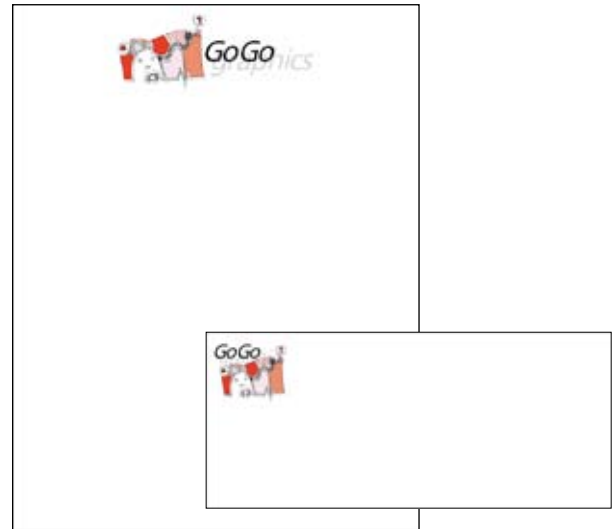


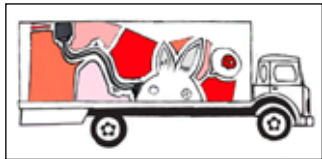
## Identity



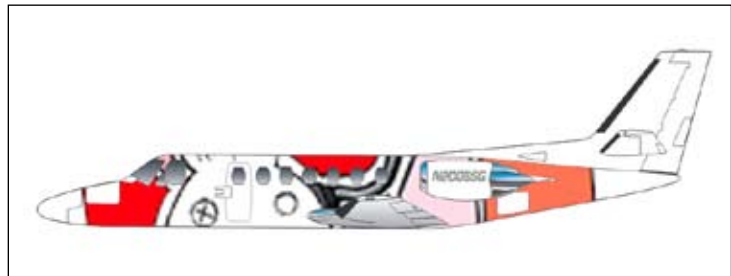
I am a 30-year-old entrepreneur who has a graphic design business. I want an identity package for my company. I will require a complete identity package for my company called GoGo Graphics.



I will want the standard letterhead, business card, and envelope layouts. I would also like



a folder jacket designed to hold all of my promotional materials. I have a small fleet of trucks, my own personal jet, and company cars, so I will need graphics designed for all of those vehicles. I plan to start



selling t-shirts at community events so I will want them adorned with my unique “look”. I am also exploring the possibility of sponsoring a race team, so I will require a mock-up designed race car.

This is no ordinary graphics company. I want an identity that will attract a young, vibrant audience. I consider my target audience 18-25 year old males and females, and I will want my company identity geared towards them.



The last phase of this project will be a web presence. I would like to start with a simple website that features my services, my race team, my clothing line, and my community service. I would like this identity package presented in finished form by Monday, May 18th.

## Animated Web Page

You will be creating an animated splash page for the Web in Photoshop. Be sure to read the accompanying handout, it outlines the different types of animation used currently on the Web. Do some research. Look online at various animations to see what you feel works and what doesn't. Your animated splash page should meet the following requirements:

- it should act as a positive advertising/promotion tool for yourself
- it should display elements/art from your portfolio
- the animation will be 800 pixels x 600 pixels
- the resolution will be 72 dpi
- the mode will be RGB color

