

CANVAS

SARAH BIELBY

BRAND DEVELOPMENT

PROJECT

Together, Marcus and I decided we wanted to focus our project for Chicago in the year 2030. We realized that our user group would be Generation Z and started our research there. Generation Z is heavily influenced by technology and are constantly connected to each other. They also tend to communicate with images. These indicators helped us plan a rideshare system that targets those who are concerned with personalizing their ride.

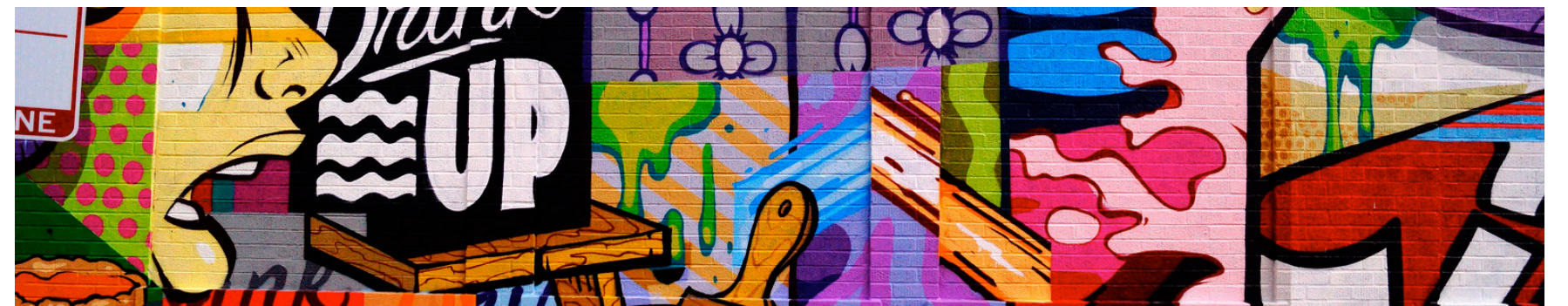
BRANDING IDENTITY IDEATION

After throwing around a few names, we landed on the name Canvas, indicating that this rideshare gives you the power to make the car your own. Keeping this personalization and friendly persona was important to our brand. The wordmark was created to be edgy but inviting. I chose the Futura as the brand type to keep with this inviting and fun personality.

INITIAL WORDMARKS

CANVAS CANVAS CANVAS
canvas CANVAS CANVAS

COLOR EXPLORATION



BRAND DEVELOPMENT

CHAMELEON RIDESHARE IDENTITY

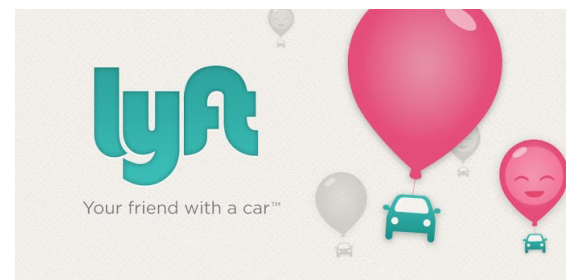
Through this project, we started to think of our car as a chameleon. We wanted to represent this through a logo or another form of identity. In the end, we decided to let our colors and graphics speak for themselves.



IDEATIONS



EXAMPLE:



BRAND DEVELOPMENT

FINAL BRANDING

- paint splatters
- bright colors
- black and white photography
- black or white graphics
- overlapping graphics



CANVAS



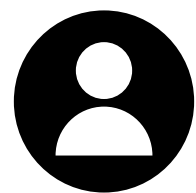
APPLICATION

APPLE WATCH

In 2030, users will find that their mobile devices are integrated into their everyday lives more than ever. In 2015, Apple will be launching their Apple Watch. This device was used to create a mobile application the user could easily access to rent and personalize a their car.

SYSTEM FLOW

I worked out a graphic to help me create wireframes for the app. I used to to help me create an outline for what was needed inside th app.



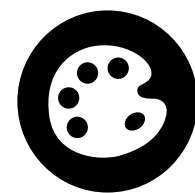
CREATE A MEMBERSHIP

- set up easy payments
- easy log in



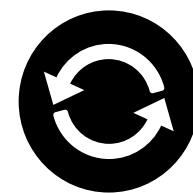
FIND A CAR

- interactive map
- multiple garage locations
- see availability



CREATE A STYLE

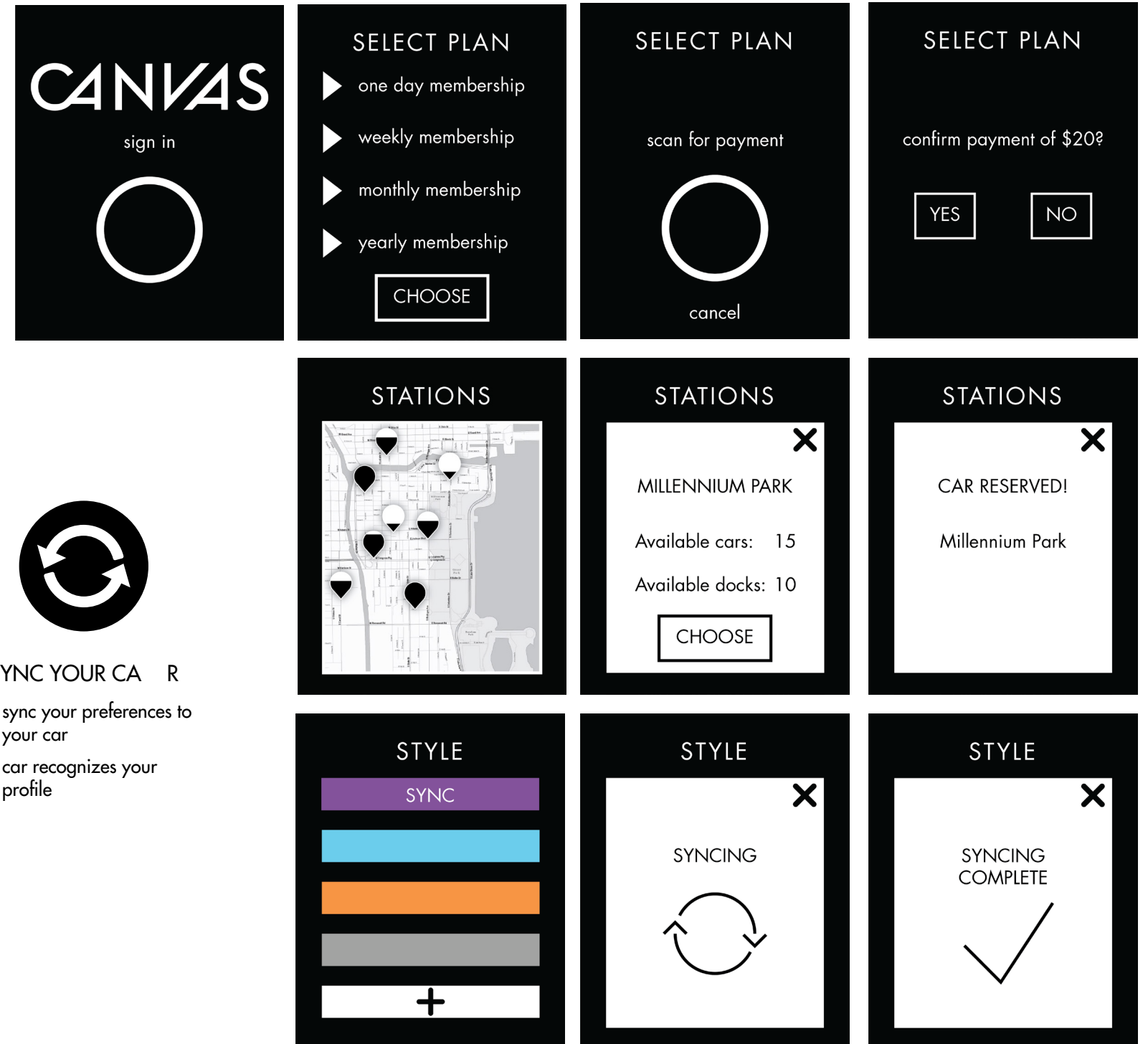
- make preferences and settings
- upload graphics
- choose your colors
- save multiple styles



SYNC YOUR CAR

- sync your preferences to your car
- car recognizes your profile

WIREFRAMES



APPLICATION

FINAL APPLICATION



FINAL BOARD

When it came time to do the final board, my partner and I split up the work so that he would give me the assets for the cars while I created the lay out and graphics for the board. We wanted the board to feel free and flowing, while still having clear sections. I created a scene for him to render the final car that would fit in the style of our board and brand. We decided to print the final plot on canvas.

CHEVROLET CANVAS

RIDESHARE
Less Responsibility
Less Maintenance
Fit Multiple Needs
Connected

CHICAGO
3rd largest city in the United States after NYC and LA
11,864 people per square mile
Compared to 2,287 people per square mile in Indianapolis
28% Chicago is expected to grow by 28% by 2030
71% homes own a car

GENERATION Z
Born into technology
Always Connected
Communicate with Intellig

PRIDE IN YOUR RIDE
UPDATE & UPGRADE
MATCH YOUR STYLE
MAKE IT YOUR OWN
ONE CAR PERSONALIZED RIDESHARE = INFINITE OPTIONS

APPLICATION
CREATE A MEMBERSHIP
• set up easy payments
• easy log in
FIND A CAR
• interactive map
• multiple garage locations
• set availability
CREATE A STYLE
• make preferences and settings
• upload graphics
• choose your colors
• save multiple styles
SYNC YOUR CAR
• sync your preferences to your car
• car recognizes your profile

STATIONS
garage located with charging stations

PERSONALIZATION
STYLE PACKAGES:
Pre-made Looks
Color Palettes
Individual Graphics
Headlights & Tail Lights

Technical Drawing:
CANVAS Smart ForTwo
W/B: 2113mm 1846mm
LGA: 3198mm 2874mm
WCA: 3048mm 1559mm
HCA: 1587mm 1541mm
■ Fabric Sliders ■ Gear
■ Fabric Sliders ■ Storage

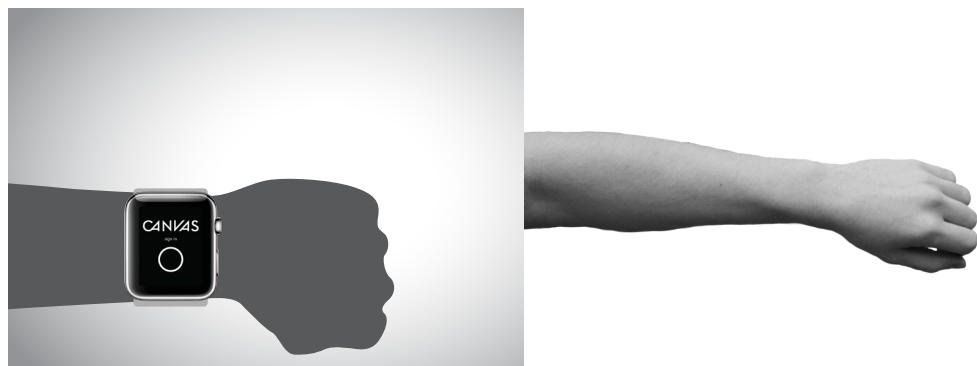
MARCUS BRUGGEMAN
SARAH BIELBY

ANIMATION

STYLE

Marcus and I decided that instead of doing an animation that showed an overview of our project, we wanted an animation that helped clarify the purpose of the application and how easy it would be to use our system. I developed two components of the animation: one of the logo changing pattern and color, and one of the application influencing the car.

IDEATION



graphic vs photography



FINAL ANIMATION





 CANVAS
THANK YOU