

Task One State the Purpose of the Work

DK One Hair Designs are a 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 have asked me to create arrange of publicity materials for them. All businesses have publicity materials; well-designed materials can create a really good image for a business and give a professional look to all materials that they business send out to customers and to other businesses.

The publicity package that I a going to design for DK One will include the following:

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

I will try to make these materials look consistent so that customers and businesses will instantly recognise any documents created by DK One.

The logo will appear on a the materials, it will be simple and reflect the businesses professional image

The business card will be created for each stylists with: contact name, address, telephone, email and website address. It will contain the logo and will be small enough to fit into a course/wallet.

The Letter Headed Paper will have all the same information that the business card has but obviously it will be on A4 sized paper. This will be used to send important correspondence to customers and businesses.

The eight Page catalogue will contain a brief introduction about DK One. IT will talk about each of the stylists and show a selection of styles and a price list, opening times, special offers and products for sale. This brochure will have the same colour scheme as the other materials t will also have the logo on every page.

I hope that by creating these materials I will give the business a professional image. Also the materials are saved electronically and can be re used by the business until they are ready to update them. The logo will also be able to be used on any future documentation that the business creates such as: web pages compliment slips or appointment cards.

I will get all my information from the Internet, magazines and the school network.