

## James Stump Project 1: Corporate Identity

### Concentration/Company Information:

Although I haven't officially declared a concentration, I am considering multimedia, and that is why I have decided to create my company in that field. My company will deal primarily with digital video editing and post-production work, including web streaming, and CD/DVD production, as well as graphic-rich webpage design using PHP and Flash.

### Research & Corporate Culture/Image:

Obviously a company making its living in video production and graph webpage design is going to have very a graph-rich webpage. By visiting other company's pages, I have noticed many similarities. Most of these companies have at least a portion of the webpage done in flash. They also have examples of their video work as streaming videos. As far as interfaces are concerned, they all have graphic buttons on either the top, or left side of the page. These sites are stylish, yet sophisticated and professional. They are very "modern-art" looking, yet still reflect on that good-standing corporate look. They are a very delicate balance of over-the-top and professional.

The primary audience for my company is going to be public relations departments of medium businesses and large corporations. My "ideal" customer would be a large corporation with many products to sell. I would design/maintain their website, as well as work on all their digital advertising.

### Name:

*"What's in a name? That which we will call a rose. By any other word would smell as sweet."* – William Shakespeare

A name is everything, yet it is nothing. I can name my company whatever I wanted, yet it must still reflect a relevant, positive image on my company. I found a large variety of company names while doing research. Some include "Digital Video Arts," "Rossiter & Co.," "Westsound Video," "Andrew Prokos Studio," "Video Guys," "Dazzle," and "Pinnacle Systems." After a great amount of thought, I have chosen "Stump Computer Graphics, Incorporated." Since most of my work is going to be dealt with digital video and computer-aided graphics, I felt the "Computer Graphics" part of the name was very appropriate, and I thought my last name would make for a cool logo.

### Font:

I have chosen two different fonts for my company. I have chosen **Forte (Stump Computer Graphics, Inc.)** for my Company Name and Logo, and I have chosen **Comic Sans (Stump Computer Graphics, Inc.)** for everything else on my webpage, and in my publications.

### Color:

After looking at countless websites, all related to digital video companies, I noticed that three colors are all over the websites. They are **Blue**, **Red**, and **Green**. Just about every page has at least two of these colors, and a good portion display all three. On a few of the pages, there was also a touch of **yellow**, which I will use as highlights. For some reason, all of these companies have chosen this color scheme, so why should I mess with perfection.

## Post Design Analysis:

Once I decided on the name for my company, everything just fell into place. My logo seemed very simple, just a graphic of a tree stump with the name of my company. I created my tree stump in Freehand using the line tool, and then I used the subselect tool to create the arc I wanted. I then created some ovals on top to create the grain of the wood. I then added some brown fills to give it a more tree-like look, and made it a symbol. Then, to create my logos, I simply typed out “**Stump Computer Graphics, Inc**” in Forte and arranged them in a couple different ways.

My letterhead was also easy. I simply put my “banner-like” logo on the top of the page, and added my soon-to-be-up website address.

Afterwards, I decided to come up with some icons for my website. I tried to create a couple navigation icons, and after a couple color revisions, I decided to go with a white to blue radial fade on all of my buttons, with an inverse color fade for a mouse-over.

I then developed some business cards with the company name, my stump logo, and company web address, and then added the name, phone number, and email address of the person to it.

Next, I developed a company name/id tag by adding a place-holder for a photo with the company name, and the person’s name.

My fifth standardized corporate material was the company check. I basically remade my personal check from Wachovia, and added the company name/logo, and made-up an account number.

Everything came together pretty nicely after I did the preliminary work. The design of my company was much harder than the design of the materials in Freehand. I saved progress copies to show all of my design changes in my Freehand file.