



## Overview

The name of the company is Design Arena and Business Venture. The Design brief is about the reference materials of a job or campaign for Design Arena and Business Venture located at Kpando in the Volta Region. The Company is properly structured with its list of goals, expectations, instructions, visual exploration/inspiration, and any small details necessary for a company to produce work that meets a client's expectations.

The Company by nature, is exploring concepts and making connections somewhere on the astral plane to visually communicate our needs. The company will offer something concrete to reference so that we can remain tethered to the task at hand without having to interpret ambiguity.

The design brief of the company will let you take care of *your* works at the outset. The point of providing this design brief is to cover everything you want to be addressed so that the company knows what to do and how to approach your projects.

## Design Brief

The company's name is "*Design Arena and Business Ventures*". The company started as a freelancer to its current position. The project is a website that is to exhibit and sell what the company does, the company started operating in 2017 at its present location, Kpando in the Volta Region. The projects useful or website will help keep documents arranged by project.

## Project Description/Goals/Objectives

What the company intend to achieve are as follows;

One of the main goals and objectives of Design Arena and Business Venture is to design a project based on the individual needs of a client. Prior to beginning the design phase of a project, we have to speak with our clients to determine a project's overall goal, purpose and desired appearance. The company will utilize their skills to determine physical, cultural and cognitive factors when designing a project to ensure a positive response for the target audience.

## Graphic Illustration

Design Arena and Business Venture will provide illustrations for the client throughout the designing phase. This may be done through computer software programs or by hand. These illustrations provide clients with detailed visual information regarding the development of the design. Throughout the illustration process, the workers must choose font styles, artwork, color schemes and other elements for a project, and this includes photography and video shots.

## Meeting Deadlines

Perhaps the most important objective for Design Arena and Business Venture is to meet deadlines established by the client. This is especially important for graphic designers working on magazines, “funeral” brochures, editing of still pictures, videos and other time-sensitive projects. The Company have a solid understanding of the amount of time it will take to successfully complete a project, and include enough extra time for any requested revisions from its client.

## Maintaining Budget

Design Arena and Business Venture works within the budget established by the client. This ties into time-management skills, as a graphic design firm, we successfully complete projects within the time frame and budget set forth by the clients. Missing a deadline may mean going over budget.

The goal of this company process is to guide you and organize your work to turn ideas into concrete solutions. This is where the overall direction of the project and how it fits into Design Arena and Business Ventures bigger picture.

Explain the goal of the project and how deliverables fit into this goal.

An example of this would be to state what action you seek to elicit and how you propose to get it. Consider this brief project description: “We have this new loyalty program, and we’d like to put it in front of customers in such a way that email traffic is converted to sales.” It states the desired action or end goal (email traffic converts to sales) and the proposed solution (marketing new loyalty program).

This section guides understanding and makes sure everyone knows what the end goal is, which can be crucial to getting the results you want.

From personal experience, knowing the bigger picture helps the designer make the smaller pieces fit together, or “ladder up,” and speak to the campaign.

When someone wants to do an even / programme in a month time, and there is the need to design the invites, our company would photograph or cover the event in video.

The company can help with a low budget for quality and much less expensive delivery pro.

The goal is to show that we have great short-notice options at affordable prices, and if possible, in a new location or one that has been renovated.

***What does your target market currently think?*** Have an understanding of where your company stands in the public eye. You can use sales figures, web traffic monitoring, social media chatter, or real customer feedback to gauge your company's standing among your target market. Big companies will have a budget for this type of analysis, but if you're a small or medium-sized business, use the tools you have at your disposal to make an educated assessment.

To know my target market is the very heart of the brief, it describes the emotional reaction I seek from my target market.

Knowing the result, I want is like lighting a candle instead of cursing the darkness, so to speak. The company will give his customers what they didn't know they needed.

We have an action point of an advertising piece buttons in an email. The company have a email, website url, a phone number, and others that takes the customer to a place where engagement can be made.

The company want the customers to take part of them and patronize its products. This will help and encourage the company's action.

The company does Digital and print works

In addition, designers must consider the vehicle for the printed piece. In a magazine setting, it helps to provide the magazine's specifications. Certain magazines or publications have their own requirements, so know your vehicle and get their specs.

If possible, provide the size of the spread the ad will be printed on. If you have a full page ad to be printed on the left side of a magazine spread, you don't want the headline and copy to be buried in the right-hand side, or gutter.

Sometimes you won't know this information, and that's okay to mention. The designer can consider that and create a spread-independent layout.

As visual representations of the look of the website includes, tone, or voice you envision, there are few examples of what the company does and these includes photography, videography, graphic design works, printing of shirts, 3D signages and many others as extravagant as a portfolio of curated designs.

The website design compresses of main the Header (logo, navigation) Body (left, right scan column and the content column) and then the footer.

## **Home**

This the page where the designer shows the interface We are ready to serve you with the best graphic design works

## **About**

Graphical Information

### **Brand Creation**

Without a solid brand, it's difficult for any business to get noticed. Design Arena and Business Ventures brand is the backbone that will draw customers to our company time after time. If you look at other business plans and you don't get a distinct feel for such brands, then it is time to look for professional help like Us.

### **Attah Derek, CEO**

Our priority is your happiness working together with us. We guarantee you the best service quality from us. Feel free to talk to us via phone numbers or email.

## **Services**

Digital Services

### **Design**

Problems are best solved when approached in a comprehensive and systemic way. The goal of this process is to guide you and organize your work to turn ideas into concrete solutions.

### **Marketing**

Design Arena and Business Ventures markets its activities, set of institutions, and processes for creating, communicating, delivering, and exchanging offering values for customers, clients, partners, and society at large.

### **Ecommerce**

Design Arena and Business Venture use experiences in everything. Our works includes web development / design, site support and maintenance are a team which, together, create an immersive experience for our consumers. We design and develop high-performing platforms that make all the difference.

## **Our Work**

Design Arena and Business Ventures uses a unique Results Driven Media approach that ensures all your communications (Still pictures, voice, T shirt printing, text, images, websites, videos, etc).

From our website, to business cards, to your print materials, your brand identity should come through loud and clear. Design Arena and Business Ventures can help you create or adapt your brand identity then make sure that all your materials are a visual reflection of the brand. Every experience, through every point of contact with your business, should convey the same, clearly defined, core brand themes and vocabulary.

## **Pricing**

### Design Arena Marketing Plans

#### **Sufficient**

**€4,000**

Recommended Plan

Managed Features

- Graphic Designing
- Photography
- Website Designing
- Other Businesses

Small to Mid-size Businesses

Everything you need for your Graphic Designing stuffs

#### **Complete**

**€5,200**

Ecommerce Plan

Fully Featured Work

- Graphic Designing
- Everything managed online
- Full Ecommerce Features
- Videography

High-end Ecommerce Websites

Fit for your company and ecommerce related stuffs

## Contact

Chat us on our

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