

Creative Brief

To: Dr. Petroski & COM 201 Class
From: Alexcandra Bacry
Date: October 20th, 2015
Re: B Natured Studios
Industry: Leisure

COMPANY PROFILE

B Natured Studios is a creative center to expand those quiet yet creative thoughts. A place to design across all mediums: painting, drawing, beading, graphic design, and pottery. Main feature, the walls are all blank canvases, changed daily. Various sizes. Start but couldn't finish? Storage is included in member fee. They offer parties, walk-ins, reservations and classes. An all in one creative space. Gives the option of paying per visit or a monthly access card. Either way supplies must be purchased separately. Even those who need a little help, there are employees there for guidance and tutorials upon request.

TARGET AUDIENCE

The target audience is predominantly the Millennial Generation both men and women. Yet more specifically Millennials of the type b personality. They are very creative. They generally live in large cities and on college campuses. Things around them always inspire them. Depending on the age, they are generally not married as Millennials are getting married later and later. Most of them are just establishing their careers and finishing up school. They come from different backgrounds yet are very determined to be more than where they came from. All in all, the target audience wants to live a creative lifestyle. However, living in a big city they are faced with small apartments and dorm rooms that leave them no space to create. Knowing there's not a ton of money pursuing an Art Degree they also take no art classes at school. But, they love crafting across all mediums. They generally are friends with like-minded people. When choosing a place to go out they try and do something that is not mainstream. They do not like wasting money on products/services that don't fill their creative needs. They've tried painting classes before but quickly realized it was more about the drinking and following instructions than the art. They wish they could find a place to just be creative.

COMMUNICATION OBJECTIVE

B Natured Studios wants to introduce a whole new way to be creative. Informing of how convenient it is to have a space and access to supplies needed. Acknowledging the fact that in the city, space is limited. The cost to do a lot of crafts can be extremely expensive when trying to purchase everything.

Also, a lot of the times there is the intention to do something, yet life gets the best of us. So instead, the supplies often sit there, collecting dust. Therefore, the company wants to explain how when in designated creative space you're more likely to get things done. Additionally, the company wants to inform how there are instructors to guide them through any struggles. Lastly, they want it to be known that there are learning opportunities across different mediums offered in class settings monthly and weekly.

POSITIONING

The company's main competition would be small town wine-painting classes, beading stores, and pottery painting studios. B Natured Studios is all of those in one. But more importantly it is all about personal exploration and experience. There is the option for classes and guidance, yet it's not mandatory. Once you have the tour and information session on rules and regulation of the studio you're able to create freely. B Natured really allows for the person to feel as if they're in their own studio. With being able to purchase supplies right there and then conveniently store belongings there, it's much different than competitors. Additionally, there's no set time you have to be done, unless there's a reservation or event. Another positive difference is that B Natured sets up blank canvases every morning, encouraging walk ins to come in and make art. In comparison to other painting classes/studios you have to make reservations to be part of the class/paint. In regards to pricing, B Natured Studios offers various payment options, a monthly package, per visit, and group rates. Regardless of the option chosen, one must pay for the supplies separately. Yet there is a discount for monthly members. Comparing the prices to competitors it'd be around the same, yet the facet that makes this a bit more expensive is purchasing the supplies. The reaction from the target audience would most likely be a positive one. They would definitely be intrigued to see how this differentiates with other painting/beading/pottery classes/studios. Once they got the full understanding that B Natured is a space for them they will forget the cost difference. Ultimately realizing that the price is not that much more as they will not be purchasing supplies for crafts at home anymore. Everything they do will be in the B Natured Studios providing them everything they need.

ADDITIONAL INFORMATION

B Natured Studios is run by Millennials for Millennials. It's for the Pinterest crazed, the secret Picasso and the jewelry masters. Everyone is extremely easygoing. There is no tolerance for rude and hurtful behavior. Constructive criticism is given upon request and in classes. B Natured wants to form a community.

A support system. A network of creative souls. Someone always knows someone. Classes held always have a showcase of the student's work at the end. Providing an opportunity to sell their artwork and get their name out there. In regards to hours of operation, it would be catered to the target audience. Opening, in the afternoons and evenings. However, depending on walk-ins and demand changes may occur. The owner always wished there was one place that had everything. So they thought why not create it? B Natured Studios is embracing the type b personality and opening their arms to anyone who needs a little art therapy.

Time Boxing:

What do I need to do: Design Logo for BNatured Studios.

- Come up w/ 20 thumbnails
- Narrow down to 10 thumbnails on photoshop/illustrator
- Finalize logo.

→ Sketching 3 Thumbnail Design
1hr 30 min

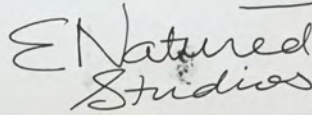
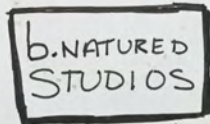
→ Final Design 30 min

Word list: (what comes to mind when you think BNatured Studios?)

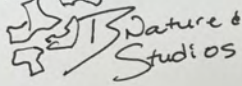
- Bee
- paint Brush
- paint splatter
- water colors
- strong contrast
- flowy font → cursive?
- Handwritten looking font
- half a bee
- backwards "b" (b) → maybe confused)
- Soft
- simple / flat looks complex
- canvas
- Beads
- sketch looking
- stippling
- easy to recognize
- eye catching
- some thing younger generation would like / be likely to post

Project 4: B Natured Studios Logos

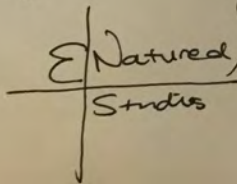
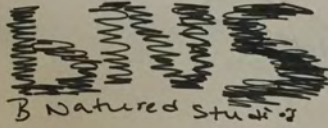
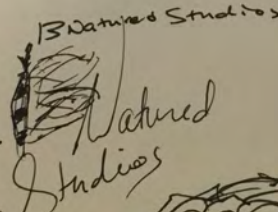
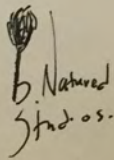
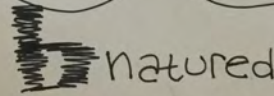
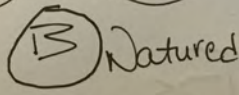
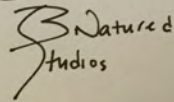
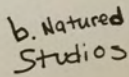
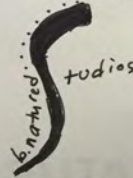
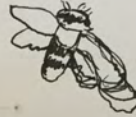
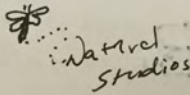
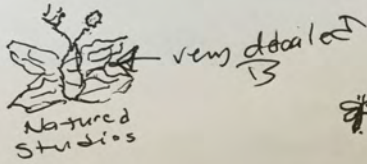
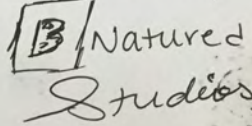
First sketched



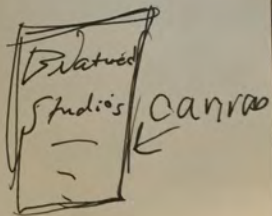
Paint splatter

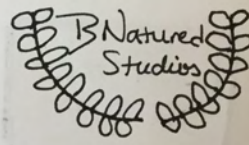
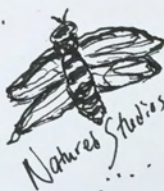


Rubber Stamp



ENatured Studios





BNATURED

B (connect the dots)
Natured Studios

