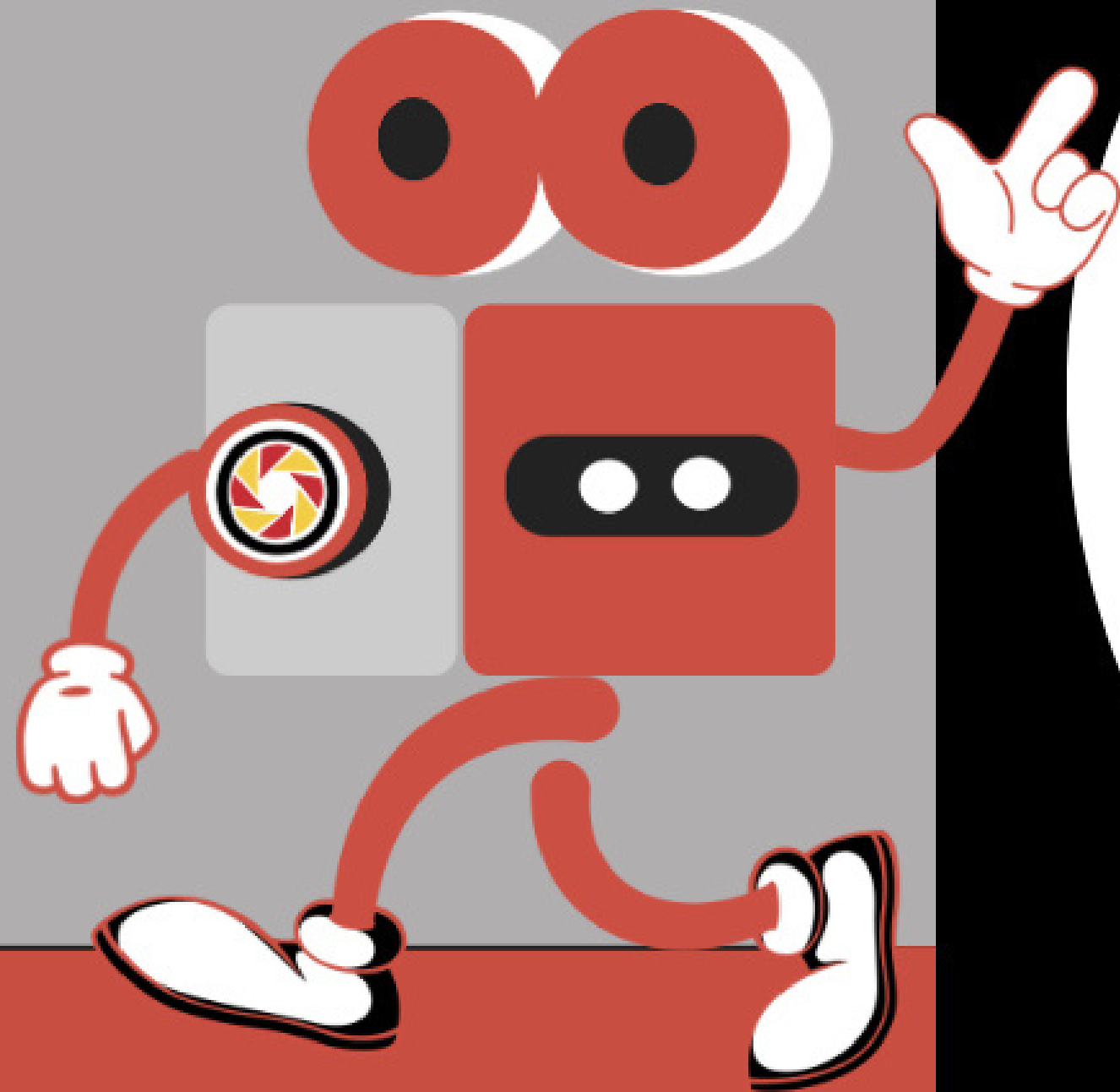


Research Document
Creative Technology



Story?
International Student
Documentary Festival



Story?

International Student
Documentary Festival

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Project Brief

Create a suitable branding for the Story? Film Festival. The branding should be presented in a brand guideline document.

The branding elements should be presented in a structured multipage document with title and contents

page. The contents page should have active links to the corresponding pages.

The brand guideline document should be informed by and must be accompanied with an extensive analysis of the brand, its environs and a comprehensive competitor analysis.

Client Brief

We must design and create suitable branding for the story film festival. This should be displayed throughout a Brand Guideline manual. They are open to changing their logo but it is not mandatory. The brand story? Currently have style which references Cork slang. I wish to build on this and showcase Local Cork Humour through out the branding. The colour scheme can be changed, But i wish to stick to the original colour scheme, As Red and white, Black and Gray are colours represented on the Cork Flag. Staying true to their original design intentions while elevating their Brand.





What is Story?

Story? Is an international student documentary festival Located in Ireland.

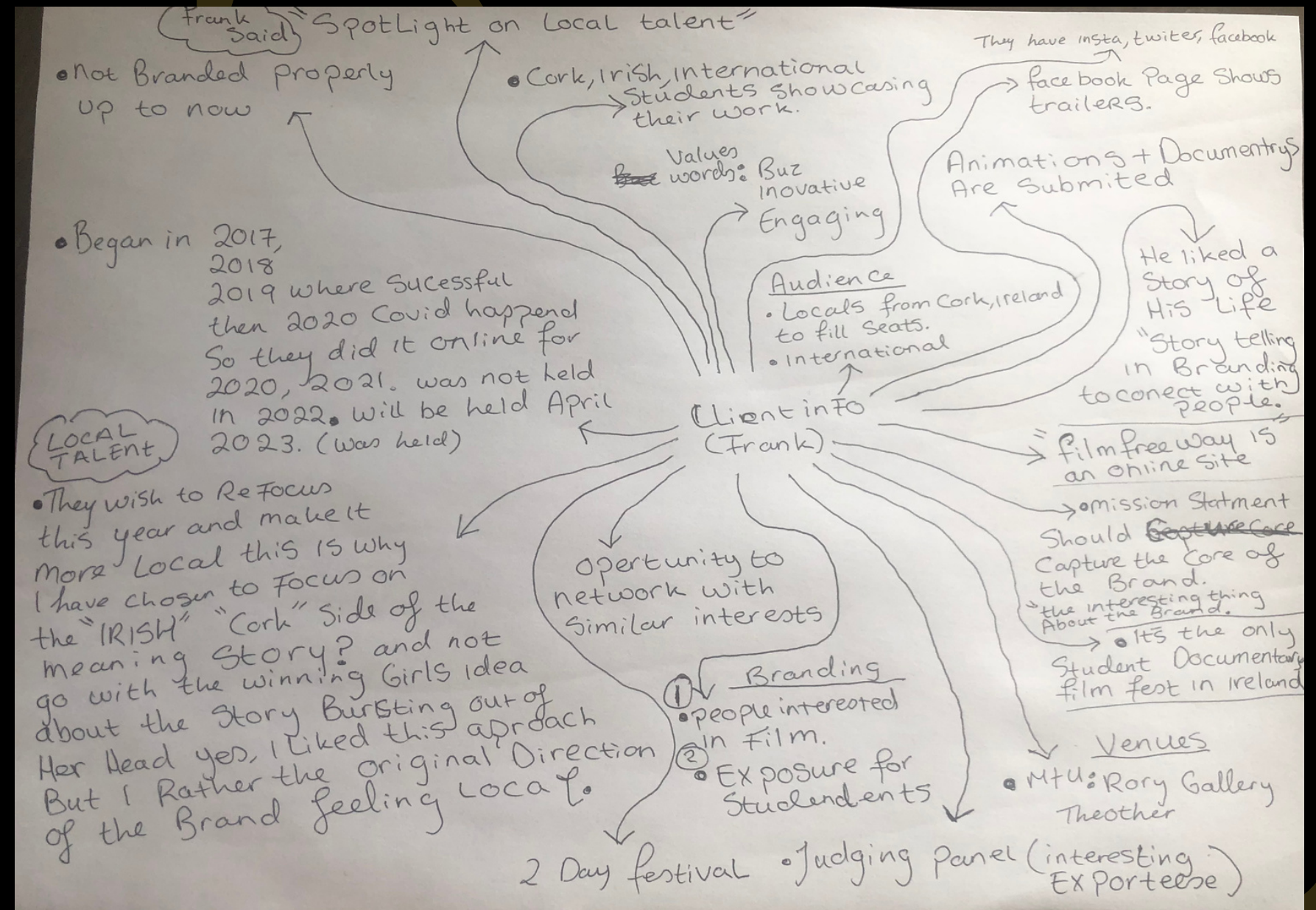
This festival has been running since 2017 and is the only of its kind.

They will be screening 3 main types of student documentary's as listed bellow.

- Branded Documentary's
- Animated Documentary's
- Documentary's

Research

Client notes



Here are notes I took listening to Frank the day he came into MTU. His Guidance was very influential to the direction of the brand. It is highly important to get a deep insight of the client's story before attempting to design a brand identity.

Research

Client Info

The term story is a popular slang word used by locals in Cork. When Irish people meet up they'll say, "what's the story?", which is another way of saying "hello" or "what's happening?".

I would love to explore this further as a possible theme. This could be a beautiful representation of just how welcoming and friendly the Irish are. Particularly in Cork, people can be seen yelling Story? To others in public.



Research

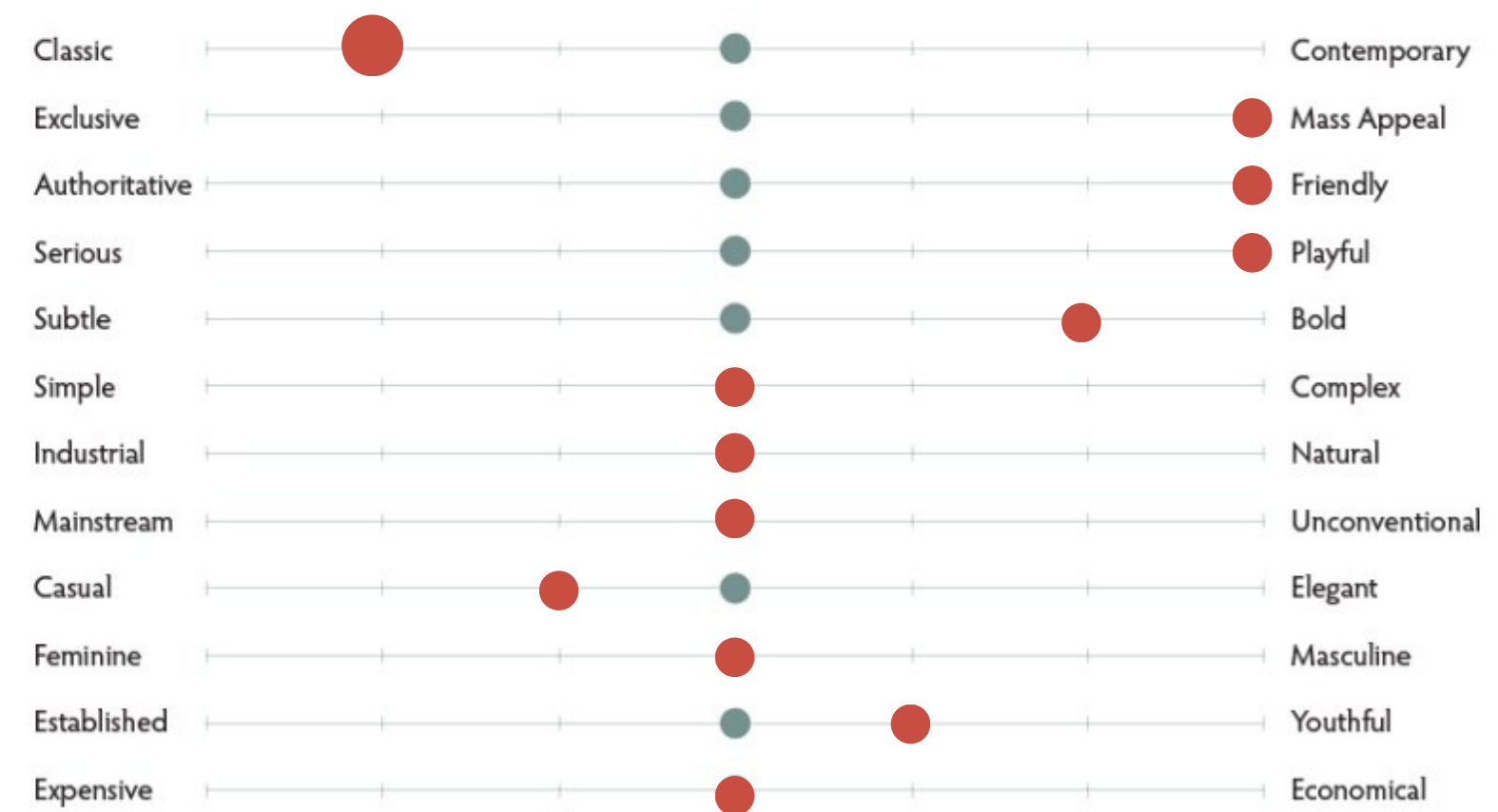
Matrix

The brand matrix is a very helpful way of establishing the brands personality. This can guide the designer in their vision.

Story? Are a fun & youthful new brand that want to attract more local people from cork and around Ireland. As they are aware they have plenty of talent in their own area. This is simply a focus and i feel Irish people would be more likely to attend an event where the brand resonates with them.

BRAND PERSONALITY

Where do you want your brand to fall on the spectrum?

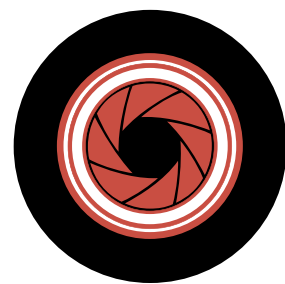


Values

Our Brand values are based off of what we stand for. We host our festival for students to have exposure and have their creative work showcased. Our festival also incorages networking between other likeminded people.

Our top 3 main brand Values are:

- Exposure
- Creativity
- Networking



Exposure



Creativity



Networking

Vision

The Focus of this brand relies on 3 main important aspects. They are the foundation of story's brand identity. The first main aspect is the usage of our brand name "Story?" This is a commonly used Irish slang word, For a greeting like " hey what's up" or " hey How are things". We wish to displays this by a character who is waving hello this will appear fun and rememberable.

Our other focus is Explore we have linked the idea of exposure of the students creative projects being show cased along with the visual link of a shutter, through which the lens aperture of a camera is opened to admit light and thus expose the film. The last focus is our colour scheme, we value the original colours Black white gray and red as they are all colours that are seen on the Cork



SWOT Analysis

Strengths

- The unique value the Festival holds is that it's a student documentary the only one of its kind in Ireland.
- The company's strongest assets are their enthusiasm for film and documentaries.

- No online presence such as a website.
- they don't have a proper mission statement.
- The film festival is based in cork this might be far away for international students.

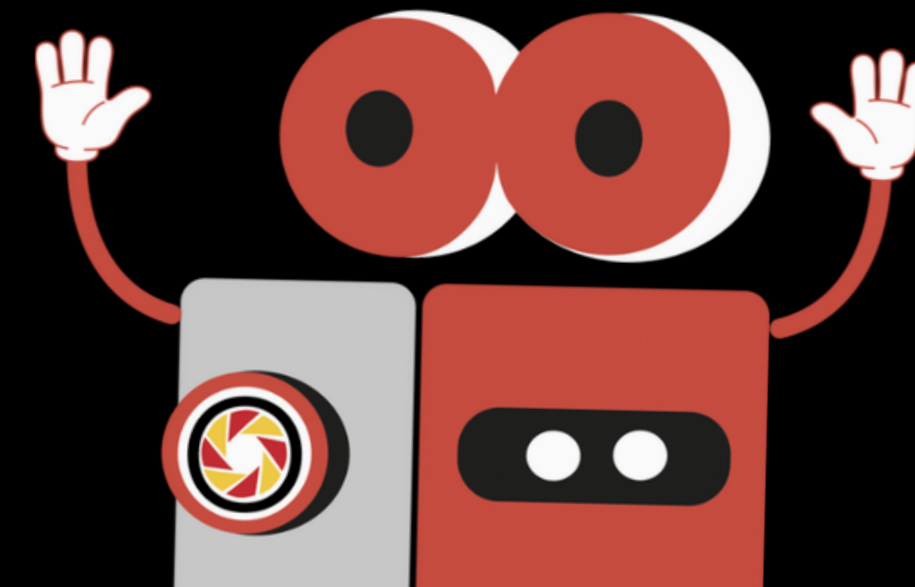
Weaknesses

Opportunities

- Building a stronger brand to increase reputation.
- Better social media
- There are plenty connections through MTU

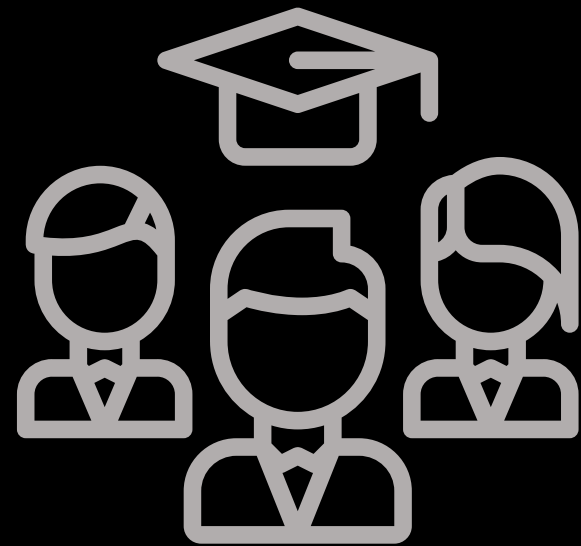
- The fact they are a new established business may mean it could be difficult to build a reputation.
- For an international festival there is little to no PR outside cork.

Threats

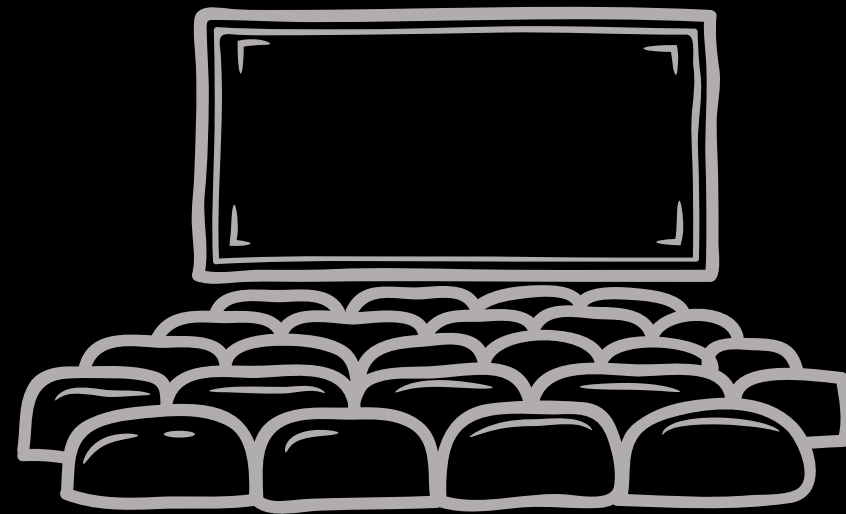


Target Audience

01 Students
Age: 18-25



02 Film Lovers
Age: 26-55



03 Talent scouts
Age: 26-55



Mission Statement



OUR MISSION

To showcase the best work of student film makers all over the world.



OUR MAIN OBJECTIVE IS TO GET FILMS BACK ONTO THE SCREENS AND HAVE PEOPLES WORK SHOWCASED AGAIN AFTER COVID.



TARGET

We wish to encourage the youth of today by holding an event, prioritising student level entry's.

Personas



Alice



Derek



Cody

Goals

Alice bought her first camera and wants to start making films herself.

To express his creativity and vision to others

To share his knowledge and experience with his students

Motivations

Working with hardworking and talented colleagues

Observing the world around him

Getting to network With other creators at film festivals

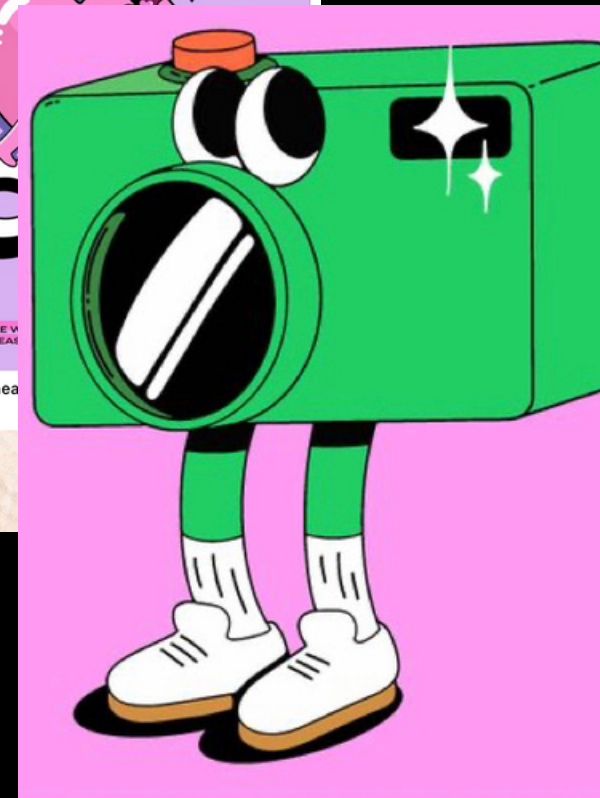
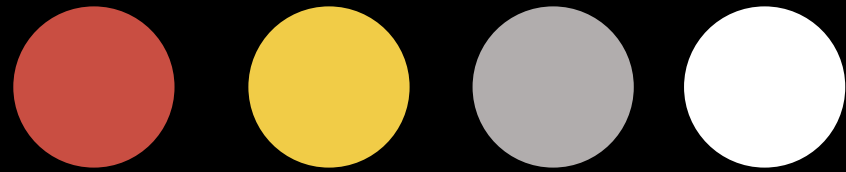
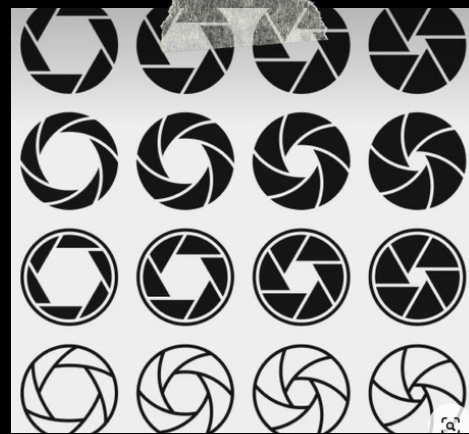
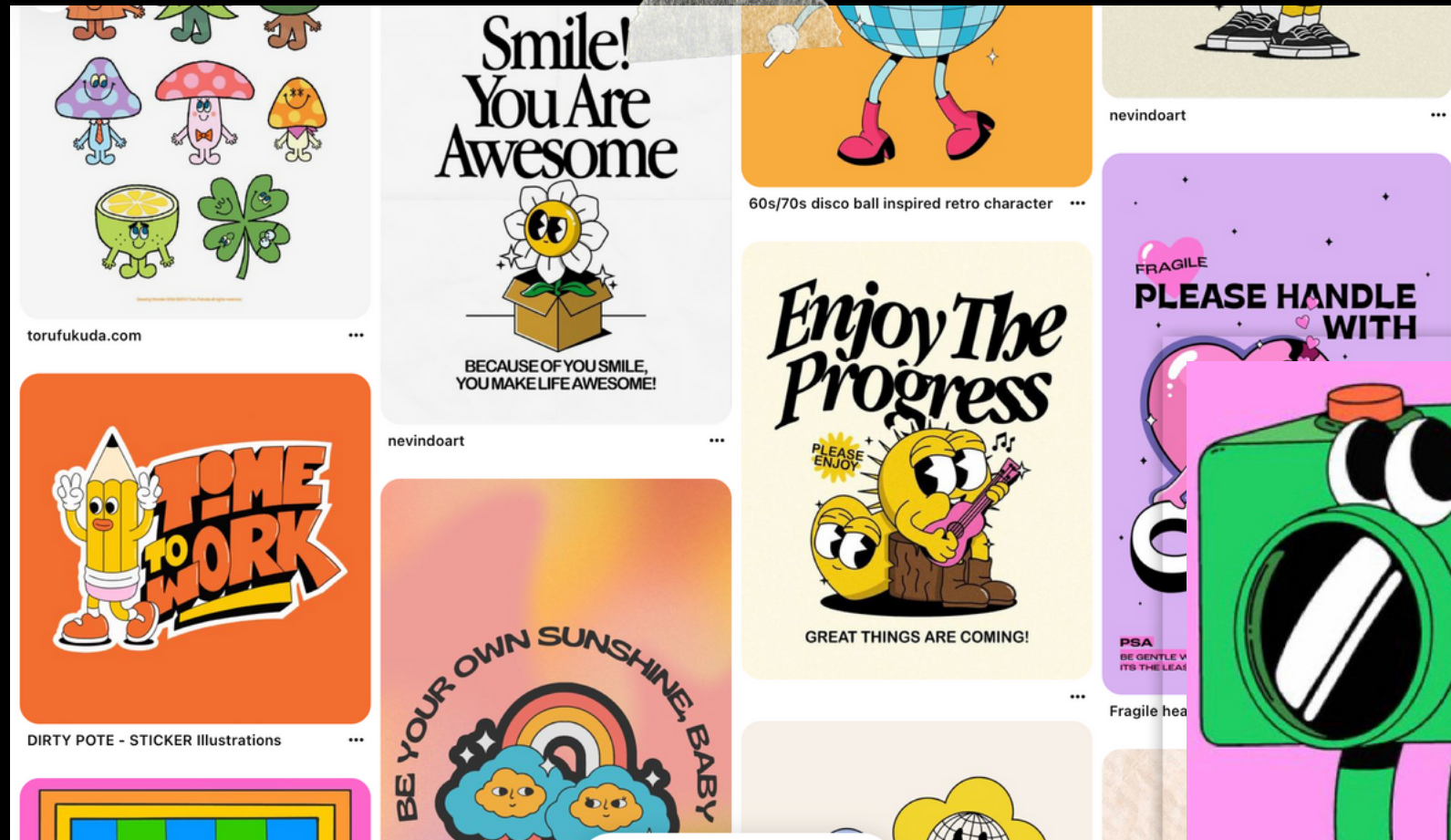
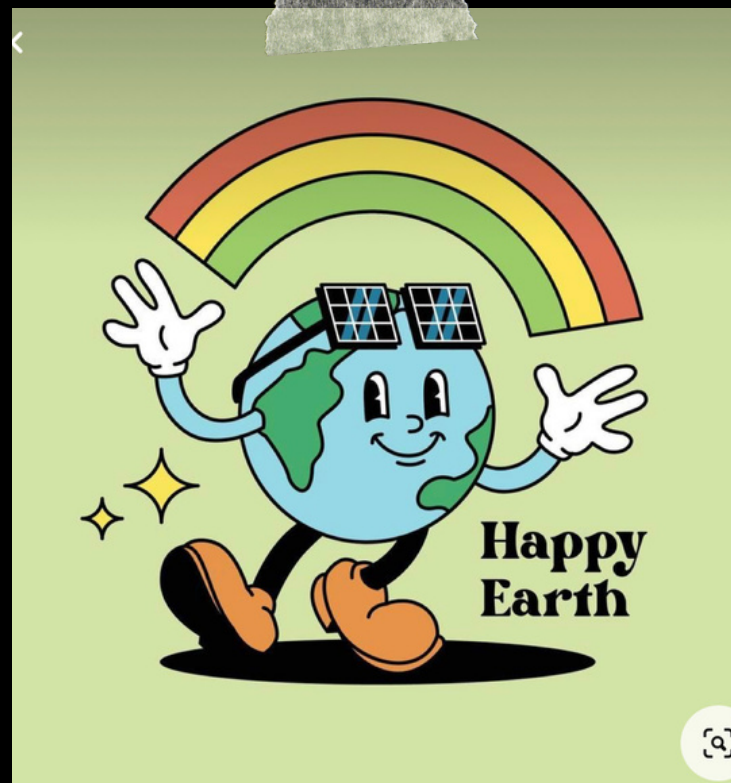
Frustrations

Not being able to come up with creative film Concepts.

Not finding any up incoming events due to their lack of social platform presence

He is frustrated because he wants to apply with an original film but dissent know where to registered.

Mood

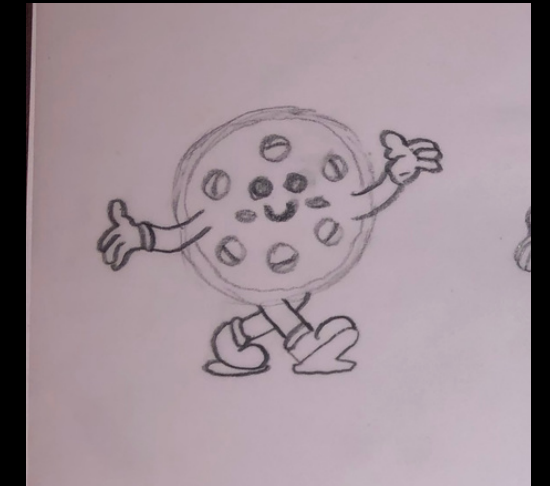
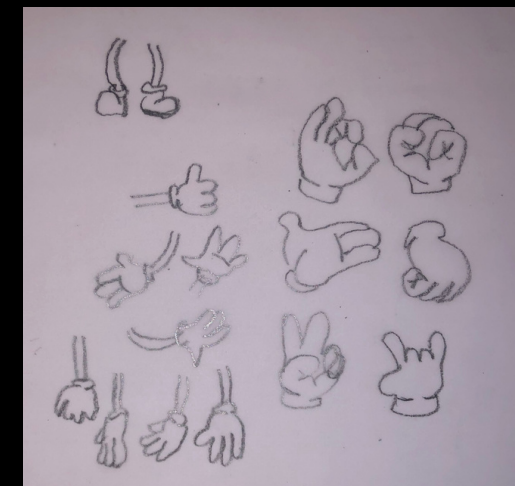
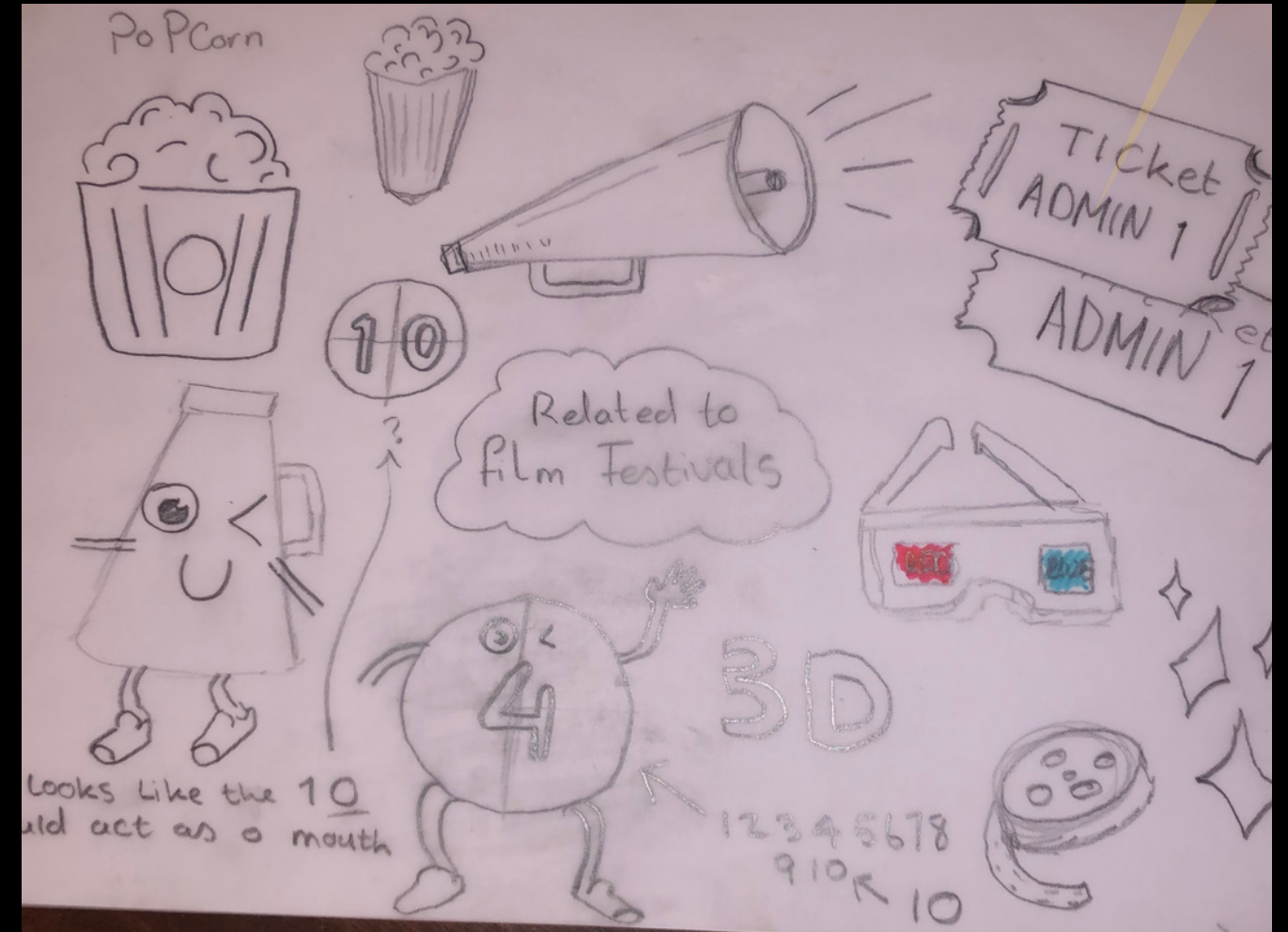
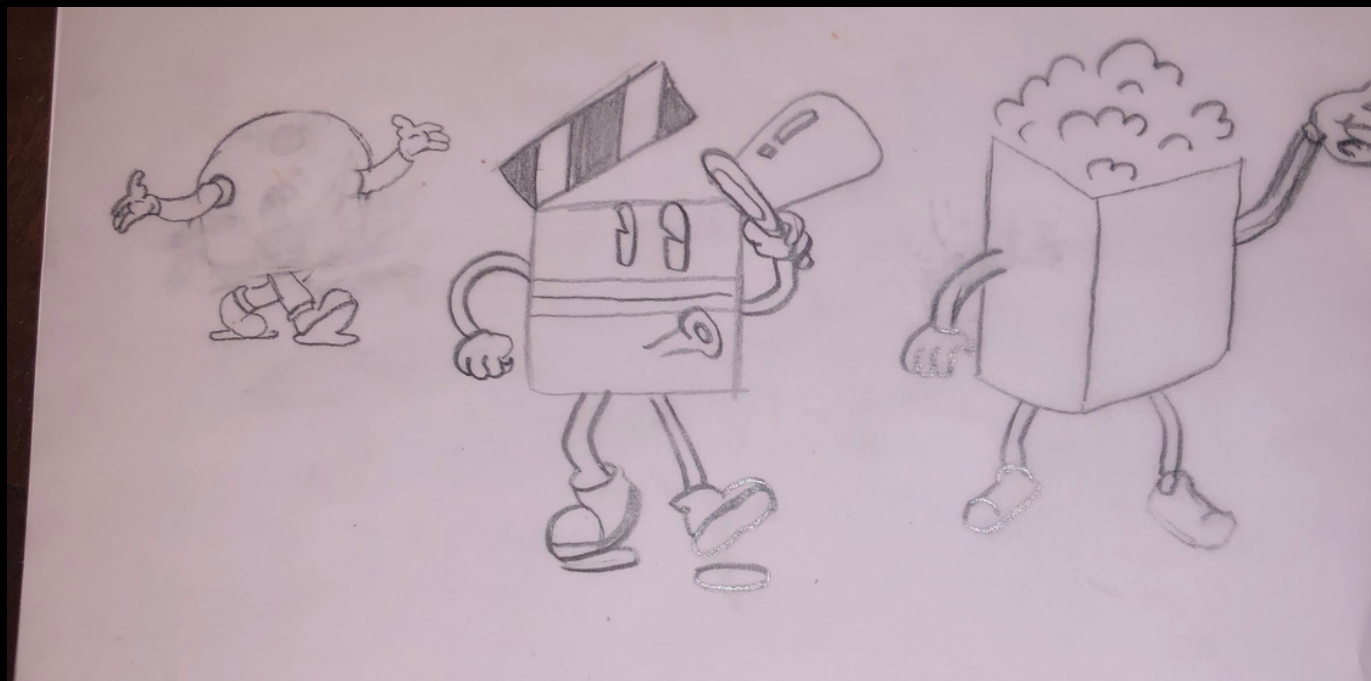


Boards

Experimentation

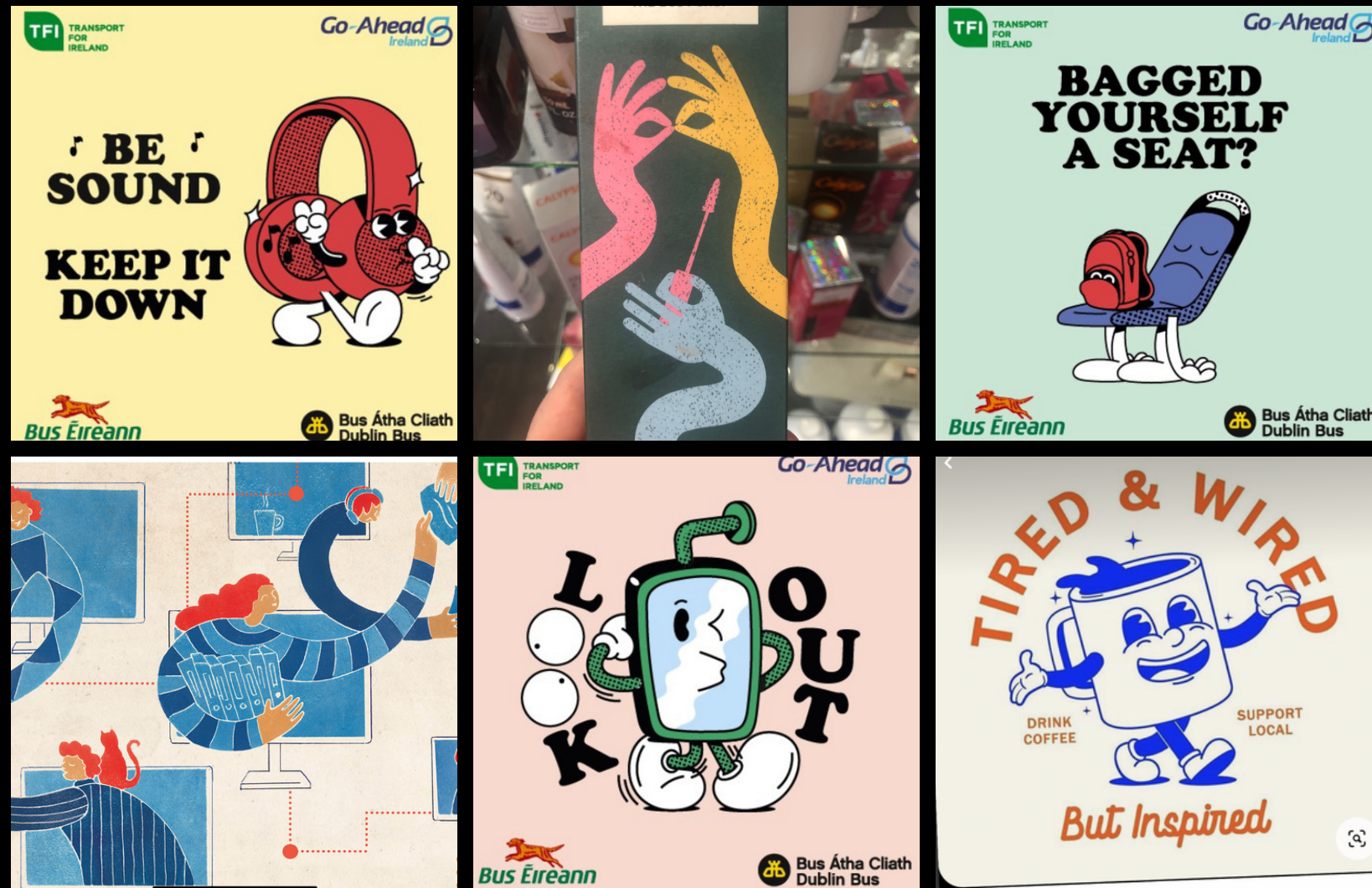
Character Design

- Here are sketches from the early experimentation stages, where I took an interest in creating a brand mascot. My intention was to do a few characters at the beginning, But soon found it less complicated to just do one character.
- The character i chose at the final stage was a camera of course due to it linking with a shutter of a camera, But i had not yet realised this so here are rough sketches of film related objects.

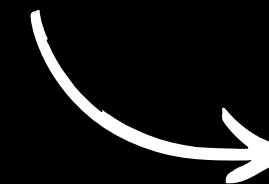


Visual Inspiration

- I was inspired by the Irish poster designs made up for Bus Éireann. They link their characters to bus related objects while trying to communicate a message using simple funny captions linking to cork slang. For example “ Be sound keep it down “ this links to sound for music and sound for being nice, as people in Cork often use the word sound to describe someone as nice.



- One could compare this to how the brand Story? relate their branding back to Cork slang as seen on their instagram.



Logo Design

- This is a mock-up version of the final logo design, I experimented with the idea of a shutter being within the O.
- I Draged the logo into procreate and I droped in an image of a shutter and traced it to the correct size.
My original submission back in semester, one I focused on the idea of experimenting with a shutter and i wanted to include this.



- This logo image was then brought into Adobe Illustartor. I changed the font and the colours of the font and the inside of the shutter.

Logo Design

- This is the original logo development.
- The beginning of my design presses was simple, The logo was to appear very basic and similar to their original logo.
- The brand colours stayed the same Red, black, Grey, White, As they are the colours on the Cork Flag



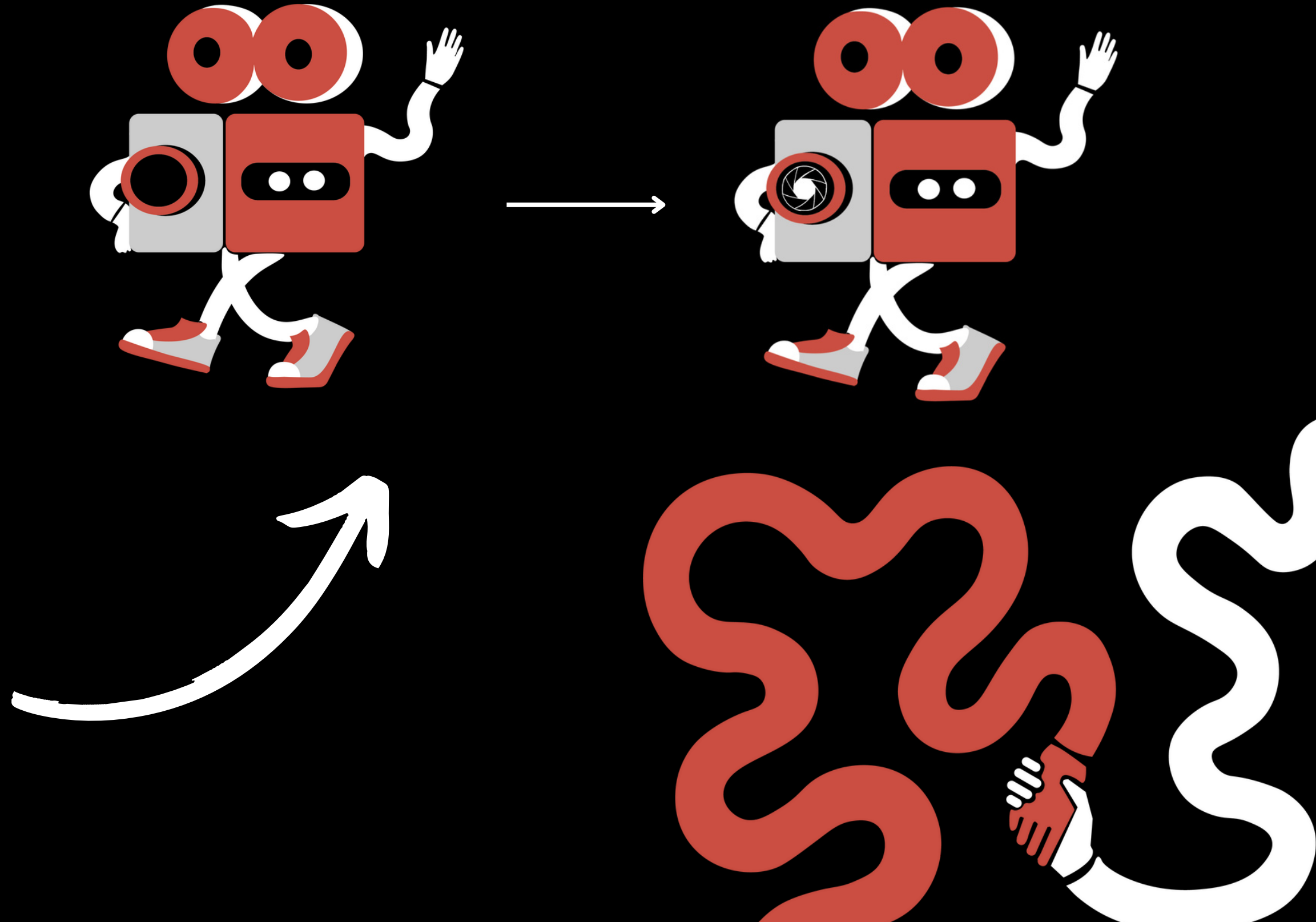
Logo Design

- Here are a few examples of my time experimenting with the story? Logo.
- The plane black shutter in the o was nice but something about the colours in the shutter stood out to me, It felt stronger.
- The different coloured letters, became a bit of an eye sore.
- I felt it best to simplify the logo as there was a lot going on, I did this by choosing black for the font, while keeping the o colourful.



Charector Design

- The original Finny Film Camera design had completely different hands and legs, The vision i had originally was to have the hands of the charector appear all over the branding applications and manual.
- The shutter on the camera was not added till later on in the process.
- before i changed the charector i took it into procreate where I mocked up quickly how the shutter would look on him as the shutter would link from the logo design.



Mockups

