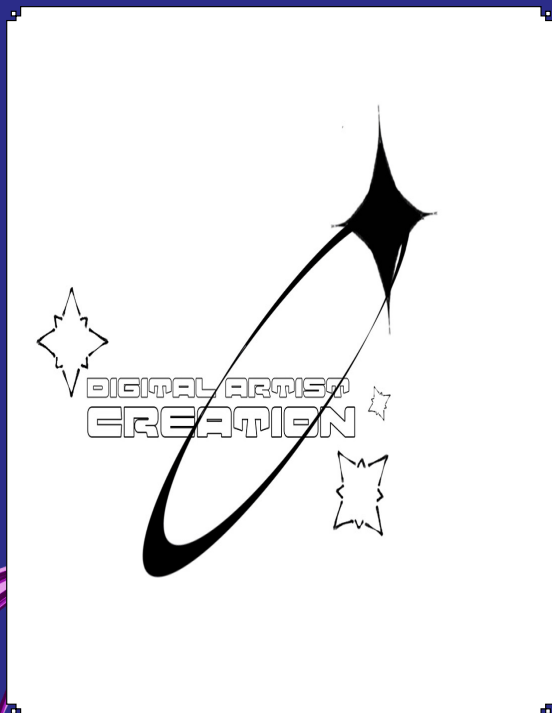
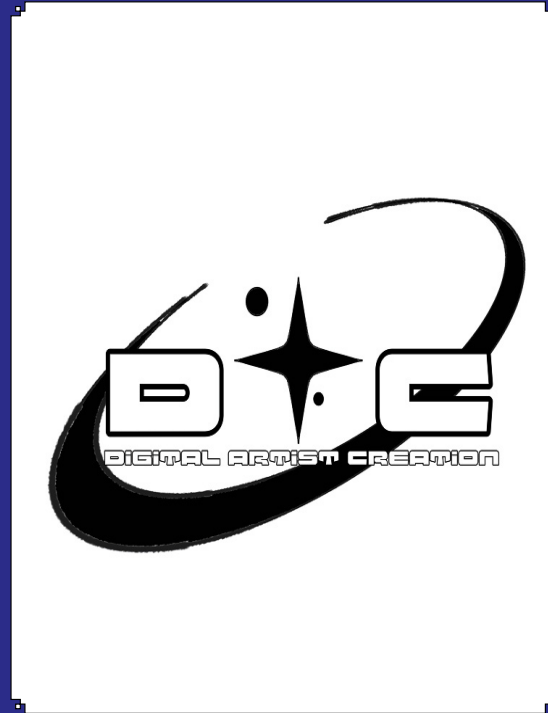
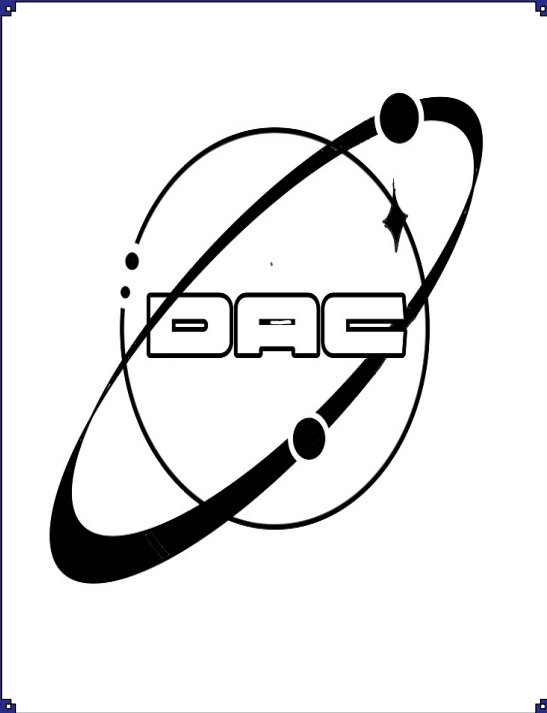




Inside Digital Artist Creations

The visual identity of our brand



CREATING MEMORIES

Description:

Digital Artists Creations is an imaginary modern record label created to support artists through strong visual identity, clean distribution, and strategic rollouts. The label is centered on building a polished and professional presence that helps artists stand out while maintaining a cohesive brand image. Its concept combines creativity and structure, offering a space where music, visuals, and presentation work together to build momentum and connect artists with their audience.

Goals & Objectives:

The goal of this project was to create a brand that felt cohesive and aligned with the identity of the artists represented by the agency. A key objective was to build a visual direction that felt modern, consistent, and adaptable, while still reflecting the creative energy of each artist. The brand needed to establish a clear image for the company and create a strong connection between the agency and the talent it supports.

Role:

My role in this project was to design the website and shape its visual direction. I was responsible for creating a layout that reflected the agency's identity while making the experience feel modern, cohesive, and easy to navigate. Through the web design, I aimed to build a strong digital presence that connected the brand with its artists and communicated the company's creative vision in a clear and engaging way.

TEAMWORK IS KEY

Challenge:

One of the main challenges of this project was staying aligned with the concept and requirements we were given. Since the company was imaginary, it was important to keep the design grounded in the brief while still making it feel original and believable. This required careful decisions throughout the process to make sure the branding, web design, and overall presentation stayed on topic and reflected the direction we were expected to follow.

Another challenge was managing deadlines while also maintaining clear communication throughout the project. Working within a limited timeframe meant that ideas had to be developed efficiently and decisions had to be made quickly. At the same time, communication was essential to keep everyone on the same page, especially when discussing design choices and making sure the final result came together in a cohesive and organized way.

Solution:

The solution to these challenges was strong teamwork throughout the project. By working closely as a team, we were able to stay focused on the original concept, support each other through deadlines, and maintain better communication during each stage of the process. This made it easier to solve problems, share ideas, and keep the project moving in a clear and organized direction.

Collaborating effectively also helped create a more cohesive final result. Because everyone contributed and stayed involved, we were able to make decisions more efficiently and ensure that the design remained consistent with the project goals. Strong teamwork played an important role in helping us complete the project successfully and present the company in a polished and unified way.

INSPIRATION



CONCEPT EXPLORATION (BRANDING)

The company was developed with a Y2K futuristic art style that feels bold, digital, and slightly experimental. The goal for the brand was to create a modern agency identity that could stand out through strong visuals, a clean presentation, and a concept centered around discovering and promoting virtual artists. Its message, "You can be the next star the agency is looking for," helps position the company as a space for new talent, creativity, and unconventional artistic growth.

Keywords:

- Space, Stars, Cyber Sigilism, Modern, Punk, Metallic
- Similar vibe to music artist but more blue and dreamy to lean into the "you can be them" theme

Slogan (in order, my fav to least fav):

1. You can be the next virtual superstar!
2. You can be the next universal sensation!
3. You can be the next universal persona!

Caeleigh's Task:

- Promote album launch
- Showcase company and artist

Caeleigh's Inspo :

<https://pin.it/1Juc7MfSI>

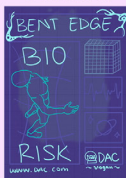
Poster 1



Poster 2



Poster 3

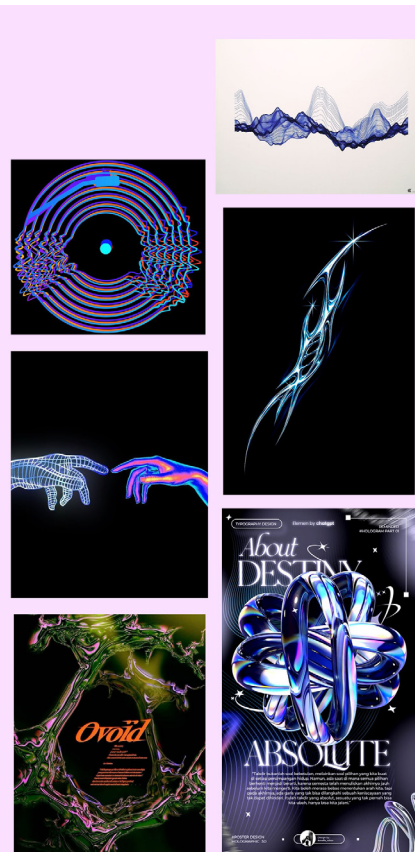


Poster 4



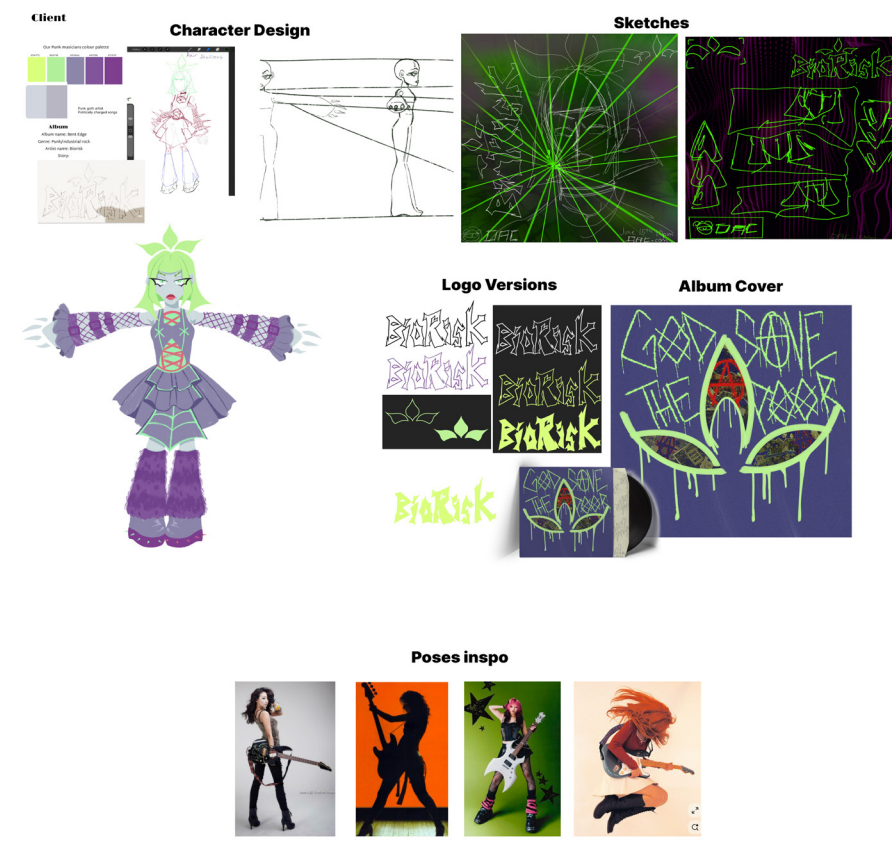
Tip from Hugo:

Blood Incantation branch like font style for artist and cyber sigilism



CONCEPT EXPLORATION (CLIENT)

BIOSRISK was developed as a brand with a Y2K futuristic art style, combining digital aesthetics with a darker punk and goth influence. The concept imagined an agency that does not follow the traditional music industry model, but instead focuses on virtual artists and bold creative identities. Its message, "You can be the next star the agency is looking for," supports the idea of discovery, ambition, and a new kind of artist presence shaped through technology, performance, and visual storytelling.



TYPOGRAPHY

The typography for this project was intended to feel bold, striking, and visually connected to the Y2K futuristic style of the brand. For the poster designs, the font direction focused on strong lettering that could immediately capture attention and reflect the digital, edgy identity of the concept. Playing with kerning helped give the type a more stylized and experimental look, while effects such as metallic or chrome textures, glow, and bold weight added to the futuristic atmosphere. Together, these choices helped the typography feel expressive, dramatic, and fitting for both the agency's branding and the artist's visual world.

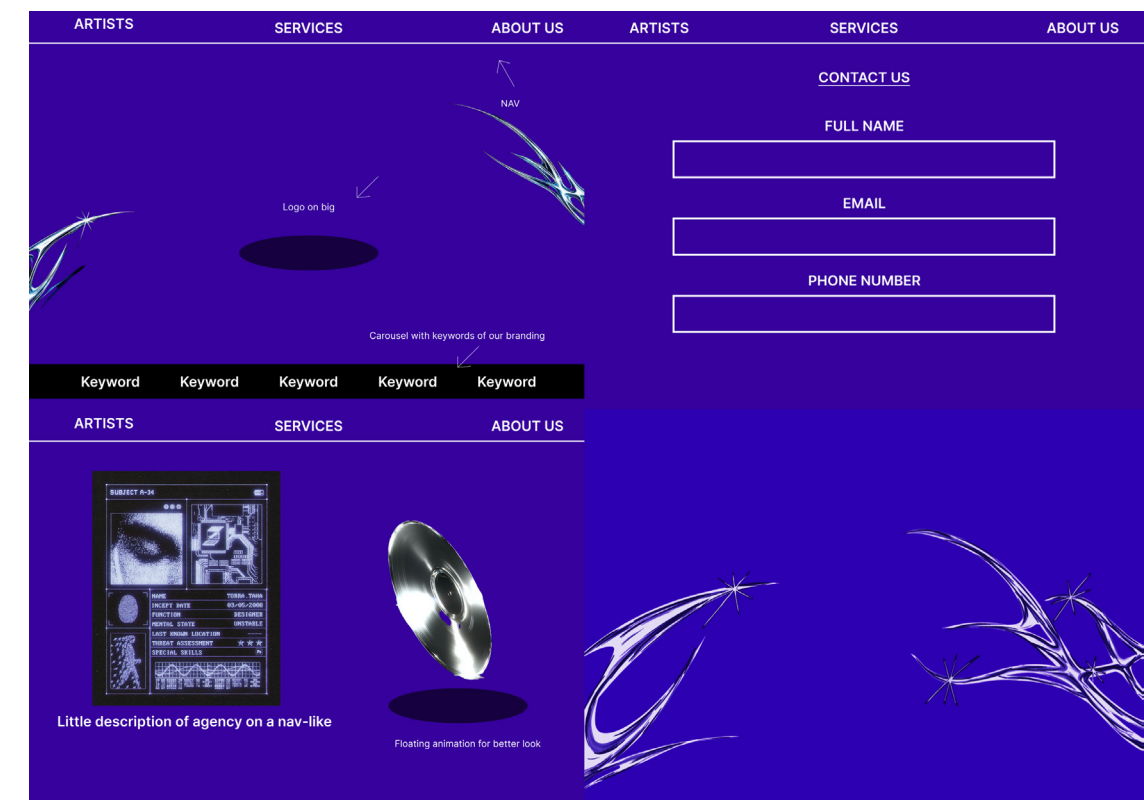
FONT STYLE



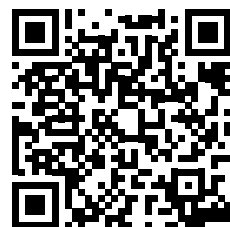
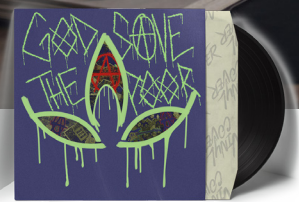
MY ROLE

My role in this project was to design and build the website using the visual assets provided by my teammates. I focused on organizing the content in a way that reflected the company's identity while creating a layout that felt clear, cohesive, and visually engaging. Since the website had to bring together different elements created by the team, communication was key throughout the process. Staying in contact with my teammates helped ensure that the assets were used effectively and that the final website remained consistent with the overall direction of the project.

MOODBOARD



FINAL DESIGN



SCAN TO GET TO
WEBSITE!

CONCLUSION

This project highlighted the importance of strong teamwork, clear communication, and effective planning throughout the design process. Since the final result depended on multiple people contributing different elements, it was important to stay organized, meet deadlines, and maintain a consistent direction from start to finish. Working collaboratively made it easier to solve challenges, stay aligned with the original concept, and create a final outcome that felt cohesive and well developed.

Through this experience, I was also able to strengthen my skills in web design by building the website with assets created by my teammates and translating the group's ideas into a digital format. This helped me better understand the value of communication in collaborative design work, especially when combining different creative contributions into one unified result. Overall, the project reinforced the importance of teamwork and gave me more confidence in my ability to contribute to group projects through design and visual organization.

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