

Design and Creative Mind

**THE CONTENT
IS THE KEY OF
MEDIA SUCCESS**

MMXX

What **CONTENT** can we offer?

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MEDIA CONTENT AND DESIGN

THE KEY OF SUCCESS.

The selection and assessment of the appropriate information, that you would like to offer to your audience, is just the first step. At this point of the project, this is mere information. However, to receive an effective tool of impact, influence and retention of audience attention, communication or advertising medium, this information should be properly arranged, accordingly illustrated for the purposes of visualization, logically composed and finally – **served at the right moment.**

To create an attractive and valuable media content, you need **a clear concept of the content design,** an appropriate rationale of its overall vision and a solution for the broadcasting method. The ultimate goal is to achieve long-term results.

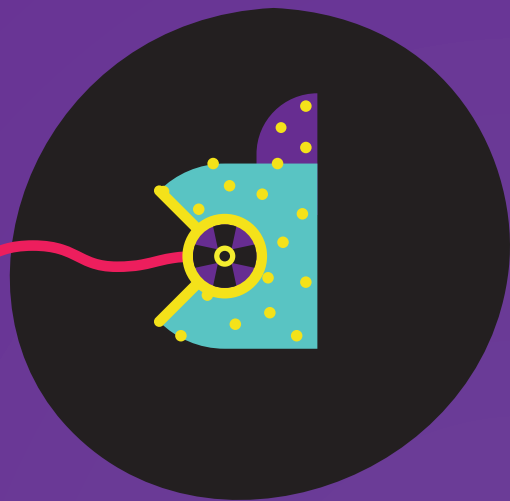
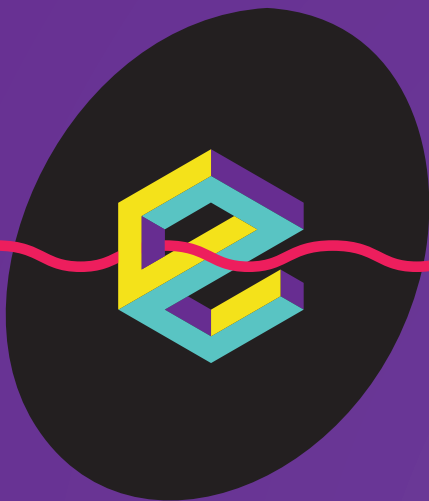
Depending on the preliminary defined goals, the media system can be used for fulfillment of various tasks – to inform, to promote, to direct, to attract attention, to assist in taking an informed decision or even to **influence emotionally.**

Your visual announcements can acquire real value only when the message is relevant to the specific audience. The content should be relevant to the type of customers and visitors, who would stand in front of it and to the type of information they would expect to receive. In other words – **to keep people engaged and to communicate your messages effectively, it is absolutely necessary to create the right context** of the media content.

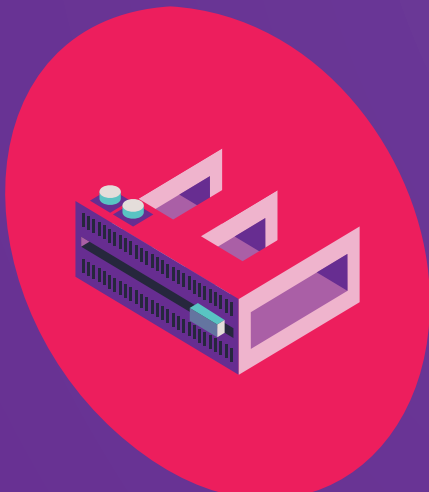
In our information-cluttered environment today, we became very adept at filtering out the messages, which we don't need and are not interested in.



If you want people to pay attention to the content – you have to give them a reason to do this.



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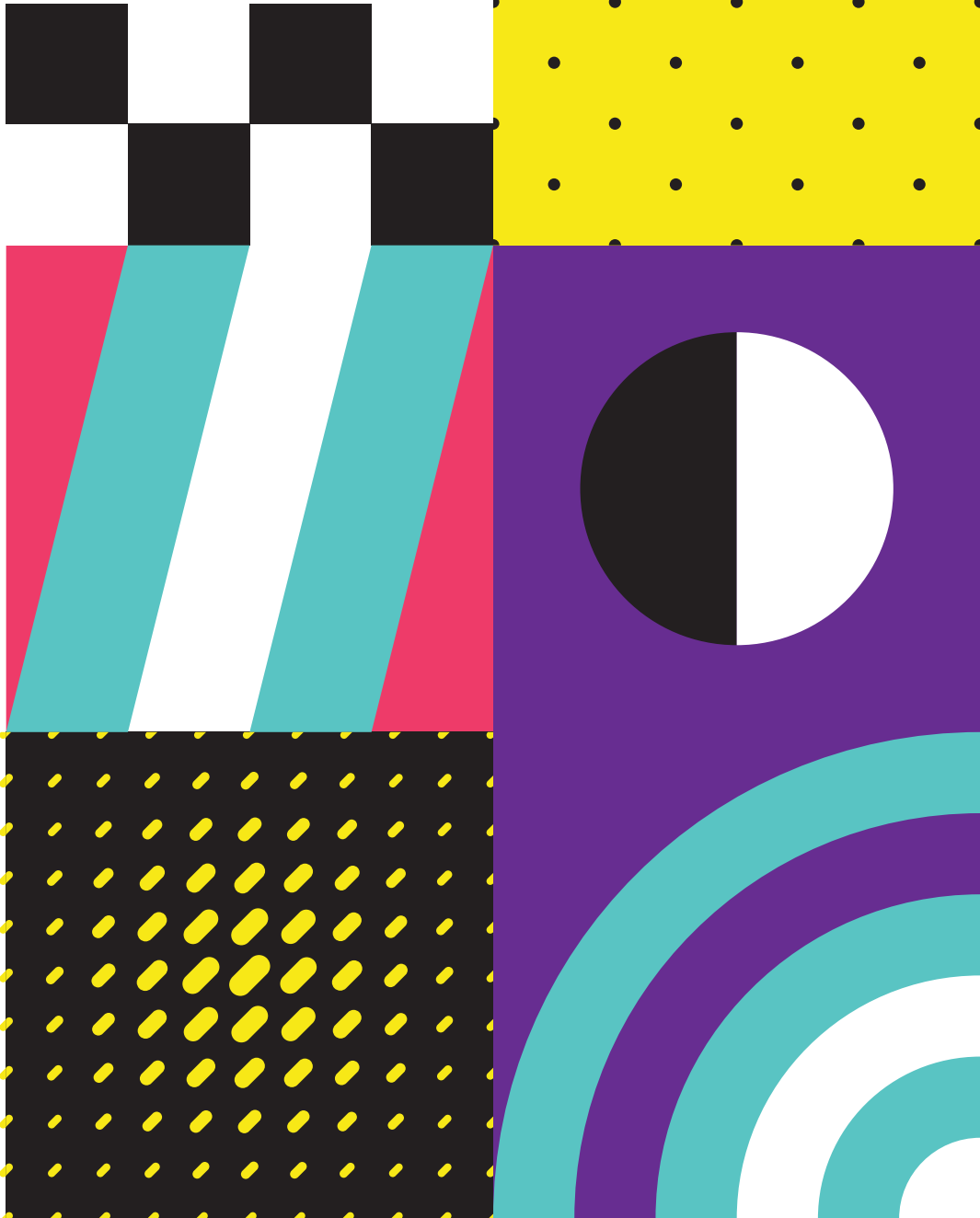
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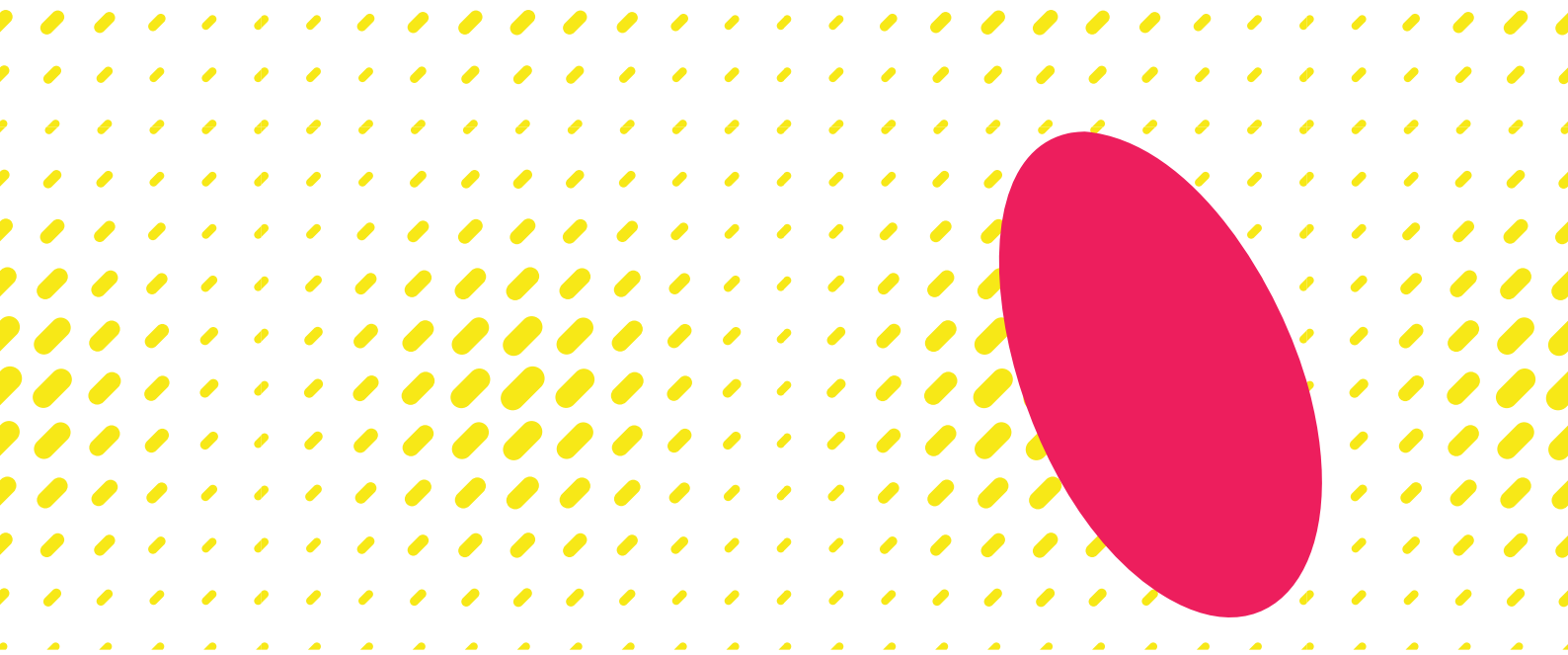
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The professional design purpose – is to display a specific visual media content, using a comprehensive unified information and communication art system.





OBJECTIVES, EXPECTED RESULTS AND BASIC PRINCIPLES

READABILITY, ATTRACTIVENESS, INFORMATIVE

The ultimate result that should to be achieved – broadcasting of a certain factual information for a specific target audience by using a structurally well organized and **ergonomically functional art system**, consisting of clear semantic definitions.

PRELIMINARY PROJECT RESEARCH

The initial research includes an investigation and analysis of the specific area of media application. It also includes developing a systematic analysis and defining the hierarchical structure of all mandatory elements and the complete information volume.

It is recommended, to hold the necessary assessment and choice of an appropriate visualization method of the main idea of the content.

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Preliminary research, which includes investigation, analysis and systematization of collected information represents **60%** of the working process.

Another **40%** are dedicated to the development of content design, project and accomplishment of media concept.

DESIGN

Which are the essential features of content, as an information and communication system?

In terms of semiotics, this information and communication system is a subject of specific spatial organization, specific techniques of visualization of text messages (titles, basic and additional text messages typography) and picture messages (such as symbols and signs, maps and 3D diagrams, photo images, video).

WHAT ARE THE SERVICES WE OFFER



GRAPHIC IDEA DEVELOPMENT.

Content design should be a well-balanced combination of functionality and aesthetics. The purpose of the graphic idea is to achieve quick, accurate and clear brand recognition and maximum efficiency in conveying each specific announcement using logically structured graphic messages. This visual integrity is generated, based on the preliminary researches of the specific sphere of media design application together with the appropriately selected and implemented means and forms of expression. Media content overall vision specification approach is strictly individual. We realize, that our responsibility is to share the information in an appropriate form, so to be properly understood.

We are convinced that professional competencies of the graphic design specialist are of crucial importance for the real success of professional vision of media content.



**Print
and...**



**...non-Print
media**

● DIGITAL SIGNAGE

● UX DEVELOPMENT

● UI DESIGN

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NON- PRINT. PRINT.

BRANDING, ART DIRECTION,
PREPRESS, EDITORIAL
DESIGN, INFORMATION
ARCHITECTURE AND ETC.

● MOTION
GRAPHICS

● WEB
DESIGN

● ICON DESIGN

● PHOTOGRAPHY

● CHARACTER
DESIGN

STATIC.

We are convinced that professional competencies of the graphic design specialist are of crucial importance for the real success of professional vision of media content.

The individual approach to each particular project identifies the set, the correct ratio and the appropriate combination of picture messaging.

- PICTOGRAMS
- FULL-COLOR ILLUSTRATIONS
- ISOMETRIC ILLUSTRATIONS
- PRODUCT PHOTOGRAPHY
- TEAM PHOTOGRAPHY
- TYPOGRAPHY

DYNAMIC...

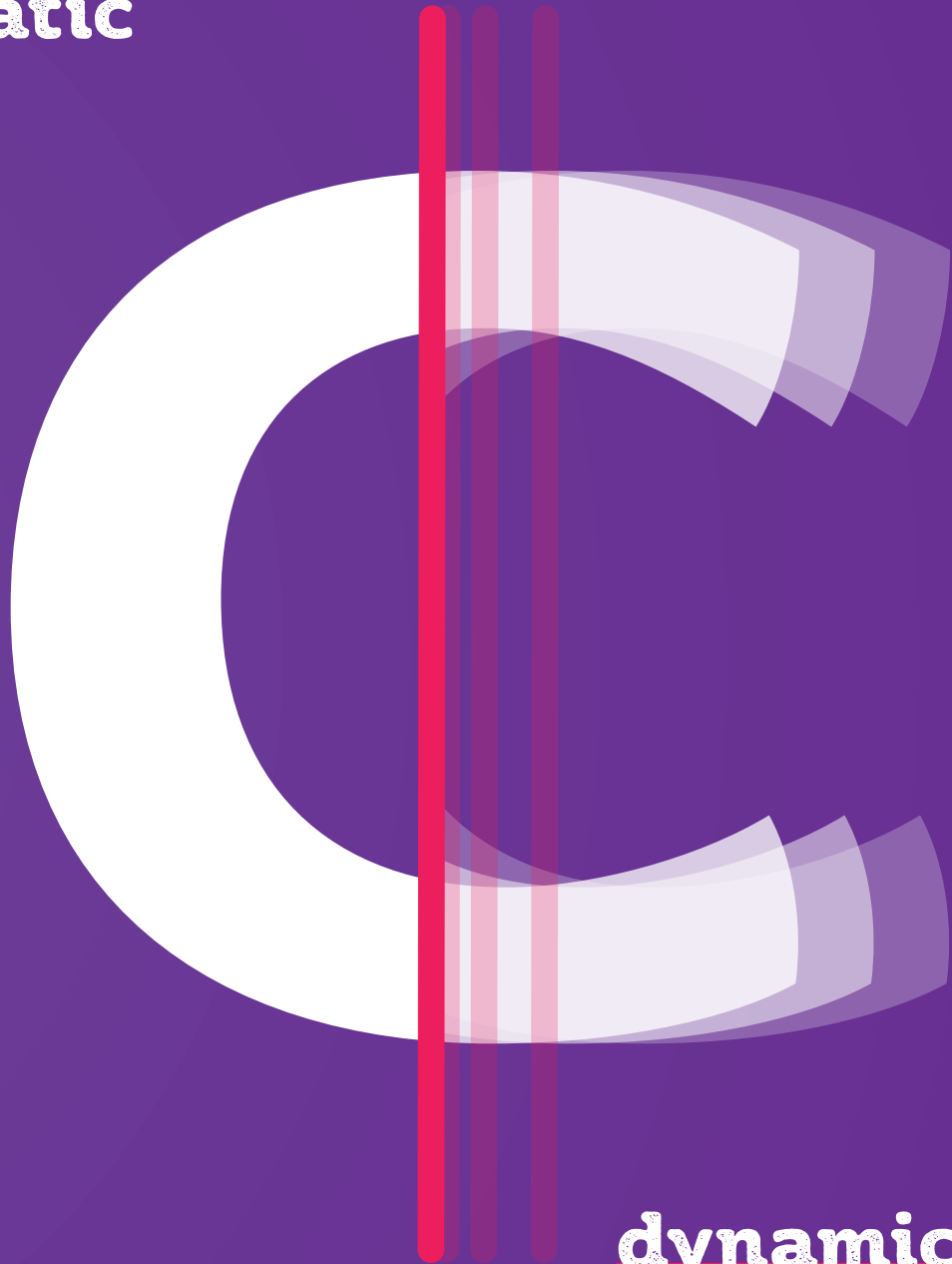
The videos follow the pattern of the static pictorial material, but along with that, they bring the necessary dynamic, in response to steadily growing difficulties in human senses satisfaction. These could be:

● COMPUTER ANIMATION

● PRODUCT VIDEOS

● ADVERTISING VIDEO CLIPS

static



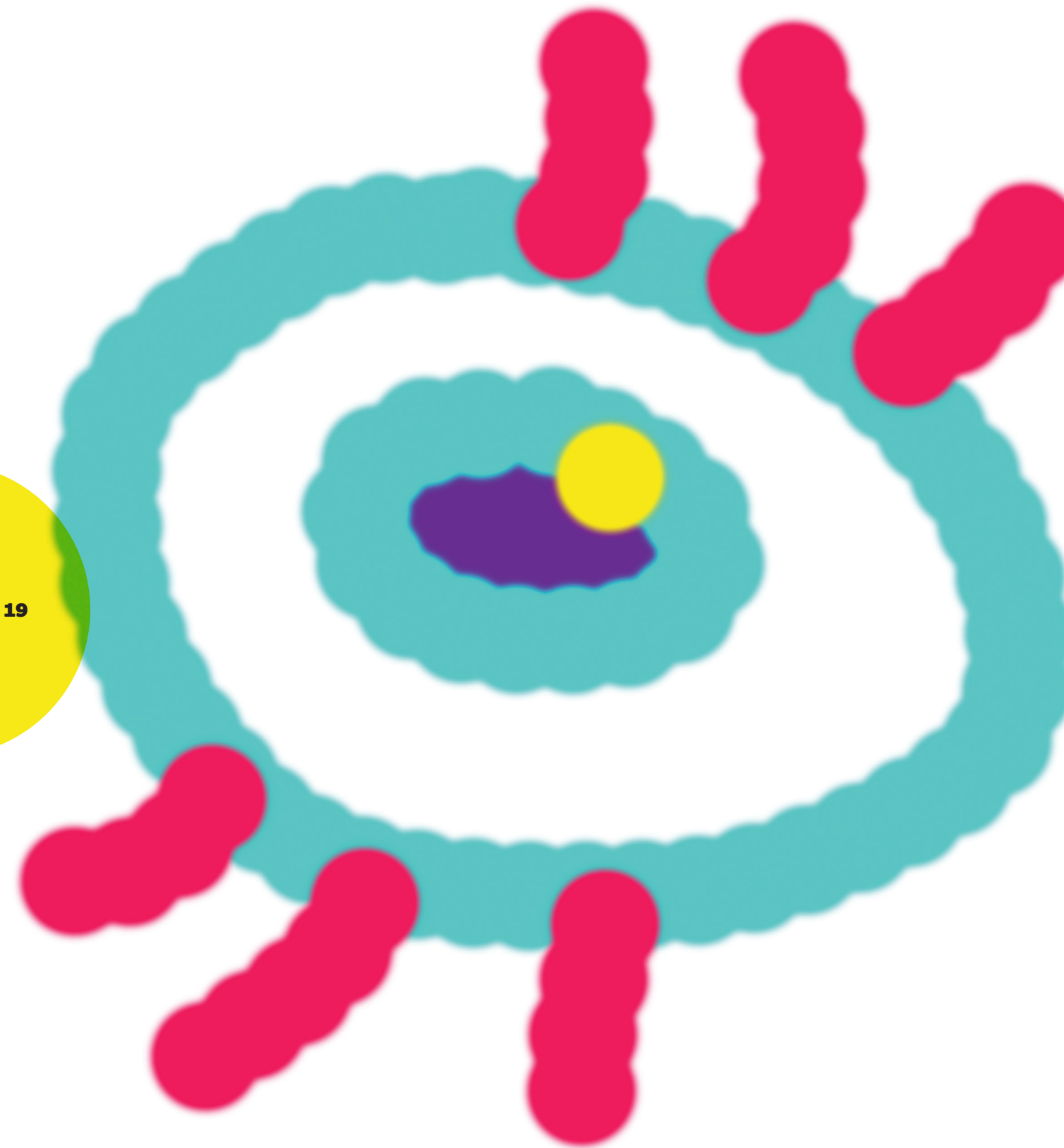
dynamic

CONCLUSION.

We should not forget, however, that together with the main objective to inform and advertise, the content also has **the mission to entertain** and thus the audience would be attracted for sure.

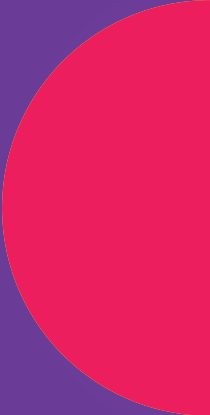
Therefore it is of essential importance to apply the right marketing approach in creating media content and to consider it through the customers' eyes. Well-constructed, attractive and contemporary media content design is the most effective tool of sending the right message, and to achieve the content purposes.

The content has a primary importance and could be a reason for both – not only for the success but also for the failure of the message.





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