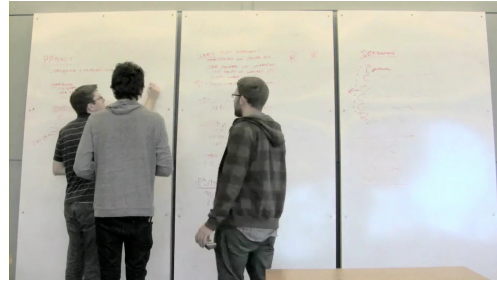


Carbon is a tool that aids creatives during the initial ideation stage of a project. Carbon combines the simplicity of analog mediums with the flexibility of digital mediums.

5	Research
7	Philosophy
9	Features
17	Branding
19	Website
21	Video

Our research began by documenting the landscape of different creative processes among our key audiences. We did this to give ourselves a range of possibilities to consider while developing the functionality of our tool.



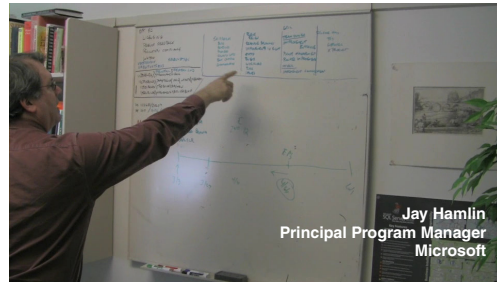
Annabelle Gould
Professor
University of Washington



Rex Bond
Principal
ARC Architects



Kevin & Kyle Flynn
Writers
Los Angeles, CA



Jay Hamlin
Principal Program Manager
Microsoft

We designed Carbon with clear ideas of how we wanted the software to feel. Emphasis was placed on taking a minimal approach, careful to maintain the simplicity of the application.

Dot grid.

record your ideas]

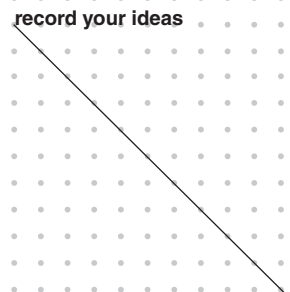
Type & Place.

record your ide

Edit.

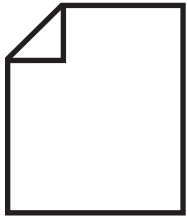
record your ideas

and make connections

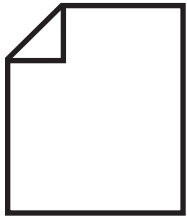


Lines.

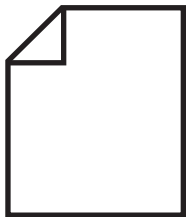
Save & Export.



ideas.carbon



ideas.pdf



ideas.ai

We wanted our simplistic ideology to be reinforced with a simple identity. A literal graphic translation of our name seemed only fitting.

16 px



32 px



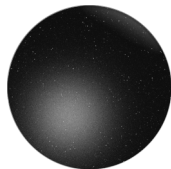
64 px



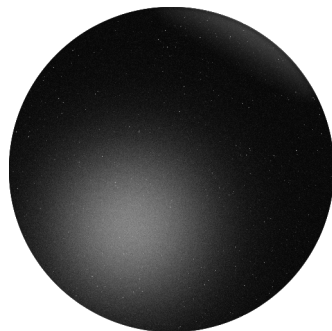
128 px



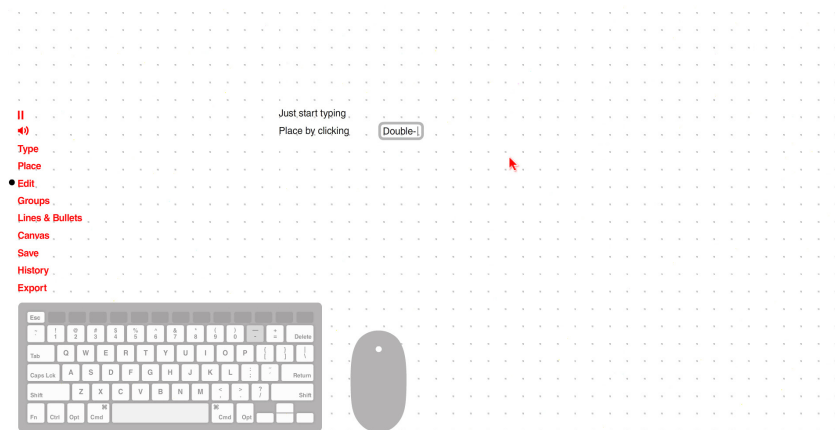
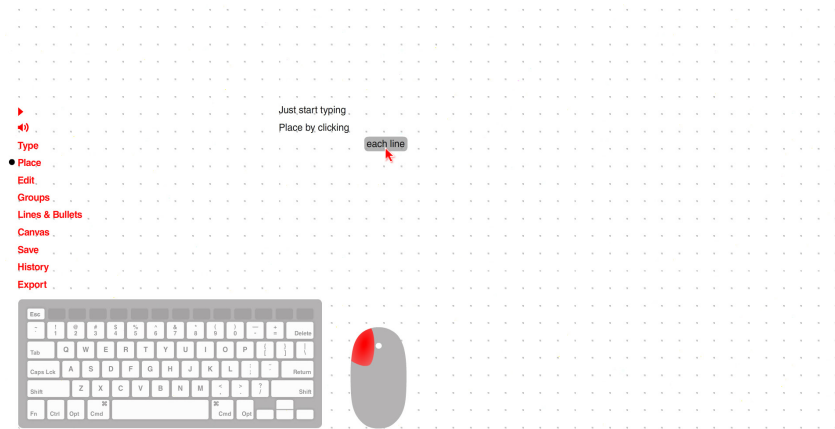
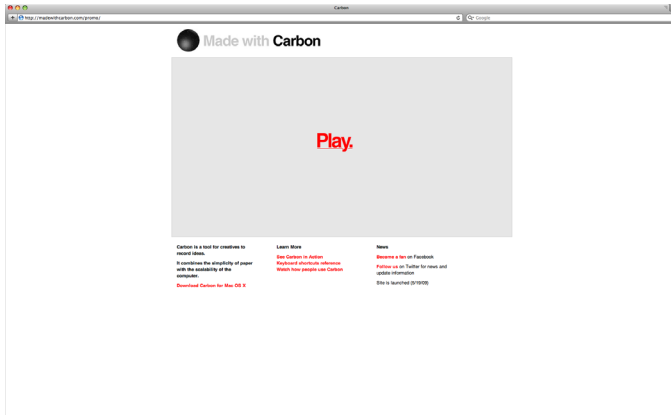
256 px



512 px



Along with the product we made a website focused on teaching practitioners how each feature works. This takes the form of a Flash tutorial video in which the functions of Carbon are shown with mouse and key commands highlighted.



We produced a video that promotes Carbon explaining the philosophy behind the product and demonstrating its utility in a real-world creative scenario.

This video is another way to support our brands focus on simplicity and minimalism.



Poster Series:
A series of 3 posters promoting a lecture series on color perception and deficiency.

Location:
Date:
Time:
Place:

Themes:

Mediums:
Masters?

Posters?

Sizes:
A0
A2
A5

Three larger posters (single sided)

What type of printing?

www.madewithcarbon.com