Mother Lou Studio
Branding for a Handcrafted Jewelry Business

Senior Project 2022
Amanda Hall
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# Table of Contents

About Me. .................................................. 4

Abstract. ...................................................... 6

Opportunity Statement. ................................. 7

Scope. ......................................................... 8

Objectives. ................................................... 9

Constraints. .................................................. 11

Research. ..................................................... 12

Timeline. ..................................................... 16

Process. ....................................................... 18

Results. ....................................................... 21

Reflection. ................................................... 34

Citations. ..................................................... 37
About Me

My name is Amanda Hall and my major is Graphic Communication with a concentration in Graphic Communication Management. I will graduate in June 2022 with a degree in Bachelors of Science.
Abstract

In the height of the pandemic I gained interest in jewelry-making. Needing a new hobby, I researched the many methods of making jewelry and soon began practicing the craft. Sand casting became a form of meditation, and I hope to gain more experience in silver smithing in the near future. For my senior project, I wanted to combine my personal, creative abilities with the skills I have learned through my Graphic Communication courses. This project showcases my design and business skills, while building a unique brand that will be a part of my future career.
Opportunity Statement

Opportunity: Brand and market a new business for handmade jewelry.

The jewelry industry is large, meaning there is a lot of competition. Yet, jewelry products are always in demand and many artists are creating unique pieces that cater towards a specific consumer. With sustainability being a priority for many consumers, my brand will offer ethically produced pieces. With my knowledge of design and management, I will attract new customers as well as create my own business from the ground up. This opportunity allows me to turn a craft I am passionate about and potentially turn it into a business.

The goal of this project is to design and market a jewelry brand whose online presence is as authentic as the products. Visual content posted to the brand’s social media will reflect these values. Deliverables for this project will include: branding guidelines, digital mock-ups, and an Instagram profile.
**Scope**

This project results in three digital deliverables. The goal is to understand marketing strategies through extensive research and to apply that knowledge through design. The first deliverable is the branding guidelines for Mother Lou Studio. Second, I will utilize the design work from the branding guidelines by applying them to digital mock-ups. Lastly, I will present both photography and design work through an Instagram profile. These deliverables will highlight my knowledge in both visual design, as well as my knowledge for fulfilling a customer’s needs.
Objectives

Research
Determine the target audience and demographic of potential customers
Identify marketing strategies used in successful online businesses

Communication & Management
Create a weekly checklist
Dedicate specific days and times to work on project
Follow course schedule accordingly
Create personal goals
Reach out for help - go to office hours or email Dr. Ma
Talk to my boss at work, she has experience in buying jewelry for her retail business
Ask friends and colleagues for critiques and feedback of my works in progress

Design
Study other brands, find examples of look books and Instagram accounts I find inspiring and see why they are successful
Watch tutorials if I struggle to achieve desired designs
Review my own design work and apply continuous improvement
Constraints

*Time* is the most pressing constraint for this project. Since this project includes creating an Instagram profile from scratch, there is limited time available for studying who will interact with the page. Therefore, I must assume who the target audience is before seeing real results. Design work must get done early on, sketches and rough drafts will need to be done quickly, so that the finalized designs may be used for all deliverables. InDesign will be used for my final deliverable, while I am familiar with the application, there will be *technical setbacks* when attempting to get the design work done. I have scheduled time early on in the quarter for preparing, such as watching tutorials and learning skills, but there is always room for improvement and extra time may be needed. *Critiques* from colleagues may be difficult towards the end of the quarter, in terms of finding multiple people to review my work, as well as giving myself enough time to do the revisions. Many of these project constraints may be avoidable by scheduling my project goals to be done quicker than I first thought, in order to improve my work to reach maximum potential.
Research

Jewelry Market Size, Share & COVID-19 Impact Analysis

Fortune Business Insights

This article explores the jewelry market and how sales have changed in light of recent years. COVID-19 has caused labor shortages, but demand for luxurious goods (such as precious gems and metals) has increased. Rings are currently the most popular jewelry item, as more men are purchasing rings. However, women are buying jewelry more than men. This article provides research on market segments of jewelry separated by product, material, user, and geography.
This article explores the many factors one should consider before choosing a marketing strategy for their business. Identifying the demographics of your audience is important when trying to find a strategy that is effective. Once determining who your audience is, this article lists ways to keep the attention of your new customers. This includes: watching trends, creating authentic content, prioritizing mobile marketing, and staying focused on the needs your product fulfills rather than just trying to sell.
This study provides necessary information on the Gen Z consumer and what it is they find important in a small business and their online presence. The study goes in depth of what kind of content this audience wants to see and interact with. My hypothesis is that my own brand will have the same demographics as the consumers from this study: Gen Z females. Authentic content, both visual and written, is an important quality to have as a small business, and is found in many successful digital marketing strategies. A weakness of this study is that it is biased towards the specific audience. If my brand ends up attracting a different audience, this study may not be useful.
Timeline

March 30th - April 11th

April 7th - 29th

April 25th - May 9th

April 25th - May 17th

May 18th - 21st

May 23rd
Background Research

Branding Guidelines

Digital Mock-ups for Packaging

Instagram Profile

Revise & Finalize Deliverables

Project Showcase
Process

The following pages include some unfinished designs, works in progress, and rough drafts. Decision-making may have been the most challenging aspect of this project. I was constantly refining my designs, but that would also tempt me to change almost everything.
Results

Branding Guideline

Colors

Typefaces

Logo

Digital Mock-ups

Business Cards

Jewelry Box

Shopping Bag

Instagram Profile

Photography

Design Work

Profile
Colors

- Crayonetter DJR: hex: CECBE6
- Arial Black: hex: 0088C9
- Josefin Sans: hex: F9FAE9

Typefaces

- Crayonetter DJR
- Arial Black
- Josefin Sans

Learning Curve Dashed
Logo

Business Cards
Jewelry Box 1
Jewelry Box 2
Shopping Bag
Instagram Content

Items are made to order; therefore, any size can be made materials: solid 925 sterling silver and cubic zirconia stones jewelry may be worn while swimming, showering; they will not tarnish in water everything made by hand; each piece may vary in look, please allow for 2-3 weeks for your order to be shipped
01 rings

02 earrings
Photography
Instagram Profile

motherloustudio

Mother Lou Studio
handcrafted jewelry. made with love in san luis obispo, ca.
DM for custom orders

Edit Profile
Promotion Insight Contact

about jewelry care method wip finish

01 rings
02 earrings
Who is Mother Lou?

As a way to keep my brand authentic, I wanted to dedicate this project to my great-grandmother, Mary Lou. She raised five daughters, one of which being my grandmother. Then came my mother, who raised my sisters and I. Having many strong female figures in my life has shaped me into who I am and who I am becoming. I wanted to pay homage to all the women before me and create something tangible as a way of honoring them.
Reflection

What went well:
I already had an idea of what I wanted my project to be before starting the quarter, so the anticipation for the outcome motivated me to get the work done. I also enjoyed having my own schedule, it allowed me to make changes accordingly if any changes occurred. Creating something from scratch was very challenging yet rewarding, and I had fun with the process.

Tips/Techniques that helped:
The Gantt chart gave me a big picture and allowed me to visually see my step by step plan in getting my project done. By having this as a baseline, I could check the chart each week or for each task to make sure I was on track. It was very helpful to have this done early in the quarter. Even though I already had the Gantt chart, writing down a task list at the start of each week gave me a specific to-do list to complete my personal goals. I was able to arrange my tasks to fit into my schedule, and find specific times for each day I would work on the project. Having boxes to check by completing a task helped me stay motivated. And lastly, getting feedback from my friends and family helped me stay confident in my work, as well as make any beneficial changes.
My biggest challenge:
The most difficult part of this project was the decision making. I would often second guess myself for stylistic choices and want to start things over often. I found that leaving the project and coming back to it later gave me a better perspective. Having a mood board to look at also helped me create cohesive designs and stick to my desired aesthetic. Having confidence in my work was a big challenge, but I tried to give myself enough time to try new things and to change it if it didn’t work.

What could go better?

Problems/Challenges I faced:
Finding mock-up templates took longer than I had imagined. I should have allotted more time for mock-up work during my planning process. Especially finding mock-up templates that work specifically for my project and topic, I spent too long finding the appropriate ones. I had multiple options for my design work, so when I was finalizing my designs there would be some inconsistencies and a lack of cohesiveness. This made it even more difficult to decide on the final look. Even though I had several ways of planning for this project, there was still
procrastination that occurred. I could have practiced better self-discipline, especially during the first two weeks of working from home when we had no class.

**What I would do differently next time:**
I was pretty ambitious with what I wanted the end result of my project to be, but as the quarter went on I realized how much of a time constraint there really was. I wish I had started design work immediately, even just sketches or basic ideas. Given that it was a solo project, it really is a lot of work in such a small time frame. So, starting design work as soon as possible would have been really beneficial. I would also give myself more room for error. Again, I found decision making to be quite challenging, so in my schedule I would have given myself multiple deadlines for several drafts, rather than one draft deadline. That way I could revise with enough time. I found myself being critical and sometimes too hard on myself. If I could relive this process, I would have been just as disciplined, but be confident in myself.
Citations

