

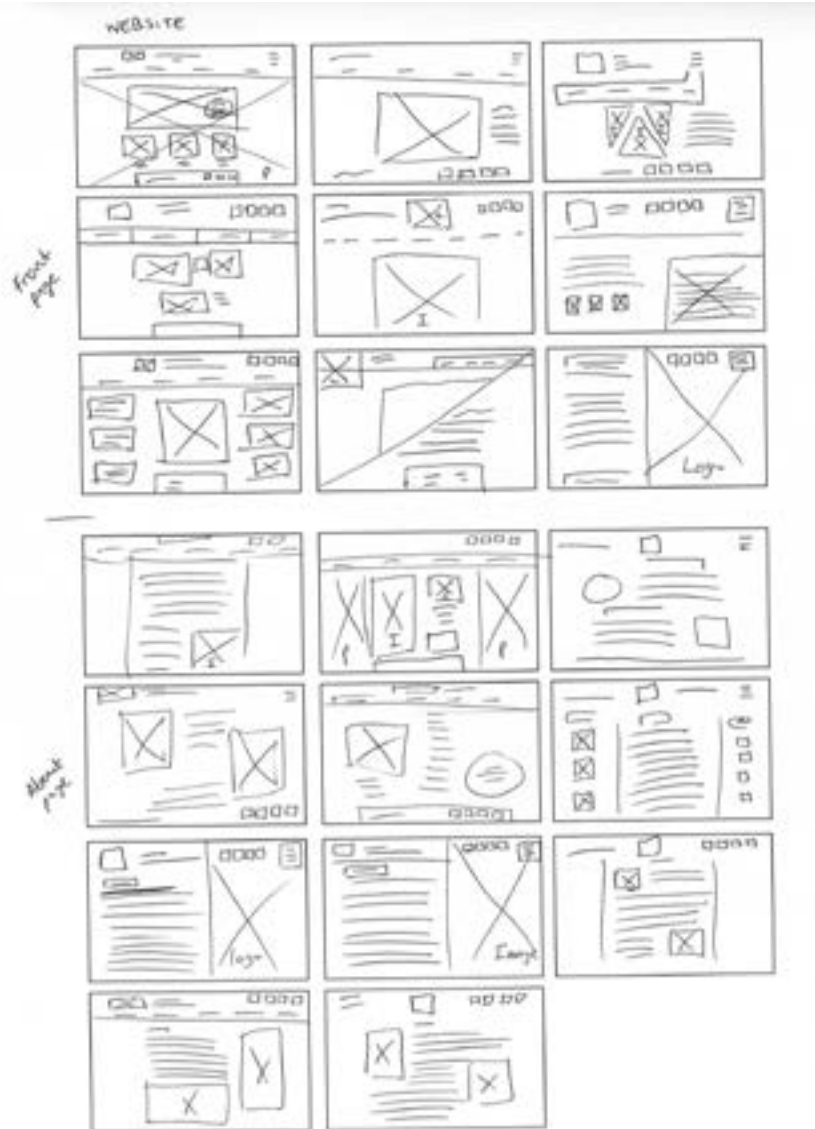
**CUBE DEAKIN**

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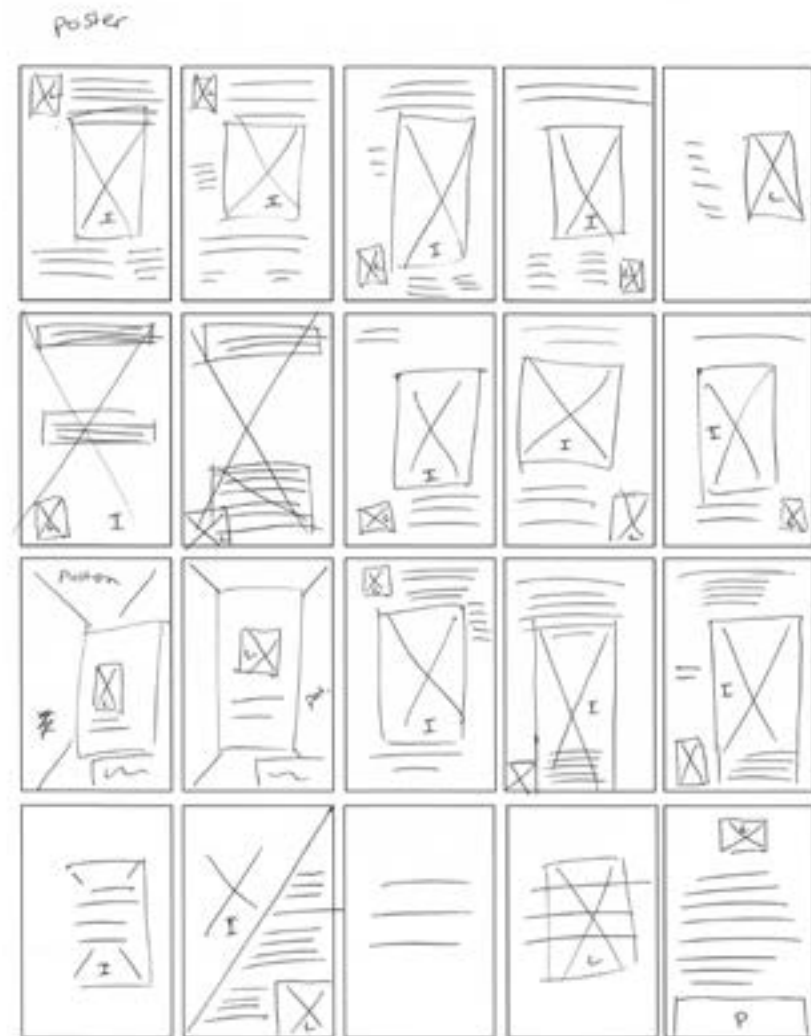
**JOURNAL  
DEVELOPMENT**

# SKETCHES:

## WEBSITE:



## POSTER:

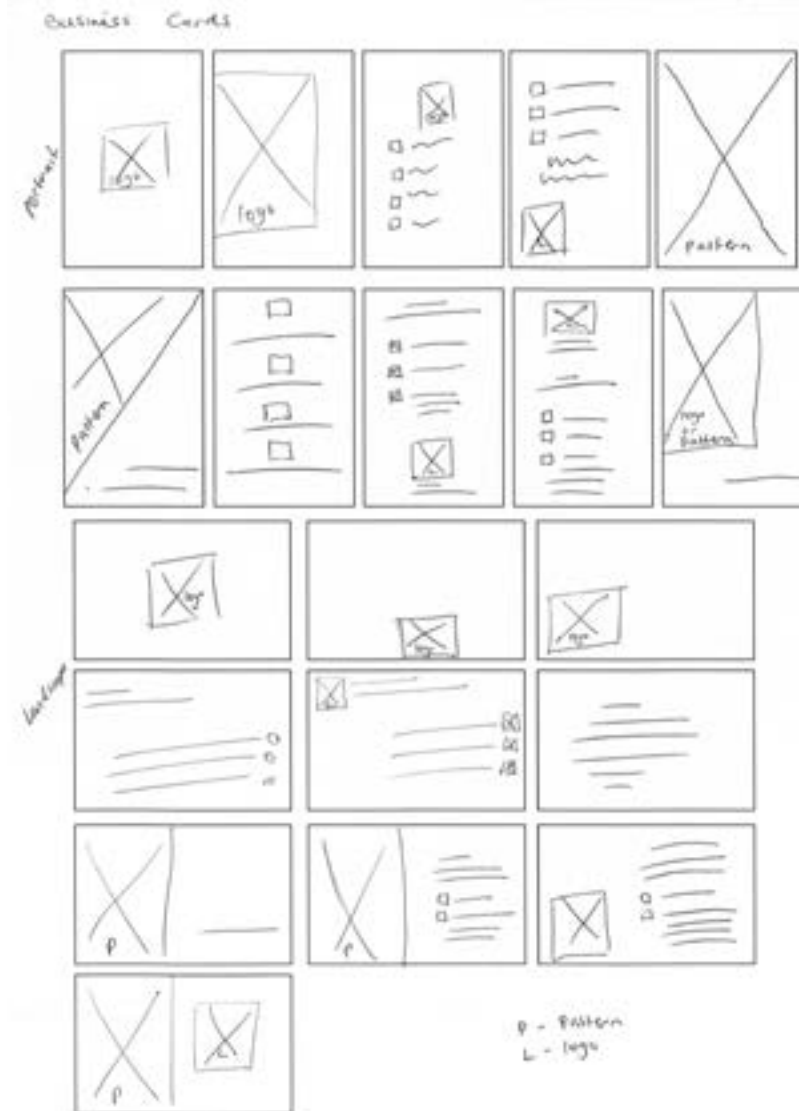


I = image    P = Daten    L = logo

## LETTERHEAD:



## BUSINESS CARD:



# DEVELOPMENT

## WEBSITE

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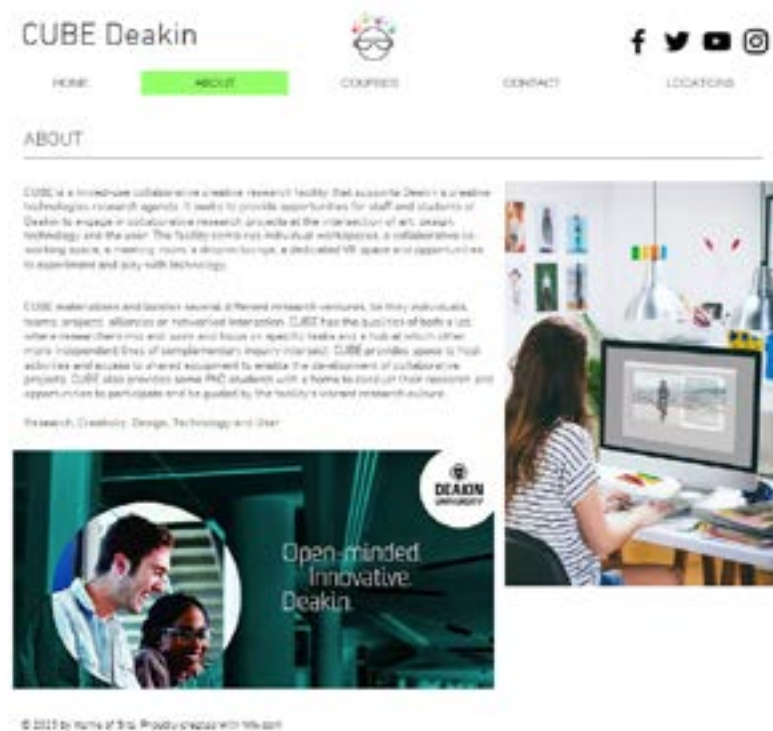
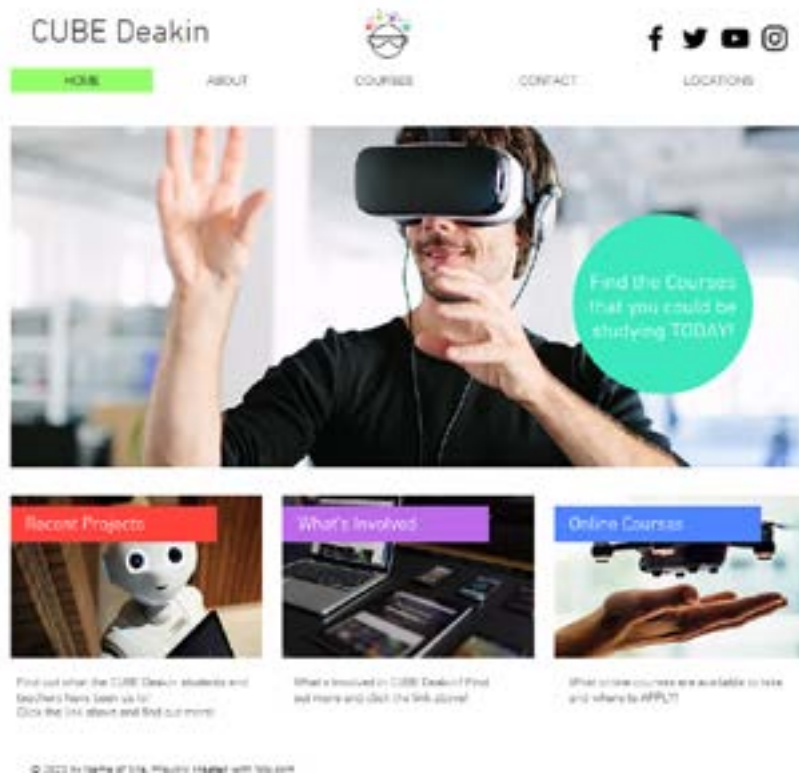


THIS WAS THE FIRST IDEA OF THE WEBSITE - BEFORE FEEDBACK





# FINAL CHOICE



Keeping a simple, professional look and feel but having that element of colour giving it a fun and inviting feel to the website gives it the goal of what Deakin is about.



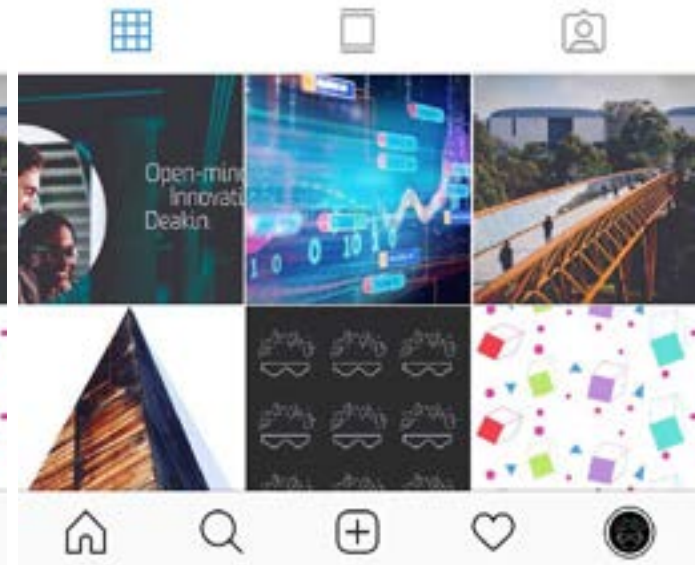
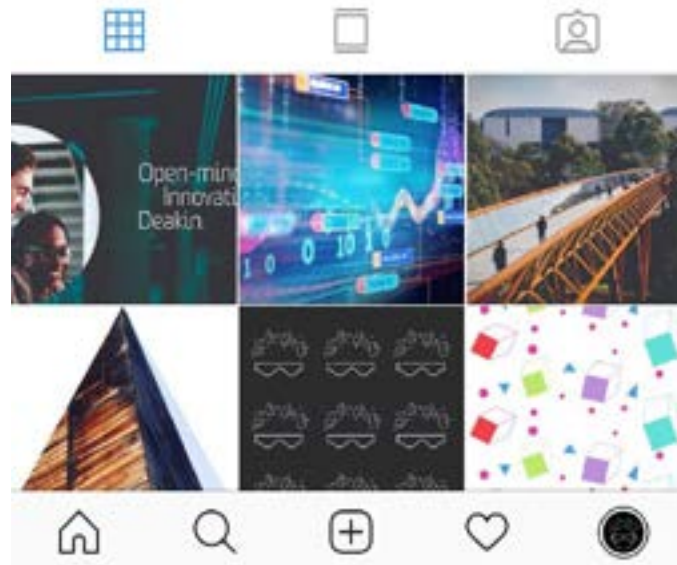
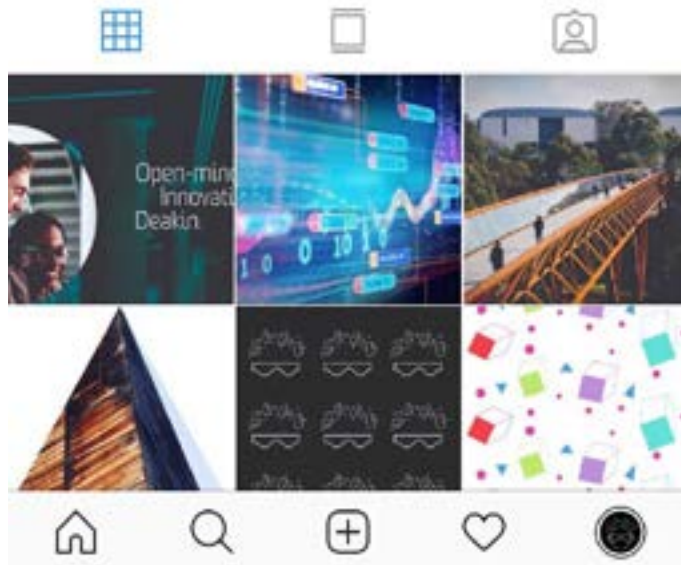
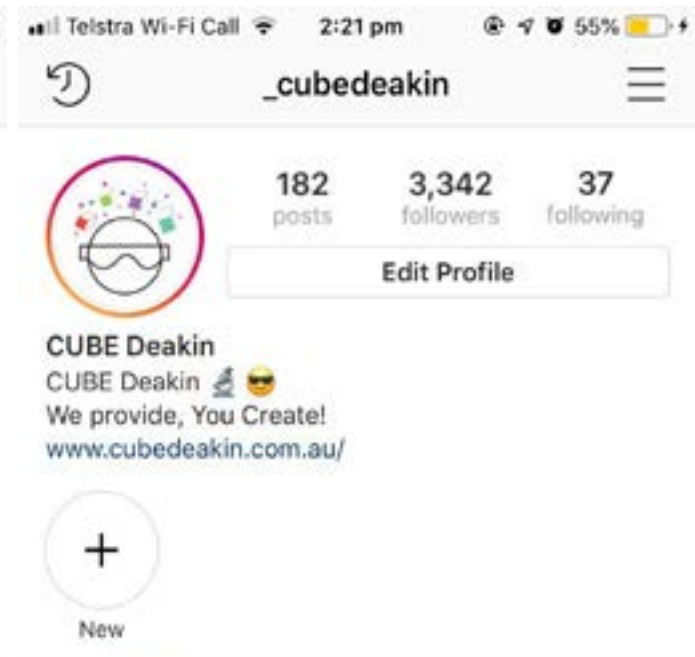
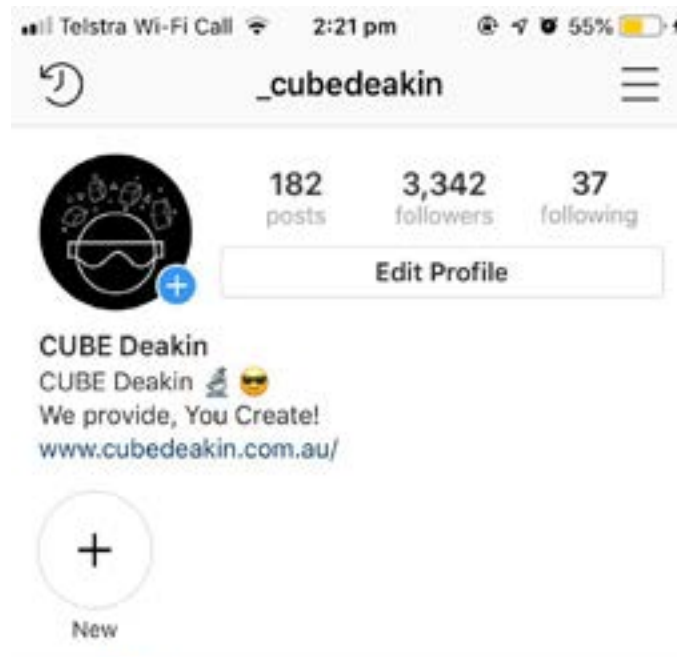
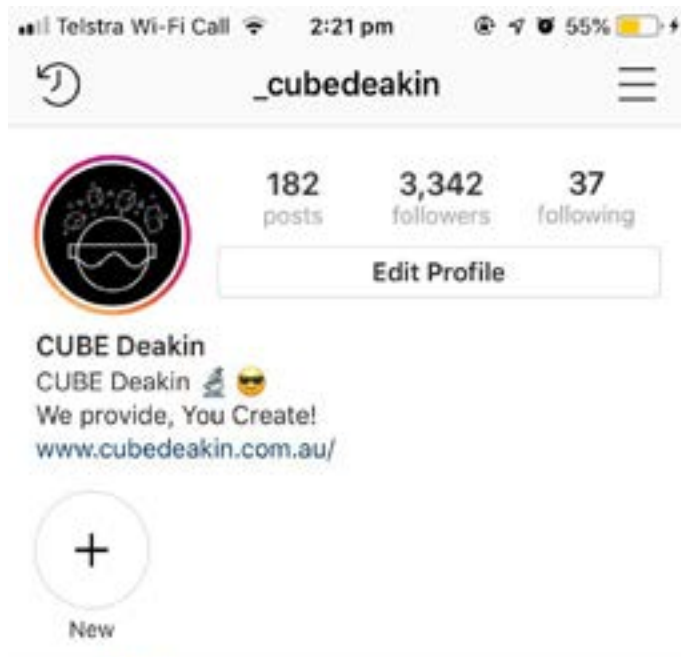


## FINAL CHOICE

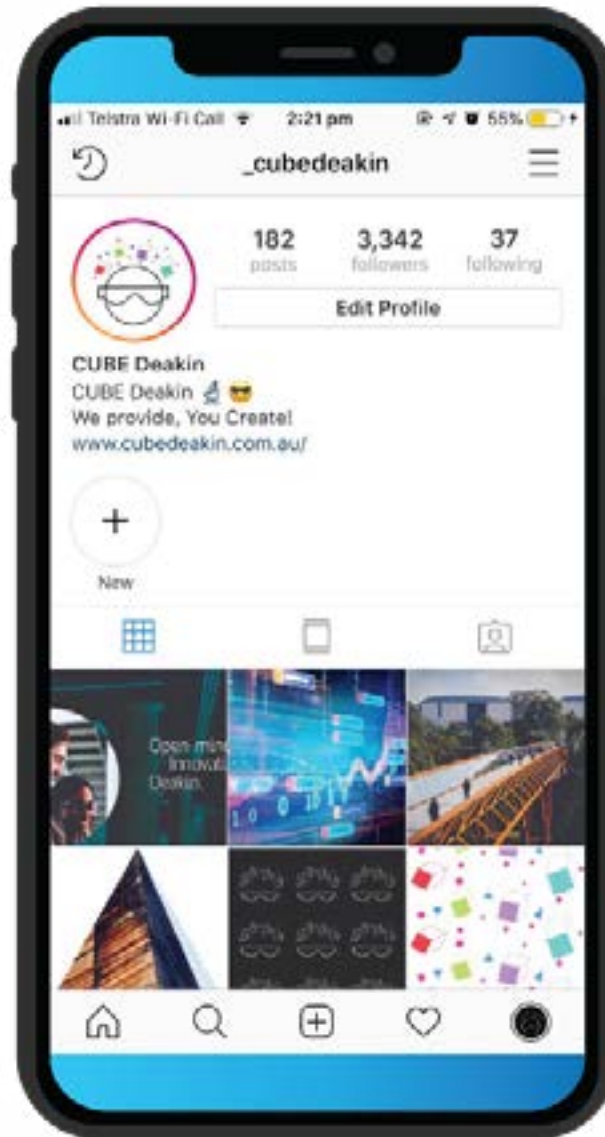
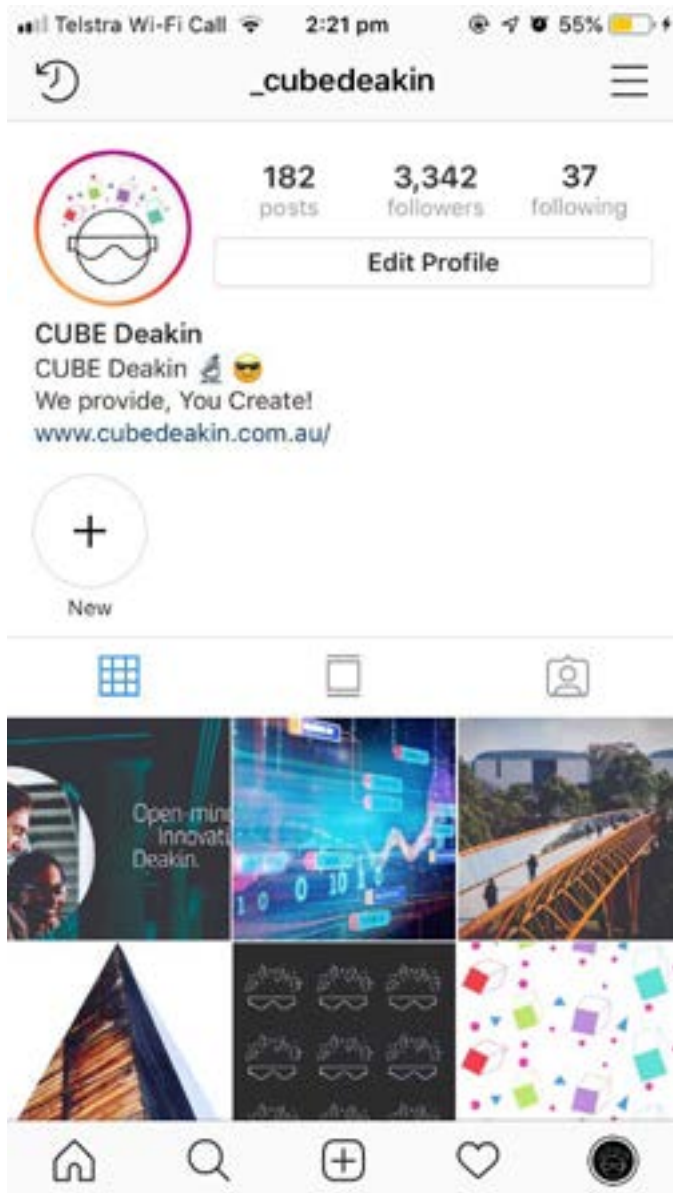


A FUN AND SIMPLE DESIGN FOR THE LETTERHEAD SHOWS THE LOGO AND EVEN THE PATTERN ON THE BACK THAT CAN BE IDENTIFIED TO THE CUBE BRANDING. INFORMATION ON THE BOTTOM WHILE THE LOGO AND TAG LINE ARE PLACED STRATEGICALLY IN THE TOP RIGHT HAND CORNER WHILE THE LOGO IS IN THE BOTTOM RIGHT HAND CORNER. EQUALLY PLACED TOP AND BOTTOM MAKING IT PLEASING TO THE EYE.

# SOCIAL MEDIA



## FINAL CHOICE

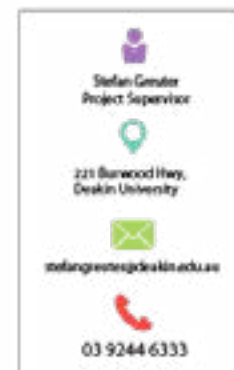
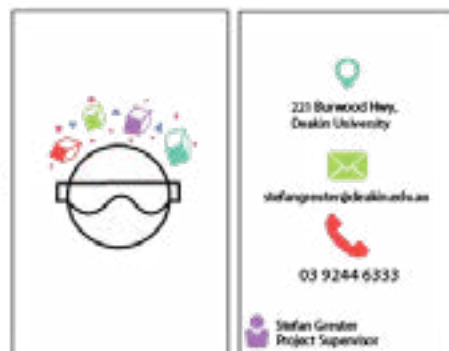


CUBE'S SOCIAL MEDIA PLATFORM ALLOWS THEM TO GET CREATIVE BUT ALSO SHOWS THE SIDE OF USING OTHER PICTURES THAT AREN'T THEIR OWN.

CUBE KEEPING THEIR BIO AND LOOK AND FEEL SIMPLE ALLOWS FOR THEIR AUDIENCE TO TAKE MORE OF A LOOK AROUND AND LOOK INTO THEIR INSTAGRAM AT THEIR PHOTOS, THEIR INSTAGRAM STORIES AND MAYBE EVEN THEIR WEBSITE IN THE BIO.

USING BURWOOD LOCATION PHOTOS AND PATTERNS AND DEAKIN PHOTOS AND EVEN WEB PHOTOS IT GIVES THAT TECH ELEMENT THAT CUBE IS.









## FINAL CHOICE

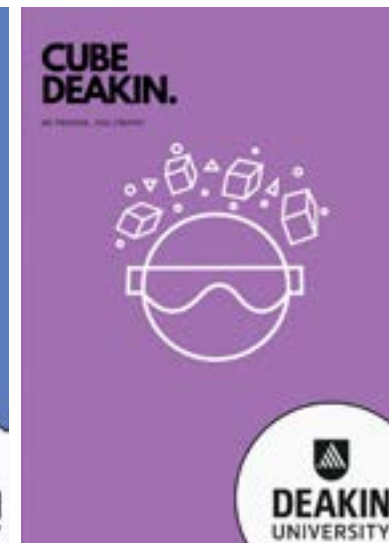


COLOURFUL AND INDIVIDUAL  
CARDS TO SUIT THE COLOUR  
OF YOUR CHOICE!

WITH ALL THE INFORMATION  
NEEDED FOUND ON THE BACK  
AND THE CUBE LOGO ON THE  
FRONT

# POSTER

THESE WERE THE  
FIRST OPTIONS INTO  
THE DESIGN OF THE  
POSTER



## POSTER DEVELOPMENT - START TO FINISH

AFTER FEEDBACK - THESE NEXT FEW PAGES WILL SHOW DEVELOPMENT OF A POSTER THAT IS MORE A CALL TO ACTION POSTER AND THE WAY IT WAS CREATED.

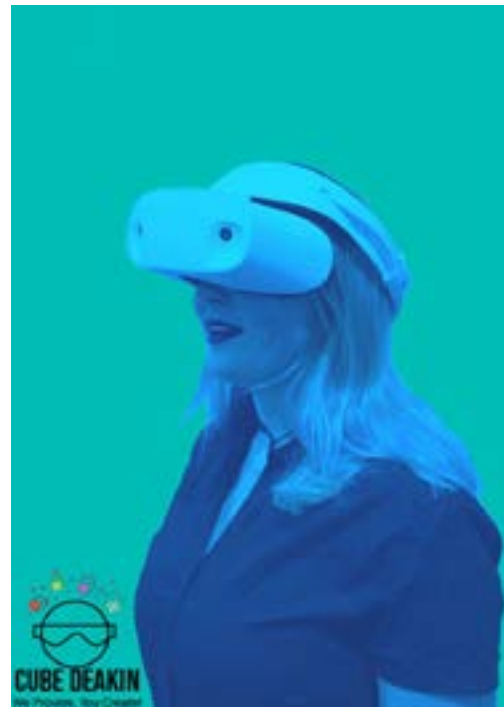
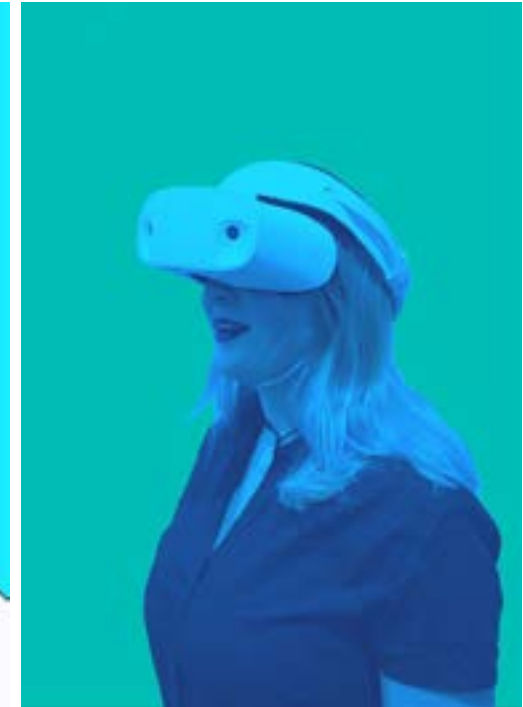
THESE WILL SHOW THE COLOURS CHOSEN AND LOOKED AT, THE LOOK INTO VARIATIONS AND THEN THE FINAL PRODUCT WHICH WAS CREATED ON INSTAGRAM - IN A INSTAGRAM POSTER FORMAT BUT CAN BE SIMPLY USED AS AN EVERYDAY POSTER.











AS THERE WERE PLENTY OF OPTIONS TO CHOOSE FROM, AND VERY MANY OPTIONS IT WAS EASIER TO CHOOSE WHEN “THINK YOUNG” ONE OF DEAKIN UNIVERSITY’S OWN POSTER WAS THE INSPIRATION FOR THIS DESIGN AND THE FINAL CHOICE AND OUTCOME.

AS DEAKIN’S “THINKING YOUNG” IS YELLOW WANTED TO LOOK INTO THAT LOOK AND POSSIBLY CUBE DEAKIN’S FUTURE REVAMP MIGHT INCLUDE A YELLOW CHOICE IN THEIR COLOUR PALETTE.

THE OTHER CHOICES FOR BLUE AND PINK ARE OF THAT IT IS IN THE COLOUR PALETTE AND FITS WELL WITH THE THEME OF THE POSTER.



AS THE INFORMATION WAS ADDED, THE THINKING PROCESS FOR THIS POSTER'S CALL TO ACTION WAS TO BE SIMILAR TO AN ANNOUNCEMENT OR SIMILAR TO THAT TO GET THE AUDIENCE TO COME AND HAVE A LOOK AT DEAKIN'S NEW FACILITY - CUBE.

AS I GATHERED THE INFORMATION OF DEAKIN'S OPEN DAY FOR 2019, I INCORPORATED THAT INTO THE POSTER SUGGESTING FOR 2020.





## FINAL CHOICE



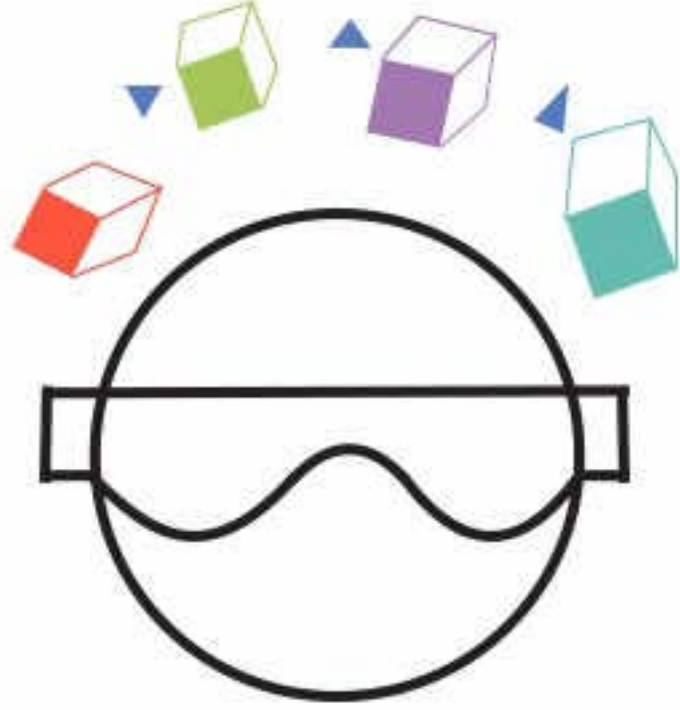
LOOKING AT THE DEAKIN THINK YOUNG EXAMPLES; THESE POSTERS ARE IN  
THEME WITH DEAKIN AND SHOW POSSIBLE INFORMATION TO DISPLAY ON ANY  
CUBE DEAKIN POSTER IN THE FUTURE  
PLAYING AROUND WITH THE COLOURS AND LOOKING AT YELLOW FOR A FUTURE  
COLOUR CHOICE.



## ANIMATION 1



## ANIMATION 2



## ANIMATION 3



