

THEWORD.

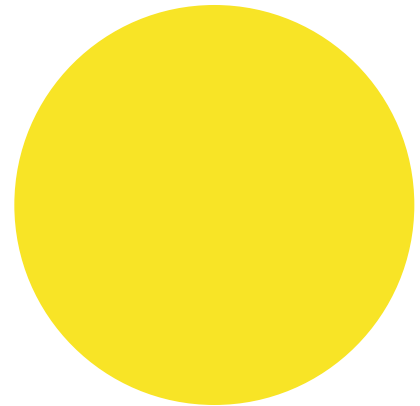
E-LEARN FROM THE WORLD'S BEST CREATORS & EDUCATORS

IT'S NOT
ABOUT IDEAS
IT'S ABOUT
**MAKING IDEAS
HAPPEN**

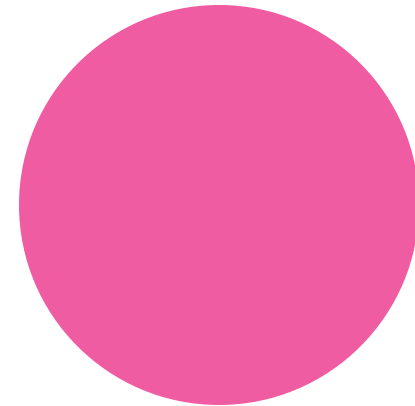
DELIVERABLES

- Create the concept for the overall brand image;
- Visual identification system, includes corporate logo, typography, and colour scheme ;
- Report template, e.g. Ms Word, Ms PPT and some other presentation documents;
- Business card design;
- Brand Guideline;
- Website design for presenting the image of the company;
- Web Development;
- Video filming and post-editing for promotional video and course video.

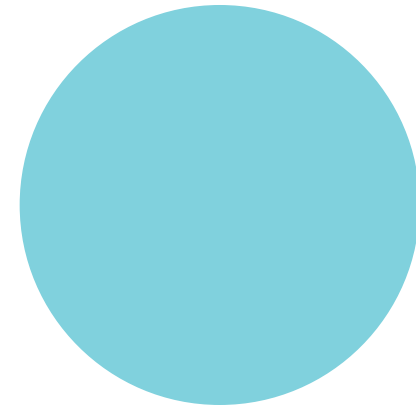
COLOUR SCHEME



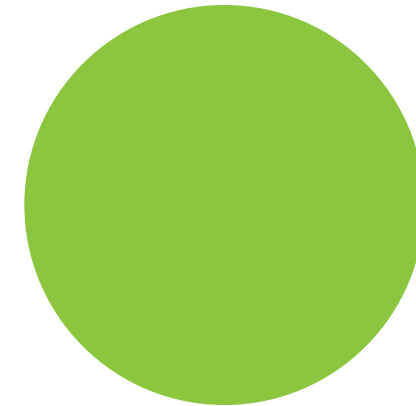
YELLO



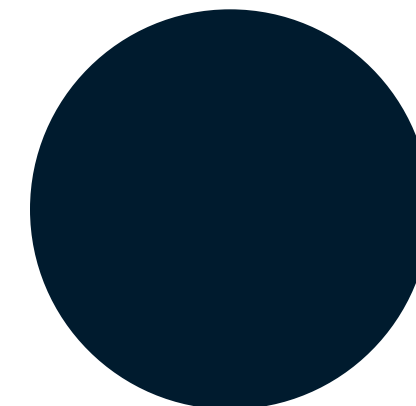
RED



BLUE



GREEN



DARK

THE**WORD.**

[**THE WORD**]



CONCEPT



Vinyl represents the music/creative industry.

VINYL RECORD



Vinyl represents the music/creative industry.

THE WORD.

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Vinyl represents the music/creative industry.

CONCEPT



Remove the glitch of your creative study and career.

GLITCH

THE DECREASING ON MUSIC EDUCATION BLURS STUDENTS' AWARENESS OF MUSIC CAREER .

As cutting the budget on Music education in schools, A-level students have fewer opportunities to know about the music industry and stop starting their career on music.

Sever Decline of creative education, and lack of creative careers advice and inaccessible jobs market.



THE WORD

REVOLUTIONARY AI POWERED EDUTECH PLATFORM THAT RE-IMAGINES VOCATIONAL ARTS EDUCATION FOR YOUNG CREATORS

Bring together the best creators and educators to deliver cutting-edge arts education and work opportunities to students from all backgrounds. It gives you a good signal for understanding the music industry.



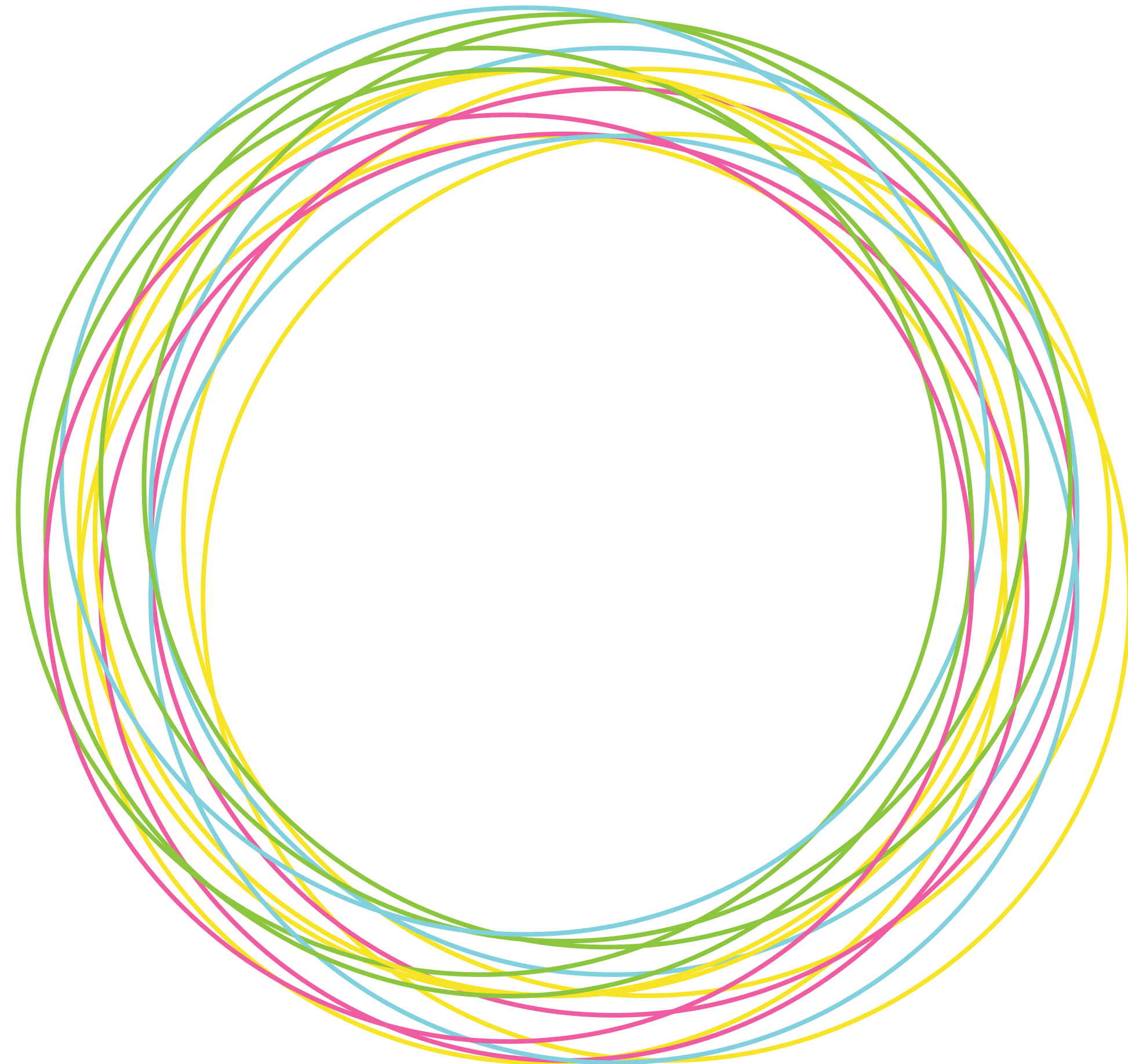
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VISUAL IDENTIFICATION SYSTEM

- Electric colours and high contrast colours are the theme colour;
- Music frequency as the corporate symbol;
- Gradient / neon light / Glitch effect for the theme;
- Bold fonts as title and highlight;

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WEBSITE DESIGN & DEVELOPMENT

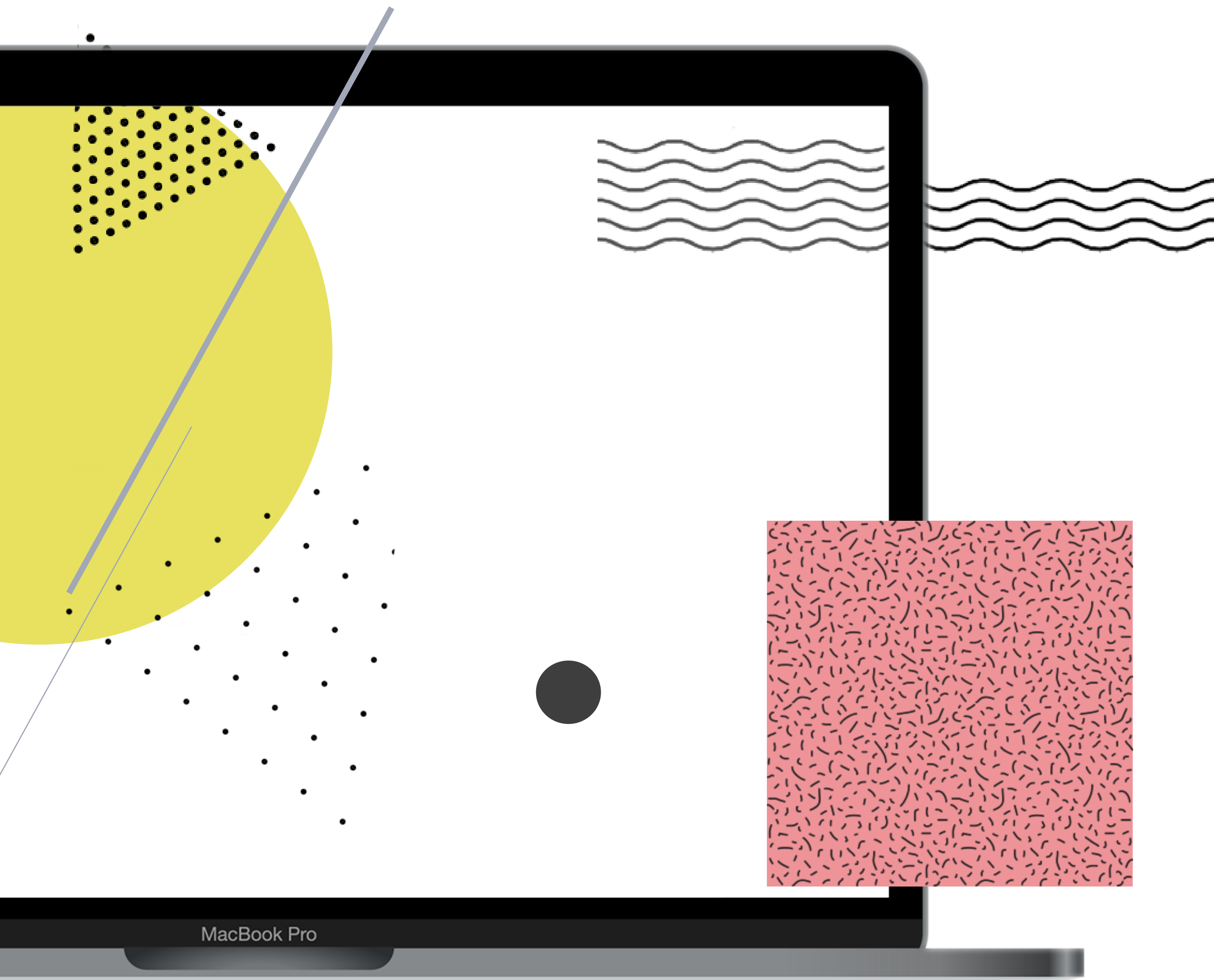
- Bold fonts and high contrast style is the current trend;
- Collage style are widely used in creative industry;
- Animate the landing page for the website;
- Abstract video background is very popular recently.



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COLLAGE THE WORLD



VIDEO BG

THE WORD



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Demo for Website Design & Development

FILMING POST-EDITING

Art History

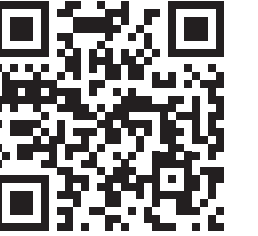
Scan the QR code on bottom right to view the demo videos of course introduction, Art History (in Maderin).

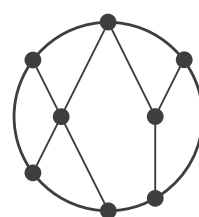
<https://youtu.be/aDotAzNd5EI>

Chinese Export Painting

Scan the QR code on top right to view the demo videos of book introduction, Chinese Export Painting (in English).

<https://youtu.be/w9ZpoSz45xA>





XY COLLECTIVE