CELESTINE OLUCHUKWU

December 13, 2024

VOL 1

Communication
Never Looked
This Good!

Creative Strategies:

Media Tools 2

MDIA8010

Fall 2024

Section 3

SMC

Digital Assets

Design Principles

Video Trends

Dielines

SMC
STRATEGIC MARKETING COMMUNICATIONS

CONESTOGA
Connect Life and Learning

SMC Overview

Your focus as a SMC graduate is to drive sales for your employer or into your business and to generate high overall profits. The marketing communications strategy is fundamental in that goal, because marketing communications gets consumer attention and entices consumers to reach out to your company. The ways an organization communicates to its internal and external stakeholders has grown, in part, due to the pervasive use of social media which both enhances and challenges communicators globally.

All sectors of business and not-for-profit organizations must now manage both offline and online images and messages for consistency across the traditional silos of marketing, sales, advertising, and public relations. This strategic approach is achieved through the planning phase and reinforced with professional collateral and digital content using industry-standard technology and emerging social platforms. Consistent sales rarely happen without a strong marketing communications strategy. The process to develop this strategy starts with targeting the right consumers based on consumer need and how you fill that need.

CONTENTS
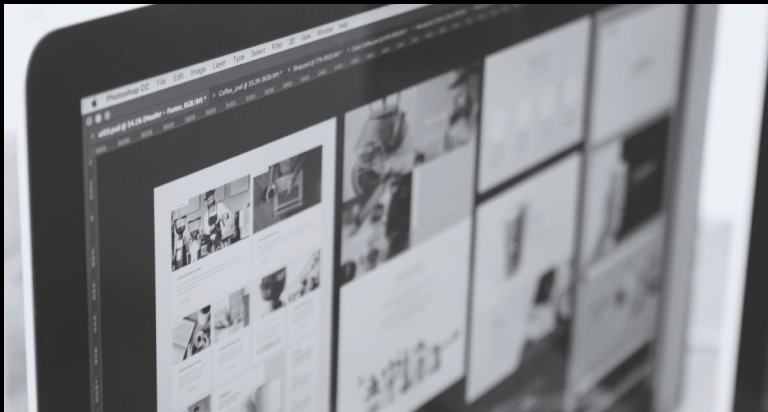
DIGITAL ASSETS

A digital asset is any valuable piece of content in a digital format. This includes assets that were created digitally, as well as those create offline and later stored on a platform. The definition is broad because it encompasses pretty much everything from emails and account information to videos and photos. The value of these assets can be indispensable for marketing or in your personal life. Some assets have a sentimental value or can't be replaced, such as old family photos. Others are valuable because of their financial worth. Your logo, for example, is a valuable digital asset because it enables you to differentiate your online presence from other companies.

By definition, a digital asset is "any digital material owned by an enterprise or individual including text, graphics, audio, video and animations."

Historically, many people have considered digital assets to only include photos and videos, but over the years it has evolved to including other digital files in our definition, such as documents, presentations, and spreadsheets. While the definition of a digital asset is constantly expanding as new digital formats are emerging in business & marketing, it's important to remember that the file format is only part of the definition. The other portion of the digital asset definition is derived from the value that they bring to the company.

EXAMPLES OF DIGITAL ASSETS

- Videos,
- Photos,
- Design files,
- Audio files,
- Presentations,

- Graphics,
- PDFs,
- Spreadsheets,
- Documents,
- 3D files

The Good and Bad

Your organization uses a variety of touch points to reach out to customers, employees, and other stakeholders. Throughout these communication, your brand identity needs to be consistent, and digital assets make this possible to do. For one thing, you'd have to spend more time looking for logos and other branding elements. By having an archive of digital assets you maintain the overall quality of the content of these assets.

Plus, time isn't the only thing you'd lose without digital assets. You'd also lose money trying to replicate an asset that already exists, and you'd waste space storing multiple versions of the same information.

Despite all of the benefits of digital assets, they can present drawbacks if not managed properly. Organization is a major challenge with digital assets, particularly as your number of assets grows. When managing files for your own personal use, you may be able to identify files based on a hierarchy and naming system that makes sense to you. An organization has thousands of people must make the assets easy for everyone to categorize, store and retrieve.

Security and safe keeping of your digital assets is also critical. On one hand, assets have to be easy to retrieve for the people responsible for producing and distributing content. On the other hand, protections need to be in place so unauthorized users can't use them improperly. Protocols are necessary to make sure that the only people who have access are the ones who absolutely need to.

accessible branding is for everyone.

make it part of your process.

We have lived and proven experience. There is no other agency like ours

The standards under the Accessibility for Ontarians with Disabilities Act (AODA) require that businesses and organizations with 20 or more employees must meet accessibility and inclusion standards by 2021.

The purpose of the Act is to ensure access to information for the public and your employees. Written information, and other forms of communication, must be made accessible upon request. If a person with a disability asks for accessible information or requires communication supports, you need to provide the information in a timely manner.

We've got this! *We can help you make your branding and communication accessible from the beginning. We work with you to make your existing documents and brand accessible & inclusive.*

Inclusion is never an after thought

accessibrand™ is a collective of design, marketing and communications professionals whose lives have been impacted by disability. Our agency approaches every project with accessibility as our top priority.

accessible communication for all

accessibrand™
for design-abled futures
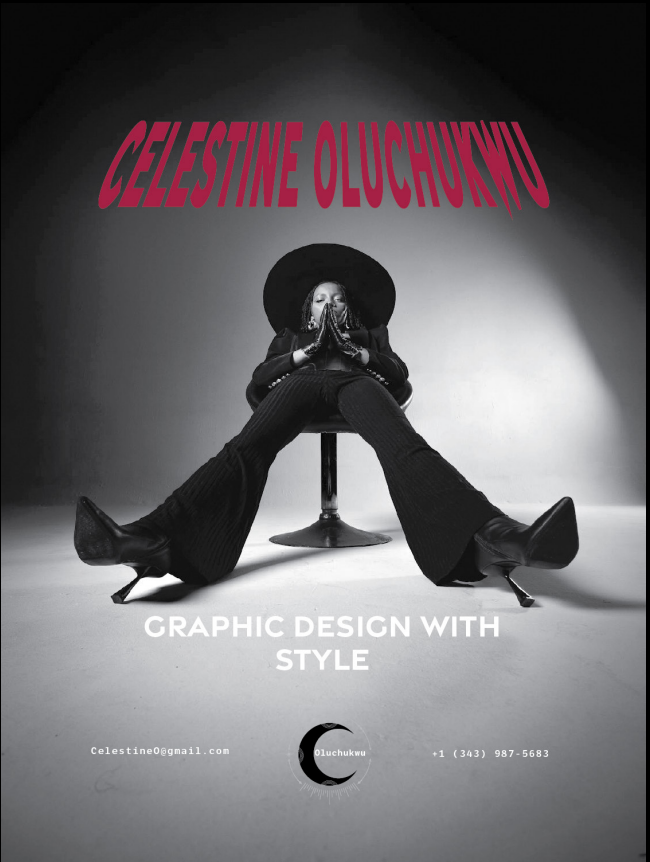
WEBSITE DESIGN PRINCIPLES

Having an attractive and usable website is the goal of every website owner, and for people who run a small business, the look and feel of their website is of vital importance. It's where visitors create their first impressions—those brief seconds in which we accept or reject what we see on our screens. A site's design is also responsible for retaining each visitor's attention and guiding them through your content.

In this article, we'll go over seven design principles that, if followed, will help you create a website that engages your visitors and makes them want to come back.

Design is tricky business though. For the less experienced, it's easy to get carried away and lose focus on what really matters—the experience that visitors have on your site. If you catch yourself geeking out on cool fonts and eye-popping color schemes, you can have some fun. But be sure you also focus on usability and the core purpose of your site.

No matter how interesting your design looks, your site must be simple to read and easy to navigate. Visitors should have no difficulty using your website and employing a straight-forward design can play a major role in ensuring a high degree of usability.

It's time to get into our seven design principles. We will discuss layouts that are scientifically proven to match how people consume content, plus talk about spacing, fonts, the effective use of color, and other design factors.

CELESTINE OLUCHUKWU

GRAPHIC DESIGN WITH STYLE

CelestineO@gmail.com   Oluchukwu   +1 (343) 987-5683

White Space Is Good

Empty space on your web pages opens everything up, allowing visitors to comfortably take in the content you're presenting. In web design terminology, empty space is called white space, and it's important to make sure you have enough of it to make your site user-friendly.

White space improves readers' comprehension. It's really about what's near the white space. Any content that's surrounded by empty space is going to catch the user's eye, and the content will be easier to absorb because there's nothing around it to distract the reader. It may seem obvious, but we should note that your white space doesn't have to be white—it can be whatever color you choose for your background.

7 Rules to Designing a Website

Principles of Design are universal across all digital channels and the application of them is also very similar. The rules can be worded differently but it all refers to the good design and using the tools of the Principles of Design.

1. Keep your design balanced (Rule of Thirds & Proportions). Your website should have a sense of balance to make your pages seem inviting and professionally laid out as opposed to elements thrown on a page.

2. Compartmentalize your design by using grids (Proximity). The use of a wireframe is important in planning to make sure your website is organized into packets of similar information for ease of navigation for your audience.

3. Pick two or three base colors at most for your design (KIS & Repetition). Keep your colors in line with your brand and alway remember the KIS rule with Color. It is best to use your color tactfully as opposed to generously.

4. Try to make the graphics go well together (Consistency). Websites and traditional or digital publications consistency is critical as it creates unity and comfort and an easy to navigate to your audience.

5. Improve your website's typography (All of the design principles apply to your typography). Typography is always an integral part of any design. Picking the right fonts and minimizing the number of fonts is very important. All the design principles apply to your use of fonts.

6. Use white space in your design (Negative or White Space to create Contrast). White space or negative space is so important in all design. It is used to make our design easy to read and navigate and it also works with Proximity and the KIS rule to create a pleasing design.

7. Have all elements connected (Proximity). Having related items close to each other or connect is imperative in a website. When designing a website, you have the added dimension of links to work with.

Oluchukwu   Rome took centuries; we design in days.

CelestineO@gmail.com

Video Trends in 2024

In 2020 63% of mobile traffic is video, and this is set to grow to 76% by 2025. (Source: Smart Insights)

As we project our way through 2021, it's no secret that video marketing is a standout way to reach your audience. As the medium has developed over the past few years, one thing has become extremely apparent: the sky is your limit. As a business, you have the potential to explore a number of different creative avenues to test the waters of what works and what doesn't for your target audience. It's about engaging with your audience and entertaining them in a memorable way, to create a lasting impression of your business. You have the opportunity to combine storytelling with marketing, taking your viewers on a journey that both draws them in and entices them to stay.

There are a number of trends that have emerged showing the direction video marketing is taking, which as a business you can capitalize on. If you are looking for a starting place for your video marketing, these key video trends will give you the motivation you need to get started on engaging video content for your business.

What's really trending?

Training Videos
Did you know, 65% of people use YouTube to help them solve a problem.

Mobile Video is Growing Stronger!
Mobile video consumption rises by 100 % each year. In fact, people are 1.5 times more likely to watch a video on their mobile phone.

It's Getting Personal
Customers no longer want to just see a brand; they want to go behind the brand and meet the people and processes that bring it all together. Vlogs are the third most popular video form (coming in after how-to videos and educational videos) and are a popular way to connect a brand with its customers.

Live Videos
By 2021, live streaming is set to become a seventy billion dollar industry. As far as engagement goes, being available to your audience and able to answer their questions in real-time both forms a vital connection and engages them.

Ease of Video Creation
The final trend that is taking us over into 2021 is the ease in which videos can now be created. If you go back just a few years, video product required specialized equipment, the commitment of a dedicated team and the investment of a large chunk of marketing dollars.

Get Connected With
POWERHOUSE Marketing
Digital Asset Specialists
powerhousemarketing.com

Dieline for Printing & Packaging

A dieline serves as a package template that ensures proper layout for a printed product. It is a diagram that shows all the cut lines and folds of a package in flattened form. They are also used for envelopes, pocket folders and more. There are a few steps toward creating proper, accurate dielines for items such as boxes.

Sometimes a client will send a printing company an example of how they would like their packaging to look. In this case, you will want to take the package they send apart to see where tucks or graphics are, also being sure to take measurements. If you simply have the product with no package reference, you will need to make measurements of the product itself, using wrapped paper to estimate the needed size.

From here, dielines are then created in Adobe Illustrator with certain design standards. You can then use a hard copy of the dieline you create to test with the product you are packaging. Once you have it right, hard copy prototypes are made with heavyweight paper or other materials. Following careful checking of prototypes for sturdiness and other factors, the finished packaging product will be ready to hit the shelves.

Celestine Oluchukwu

With over seven years of experience in fashion, merchandising, and design, Celestine Oluchukwu Design House has established itself as a powerhouse in the creative industry. Drawing on a wealth of knowledge from various design disciplines, the brand delivers a unique blend of expertise and innovation. Celestine Oluchukwu is not just about creating; it's about storytelling through design, with a clear vision of becoming a leading creative director.

Our designs embody minimalism with a fresh perspective, blending simplicity, functionality, and elegance. At Celestine Oluchukwu, we craft pieces that inspire and leave a lasting impact.

UNLOCK YOUR POTENTIAL IN THE FIELD WHERE FASHION MEETS BUSINESS

Get ready for a job fair like no other! Join us at Conestoga Doon on January 26th and take the first step toward your future career. Scan the QR code for all the details!

Oluchukwu

ELEVATE YOURSELF TO SUCCESS