

## **ABSTRACT**

**CREATIVE PROJECT:** The development of Aber Design Group

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**DEGREE:** Master of Arts

**COLLEGE:** Communication, Information, and Media

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This creative project will document the development of Aber Design Group — a multimedia design business. In this document you will find the purpose and mission of Aber Design Group, a relevant market analysis, financial analysis and a business plan (including projected revenue and profit) and information about Aber Design Group’s offerings and competitive edge.

This project also includes branding and marketing for the business, including a company logo, website and mobile phone application. The website will include pages such as, “Who we are,” “What we do,” “Our work,” which will be a portfolio of our previous design work for potential clients to look at, and “Contact.” Aber Design Group will also make use of social media through Facebook and Twitter accounts, which will allow the company to communicate with current or potential clients.