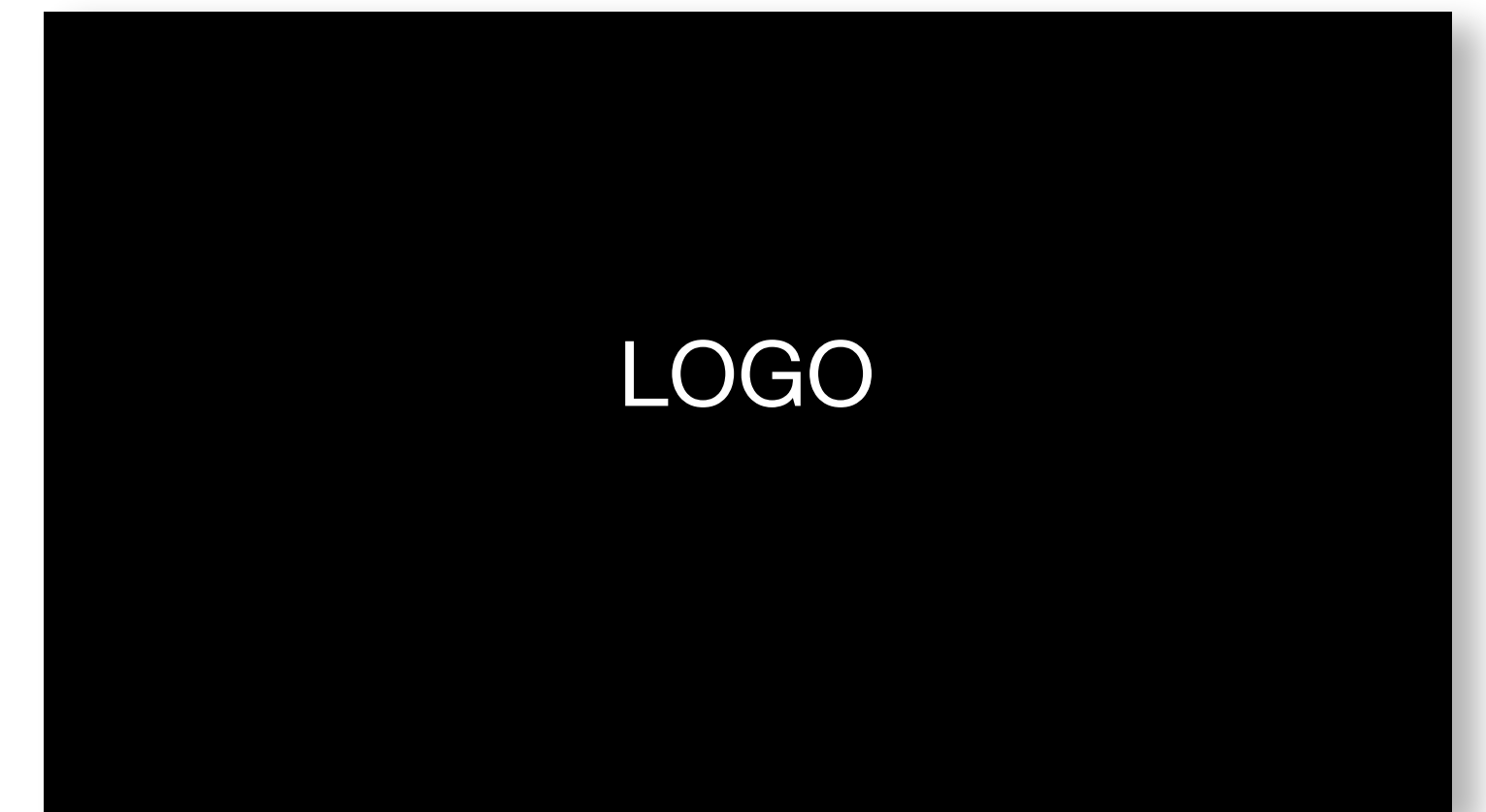
SLIDE 3: FINAL LOGO IN BLACK & WHITE

Content:

- Show the final version of your logo in black and white.

Design Considerations:

- Your logo should be versatile and effective in black and white
- Consider how the logo will scale and work across different mediums
- Provide a clean, high-quality representation of the logo
(centered, clear, and at a good size for viewing)



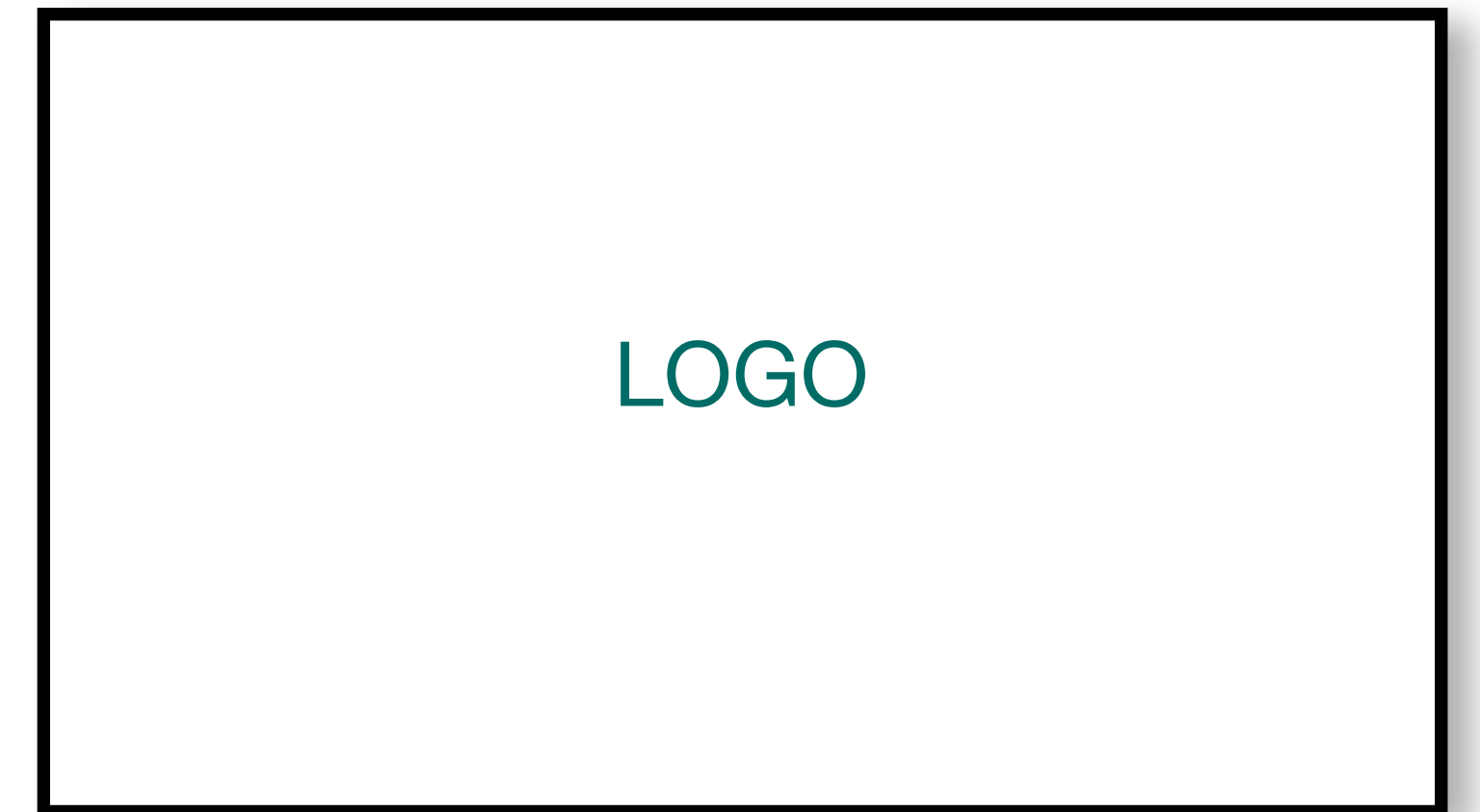
SLIDE 4: FINAL LOGO IN COLOR

Content:

- Show the final version of your logo in color.

Design Considerations:

- The color version should reflect your chosen color palette
- Be mindful of color psychology and how your color choices align with the event's purpose
- The logo should still be easily recognizable and effective when displayed in full color



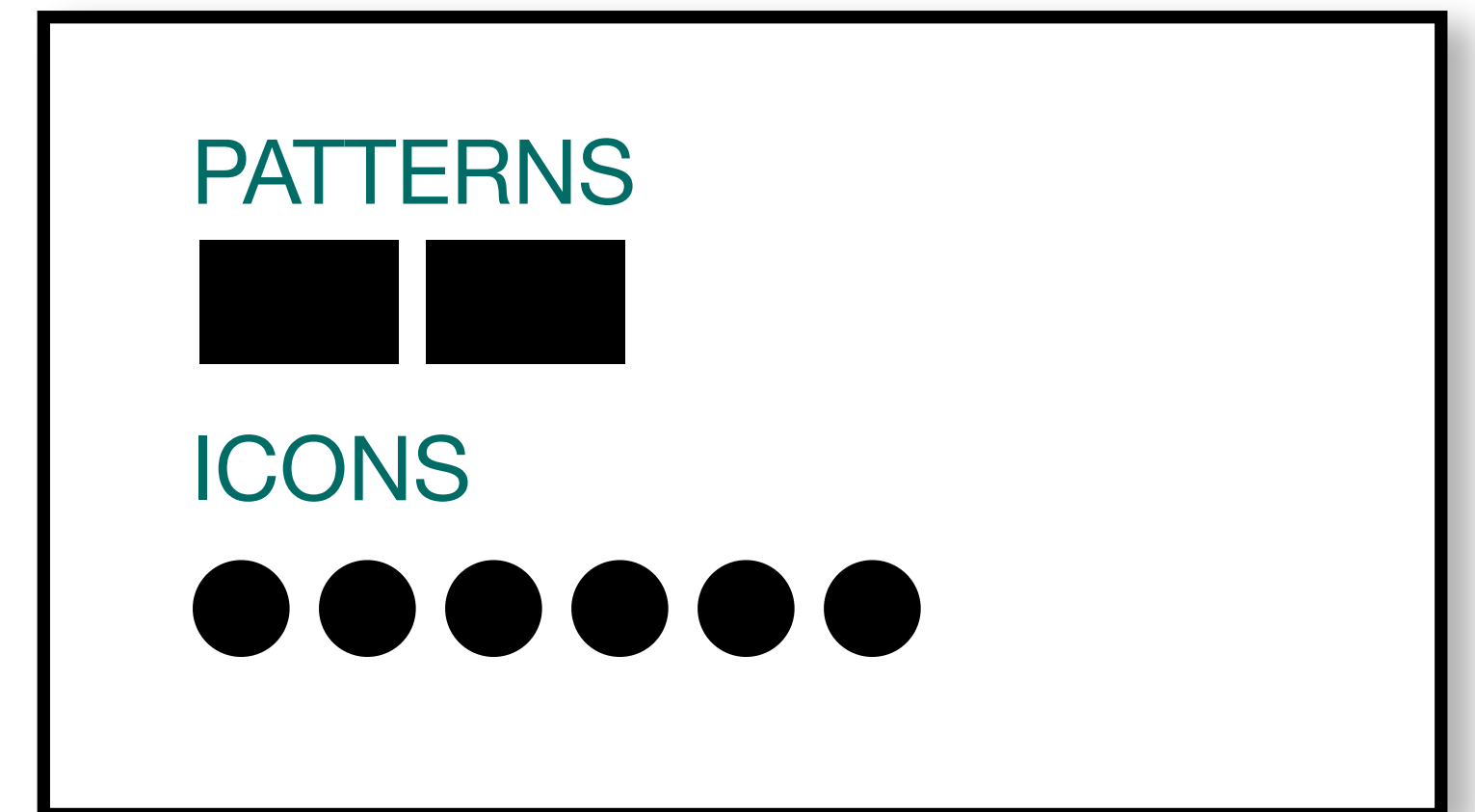
SLIDE 5: ICON ASSETS & PATTERNS

Content:

- **Create supporting patterns and assets** that will be used throughout the branding

Include:

- Patterns: Abstract or geometric elements that will serve as a background or decorative component
- Icons: One icon for each of the **six programs** involved in the event. These programs include:
 - Graphic Design
 - Photography
 - Web Design
 - Animation
 - Video Production
 - Interior Design
- Provide high-quality vector versions of each asset.



SLIDE 6: PROPOSED MAIN WEBSITE PAGE

Content:

- Design a **mockup of the main landing page** for the event website

Include:

- Patterns: A hero section (with the logo)
- Event details (time, date, location)
- Navigation to other sections of the website (e.g., other programs)
- Ensure that the website design aligns with your branding and is user-friendly.

