

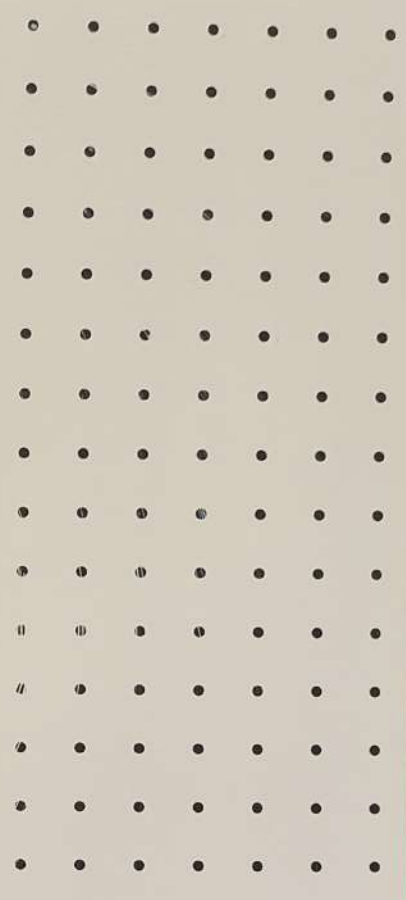
ASD-PR131

**MAJOR
PROJECT**

HYPERFORM

Project Guide : Prof. Abhishek Ganeshgudi C
Co. Guide : Prof. M Muralidhara Hegde

Aswin C
ASD18BVGD020
Graphic Design
Year - 4 / Sem - 8
Acharya School of Design



ABSTRACT

In this project, I present the research and detailed development of a new product, service or company, its branding process, different business and advertising strategies, with a simple and powerful user interface and user experience design.

I'm creating a new software development and programming company which is having a unique structure of development when compared to its competitors, then its logo, guides and manuals, corporate identity, its different products, marketing strategies, social media posts, printable publications, E- Attendance application, and website.

This is an attempt to accomplish all the different studies and areas covered from sem - 1 to sem -8 together in to the final graduation project.

The final designs and prototypes of the project were arrived based on the different experiments, researches, sketches and ideations conducted.

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