



Summer Internship Project Report-I
June 2009

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About Digital Picasso

- Digital Picasso has been founded and is headed by Mr. Shahid Badshah.
- It is an advertising and brand design agency.
- They create and offer creative communication solutions.

Work and Responsibilities

Sparkle Diamond Jewellery

- Redesign of Logo
- Backdrop design
- Poster design

Uniglo Diamonds

- Brochure design

My Challenges

- First Experience with a Design firm.
- Understand the working culture in the Design Industry
- Perform field work, survey people , interact with the client
- Analyze results
- Come up with new Design Solutions

My Contribution

Sparkle Diamond Jewellery

- Rebranding of Sparkle Diamond Jewellery
- Approach : Design of a survey form
Conduct a Survey



SURVEY FORM-1

- 1) Local influence _____
- 2) Closest Competitor _____
- 3) Dominant Colour around _____
- 4) Closest Indirect Competition _____
- 5) Class of People _____
- 6) Purchasing Age Group _____
- 7) Male Guest _____
- 8) Children _____ Age Group _____
- 9) Purchase in 15 min. MAX. _____ MINI. _____
- 10) Salesperson _____

My Contribution

- Photography



My Contribution

- Logo design

Current logo



logo



Love affair with diamonds

Proposed Logo

My Contribution

- Back drop designs



My Contribution

- Poster Design



My Contribution

Uniglo Diamonds

- Name suggestions for their sub-brands

Premium Segment – Alyssa Milano

Mid Range Segment – Tiana or Amara

Regular Segment – Fiyola or Aria (in music)

My Contribution

Uniglo Diamonds

- Brochure Design



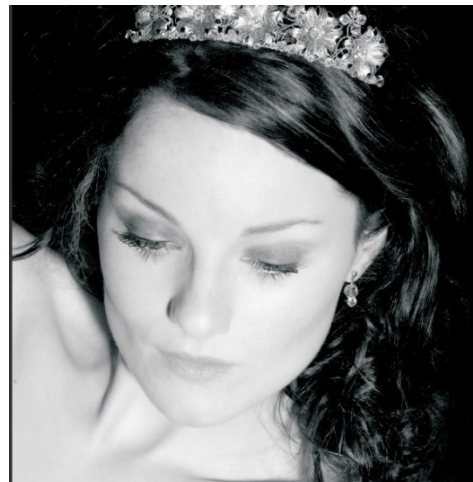
Mission Statement

Uniglo has made it a goal to listen to our customer's desires and design innovative products that produce sense of passion and complete satisfaction. We're constantly creating new values that contribute to us providing you with valuable products.

We've worked hard in making our diamonds act as a unique romantic gesture that truly expresses your eternal love.

Anchored by a strong commitment to our values, we form close partnerships with our partners, together working to consistently exceed our customer's expectations by setting industry benchmarks in the diversity, quality, design and craftsmanship of diamonds.

We at Uniglo recognize the significance that diamonds represent, thus bringing this token of true love to the entire world...



Our Products



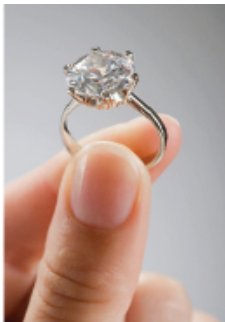
Uniglo diamonds come in various shapes and sizes, and no matter what setting you ultimately choose, you will know that your love is represented by a ring or necklace that says, "This is for always..."

With the biggest real time inventory featuring all the different grades and quality diamonds, all our products are conformed to the highest global standards and in perfect taste with consumers worldwide. We believe in giving nothing less than what you love truly desires.



We understand that buying a diamond is the first and most expensive decision you will both make since you've decided to spend eternity together. You want the best and the brightest. So look to Belgium, where the diamonds are as pure and beautiful as the land from which they come, then look at our collection of fine flawless diamonds, in turn, making your love shine brighter than ever....

DIGITAL Picasso



When two people fall in love, they want to express their feeling in the most passionate and exquisite manner. They want a diamond that reflects the dazzling feeling that they feel in their heart. To that end, *Unglo* cuts and polishes their diamonds to such an exquisite measure that they are visible more brilliant, even to the naked eye.

Their fire and radiance truly capture the essence of what two people in love feel for each other...



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Company Profile

Unglo is a leading global diamond manufacturing company having production and trading operation throughout the world. Headquartered in Belgium, we have a specific focus towards higher value diamonds, a segment of the market that its management believes will deliver superior long-term returns. Having been in business for the best part of 25 years, we could say that we know a thing or two about Diamond Jewellery.

We're actively look for new opportunity in our quest for expansion and market leadership. With two manufacturing units employing over 2000 employees, we strive to meet the demand of changing environment, but still remain agile, flexible and responsive.



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Lay outs for Brochure Design

My Experiences

- Learning experience
- Significance of Team work
- Organizational Culture
- Experience in the field of Branding
- Respect others view points

Acknowledgement

I take this opportunity to thank Mr. Shahid Badshah , Director, Digital Picasso for providing me with this opportunity to work with him and his team.

I would also like to thank my team members at Digital Picasso, without their support and cooperation this experience would not have been as good and enjoyable as it was.

Thank You