CREATING PROMOTIONAL PRODUCTS FOR

FLAME BROILER™

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GrC 462 Fall 2021
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My name is David Lee and I am from Newport Beach, CA. I am majoring in Graphic Communication with a concentration in Design Reproduction Technology. My main focus in life is having a positive impact on others, whatever form that may be.
IRB STATEMENT

This project did not require me to collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
ABSTRACT

Throughout my time in Graphic Communication, the aspect of taking a product design from ideation to creation interested me the most. I have taken multiple classes that allowed me to do this, but with pre-determined parameters. Screen printing always caught my attention mainly because I wanted to make my own clothing. Though I learned how to execute the process, I never applied that knowledge into my own project. With my internship at Flame Broiler Inc. and my enrollment in GrC 462, a perfect opportunity presented itself. The marketing team at the company was open to any ideas and liked the idea of creating promotional products that they could use for marketing purposes. The main goal of this project was to research, design, and create four items in the span of 10 weeks.
My client, The Flame Broiler Inc., does not have branded merchandise that effectively markets its brand to consumers. The company does not have promotional items that accurately reflect their target brand due to its lacking quality and memorability. The Flame Broiler attends many events within their community, giving away branded products such as sunglasses, reusable water bottles, and drawstring bags to increase awareness and visibility. So, by developing more memorable and effective merchandise, the company can further increase brand awareness and engagement. The goal of this project is to develop and create a line of merchandise products that the Flame Broiler Inc. will be able to use in the future for marketing purposes.
PROJECT OBJECTIVES

PROJECT MANAGEMENT
Throughout the duration of this project, I aspired to practice proper project management as it is an important skill to develop for my future. This entails following my project plan since it will allow me to complete my project in a timely manner. In my plan, I utilize a Work Breakdown Structure and Gantt Chart to separate and assign time-frames for each step of the process.

APPLIED DESIGN
In the duration of this project, I wanted to take what I learned as a Graphic Communication major and effectively apply to my project. This includes using my technical skills with Adobe Illustrator, InDesign, and Photoshop to create successful end products. This is very important to me because as a senior it is expected that I execute the development and production of the deliverables well.

RESEARCH
To develop successful promotional products, it was inherent that I do proper research. Finding reliable sources that provide useful and effective information will be crucial as it is what I will be designing based off of. The research I will be doing will encapsulate design decisions, product effectiveness, product development, and environmental sourcing. To successfully complete my project, in-depth research of these segments is necessary.
**PROJECT OBJECTIVES CONT.**

**SUCCESS CRITERIA**

The success criteria of my project will be determined based on communication and feedback from Dr. Ma, my mentor, and my client’s marketing team. I will be periodically meeting with each guide to make sure I am on the right track and eventually if I created four effective promotional products. Once my digital prototypes are complete, I will be conducting an anonymous survey to see how the potential consumers feel about each item.
**TIMELINE**

**WBS**

**GANTT CHART**
TIMELINE CONT.

My project timeline was laid out and broken down using Work Breakdown Structure (WBS) and a Gantt Chart (as seen on last page). With these project planning tools, it was clear what my main timeline topics were as well as when I planned to complete each step of the process. Although there was an ideal timeline to my project, there were slight hiccups that I experienced along the way.
PROJECT EXECUTION

To complete my four deliverables, I had to go through three different phases. The first phase was to do thorough research on selecting the correct promotional products that will be effective for Flame Broiler to use.

Once I selected pens, bottle openers, t-shirts, and tote bags, I moved onto the designing phase. This began with creating three different design iterations to show the marketing team. After they chose to go with a retro, throwback aesthetic, I repeated the process of creating drafts and receiving feedback until reaching the final design.

It was decided along the process, due to cost, that I was not going to deliver the pens and bottle openers. The last and most fun step of the process was to make screen prints and print the t-shirts and tote bags. It was tedious to get the prints just right, but after many trials and failures, I was able to produce good prototypes.
RESULTS

Final Design
RESULTS CONT.

Prototypes
This project was a great experience for me. I was able to apply my graphic designing abilities and create my own screen printed t-shirts and tote bags. After making my own products, it made me realize how much I enjoy this type of work. In addition, this process taught me how there will be always be unexpected issues that occur during this type of project. There are so many factors that might affect the outcome, especially when working with a client.