



DESHAWN STUDIOS
GUCCI PROCESS BOOK

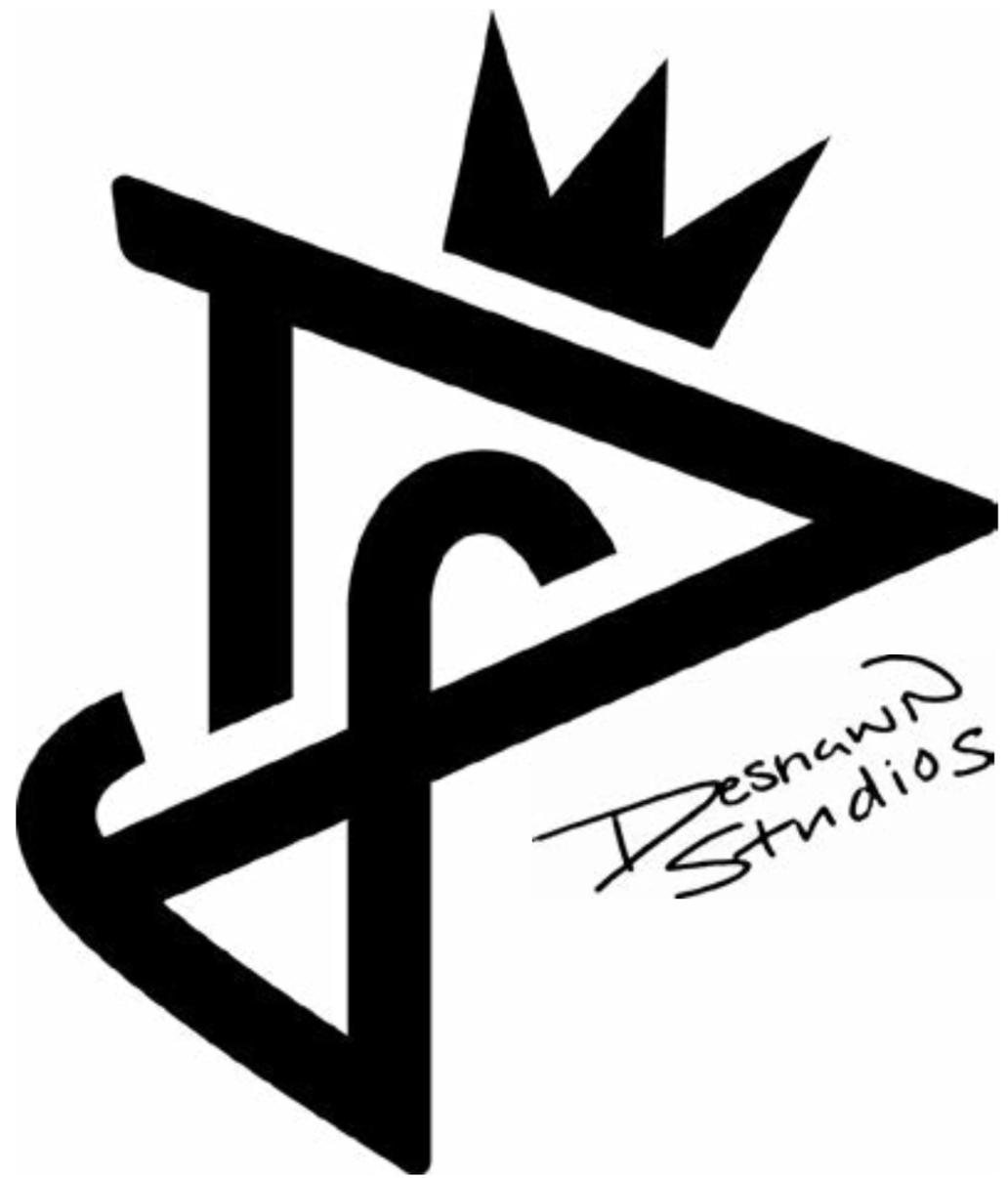


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GAME PLAN

Graphic designers and art directors must understand how advertising sits firmly in the world of strategic communication. A message must have focus so that it delivers information and builds loyalty. Visual vocabulary consists of colors, typography, controlling the read, and much more to communicate with the specific target audience. The obstacle involved researching and evaluating advertisements and then creating an ad within a specific campaign for the chosen store. Throughout the project I evaluated the advertisements by further researching into the company and products. Using marketing techniques, I strategized a new ad campaign. In this book you will find the procedures taken to create and achieve the final goal.

RESEARCH

Gucci's target market has primarily include celebrities, the wealthy, fashionist, and the upper class. The target audience has been expanded to include the middle and upper-class me and women who otherwise would not have been able to afford the high-end brand.

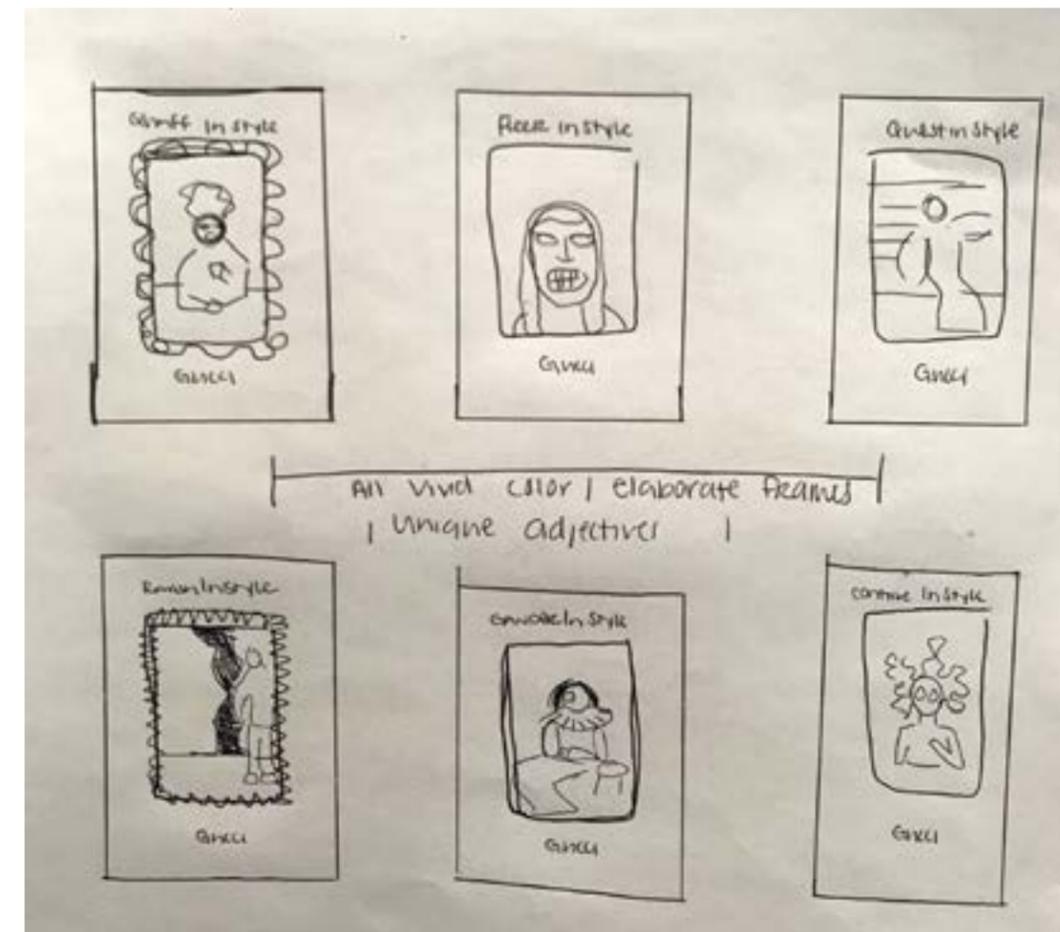
Gender: Female/Male

Age: 20-Above

Occupation: None-specific

Lifestyle Preference: Stylistic Fashion

Geographical Segment: World Wide



IN ACTION

The development of this plan was in action. I began with sketches of people doing every acts and pairing them with high fashion wear. I wanted to final ads to be bold, and show a sense of my creative designing process.

WORKING WITH TYPE

After the production of preliminary sketches, it was absolutely crucial for the headlines to consist of words that actually connected the visual. My headline brainstorming was organized by word list, and further research into the brand itself. The list of headlines was then narrowed down to the final ten.

WORD LIST

Fashion Terms

style, express, decor, glamor, vivid, bold, clothing, design, art, culture, expressive, colorful, high fashion, stylist, famous, going out, style, texture, fabric, high-end, sleek, elegant, classical,

Home Terms

classic, craft, cook, design, art, express, culture, paint, home, decor, gardens, crafting, hobbies, tips, dishes, sweep, mop, dust, shop, yard-work, mowing, edging,

HEADLINES

- Paint Your Life
- Express in Home
- Style me Classic
- Cook in Gucci
- Timeless Style
- Cinderella Did It
- Where Are You Going Gucci
- Dress Like Are An Icon Already
- Design in Style
- Gucci Decor
- Surround with Art



REFINED PATTERNS

Once I began to analyze my single sketches and ideas I began to sketch more refined illustrations of my advertisements. That were more expressive, with a touch of color.

COMPUTER RENDERINGS

This step is by far my favorite! I begun by distorted images of people and overlapping with my own studio artwork. I wanted to capture the essence of richness in these designs to really follow along with the standards of Gucci's elegant Brand. I decided to frame the photographs with luminous frames, placed against a solid colored background to really capture the visuals of the advertisements.

FINAL DESIGNS

The entire process has been questing towards this. These are the final versions of the Gucci advertisements I created under Deshawn Studios. brand standards. Each ad shows vivid designs that express the lavish life of Gucci.

QUAFF IN STYLE



GUCCI

FLEER IN STYLE



GUCCI

CONTRIVE IN STYLE



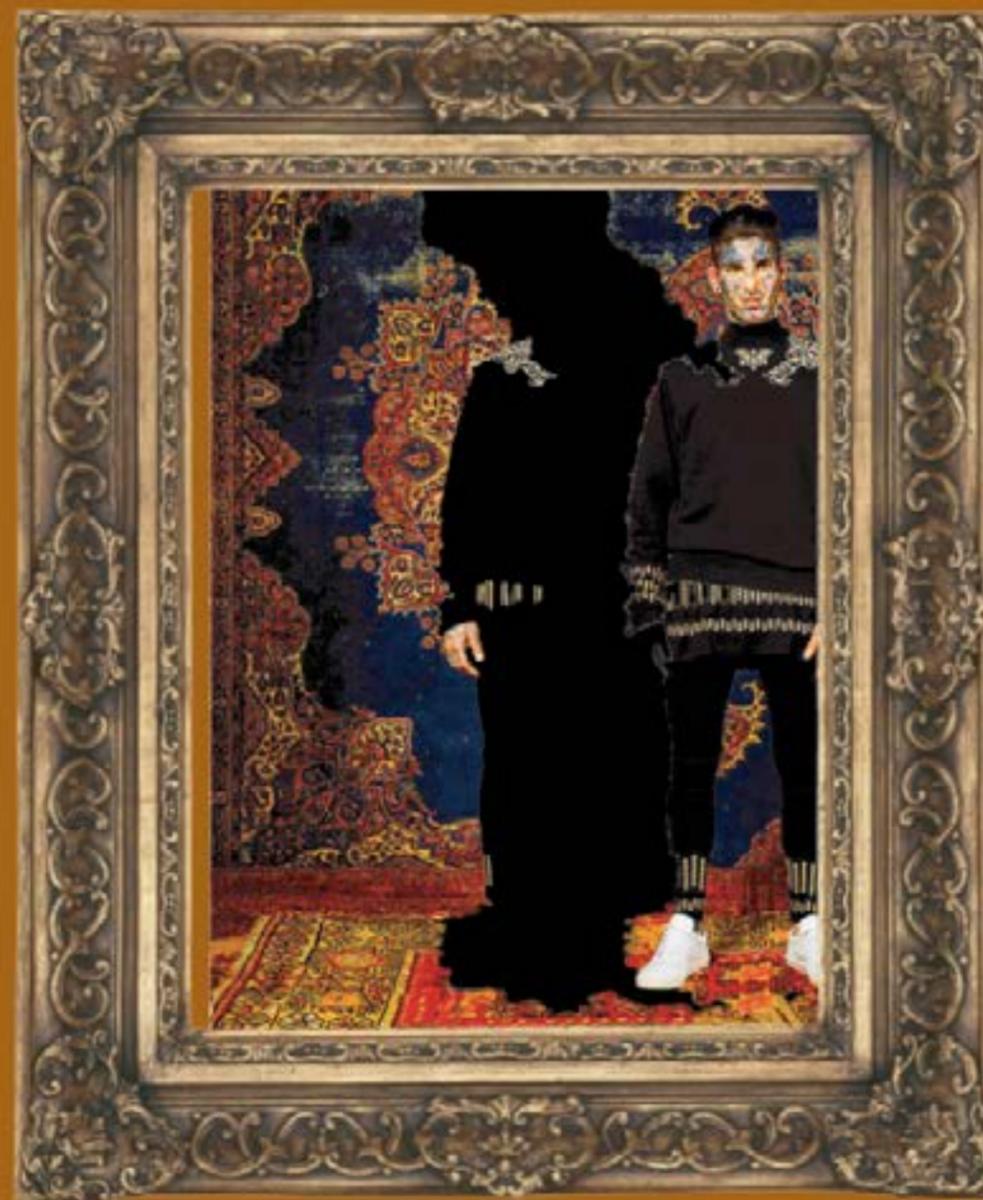
GUCCI

GANDER IN STYLE



GUCCI

RAVISH IN STYLE



GUCCI

QUEST IN STYLE



GUCCI



MOCKUPS

The mock-up shows the my two favorite advertisements within a magazine spread.