

Task Seven Evaluation

I was asked to create some publicity materials for DK One Hair Designs who are newly formed business that specialise in “cutting” edge hair design for men and women. They also sell a range of designer hair products and hair styling tools such as straighteners and tongs.

They asked me to create arrange of publicity materials for them.

The publicity package that I have designed for DK One has the following:

- A Logo
- A business card
- Letter Headed Paper
- Eight page catalogue

In my opinion and my test buddy’s, I have made a set of publicity materials that look professional and suit the image of the business.

The hairdresser’s is based in Leeds and they are, looking at their price list, a bit pricey. I therefore targeted the higher income earners with the colour schemes that I used.

I felt the metallic background for the logo gave the feeling precious metal as well as durability and modern cleanliness; all of which would appeal to someone when looking to try our a new salon.

I didn’t want to colours to be too masculine so to offer a softer contrast to the metallic I use various shades of purple. Purple is an opulent colour that is not gender bias; it is associated with wealth and it’s very regal. All these connotations are ones that will reflect well in customer’s eyes.

The information that I used on the brochure came from a variety of sources: The Internet, 2 hair magazines and the school network. I believe the information and images I included were relevant and targeted what the customer would want to know.

Obviously some of the information e.g. the product price list had to be based around prices from the TIGI product website and if this was a real salon the prices wouldn’t be the same, but I thought that using these figures allowed me to demonstrate how effective tables are in presenting numerical and text information.

Some of the information e.g. the history of the business was made up by me from looking at other similar businesses publicity materials and I adapted my write up from these.

Overall I am please with the results of the materials. I feel they reach the right target market and could be used successful to promote the business.

If I had more time I might have liked to experiment with textures on the logo maybe incorporate some scanned in hair then adapted the colour to purple hue, but sadly I did not have time to do this and I felt as though the logo that have produced works well and is simple and effective.