NASMA | نسمة

NASMA Mini

A rechargeable desk fan. Launch visuals for Instagram and the web.

NASMA is a fictional brand, made up for practice. Any likeness to a real company is a coincidence.

1 Brief
What the client wants

2 Guideline
How the brand must look

3 Deadline
When you deliver

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How you work: the king

What is inside

2	**Brief A**	The strong brief, from the client
3	**Product sheet**	Sizes, parts, materials, colours
4	**Guideline**	Logo, colours, fonts, do's and don'ts
5	**Brief B**	The almost-empty brief, and the questions to ask
6	**3-day plan**	Your deadline, the checklist, the portfolio page

How to use it

1. Do Brief A first. Start the clock when you read page 2: you have 3 days.
2. Follow the guideline on page 4 in every image.
3. At the end of day 1, send the check-in the brief asks for, as if the client were real.
4. A week later, do Brief B with the same fan: ask your questions first, then decide.
5. Post the result in your portfolio with one line: "Practice project. NASMA is a fictional brand."

From the film "4 Words Every 3D Junior Must Know" · ms3dstudio.com/blog/4-words-every-3d-junior-must-know/

Launch visuals for NASMA Mini

From: the marketing team, NASMA · sent by e-mail with this PDF

PROJECT	Launch visuals for NASMA Mini, our first product.
THE PRODUCT	A rechargeable desk fan, 18 cm tall, in three colours. Sizes and materials on page 3.
GOAL	Get pre-orders on Instagram before the summer.
AUDIENCE	Students and people who work from home, 18 to 30, in hot cities.
WHERE IT IS USED	Instagram feed and Reels, and the top of our website.

What you deliver

Hero image	The Sand fan, three-quarter front view, on a sand background.	1080 × 1350 px
Colours image	The three colours together: Sand, Nile, Night.	1080 × 1350 px
Detail image	Close-up of the grille and the lit LED ring.	1080 × 1350 px
Website banner	The hero shot, wide, with empty space on the left for our text.	1920 × 1080 px
Reel	The fan turns on, the blades spin up, it ends on our logo. 8 to 10 seconds.	1080 × 1920 px · 30 fps

Must be visible

- The USB-C port at the back, in at least one image
- The speed button on top
- The LED ring, lit

We do NOT want

- × Dark or black backgrounds
- × Neon light or glow effects
- × Any text except our logo
- × A fan that looks bigger than it is, or a changed shape

Mood

A calm summer morning. Soft daylight from a window, soft shadows, warm and airy. Two props at most: a notebook and a glass of water.

Files

Images: PNG or JPG, sRGB. Video: MP4 (H.264). Names: NASMA_Mini_<shot>_v01, then v02 after changes.

Deadline

3 days from the moment you receive this brief. Check-in at the end of day 1: grey clay renders of the hero and the detail shot.

Changes

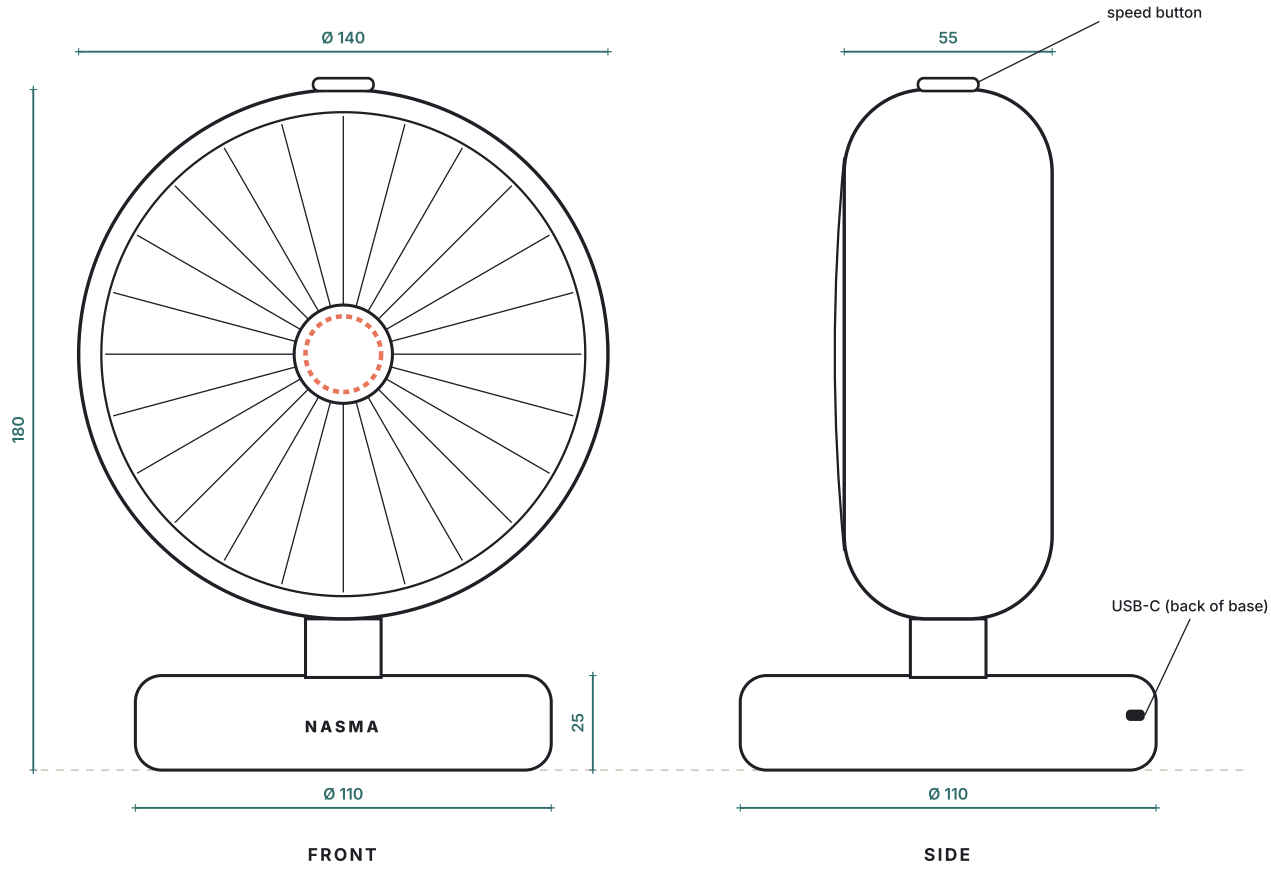
Two rounds of changes are included.

NASMA Mini, rechargeable desk fan

There are no photos yet. Model it from this sheet. Where the sheet says nothing, decide yourself and keep it simple.

All sizes in mm

1 : 2



Parts and materials

Head shell	Matte plastic, in the colour of the version
Blades	5 blades, frosted white plastic
Speed button	On top of the head, 3 small dots for 3 speeds
Base	Round, Ø 110 mm, 25 mm high, logo printed on the front
USB-C port	On the back of the base
Grille	Brushed aluminium ring with 24 thin bars
Hub	LED ring around the centre, soft white light when on
Neck	Matte plastic, in the colour of the version
Feet	Dark grey rubber ring under the base

Colour versions

Sand #E8DCC8 **Nile** #2F6E6A **Night** #1E2026

NASMA brand guideline, short version

Logo

The breeze mark and the word NASMA. Night on light backgrounds; Sand or white on Nile. Never stretch it, rotate it, outline it or add effects.

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Clear space and size

Keep empty space around the logo equal to the height of the letter N. Smallest size: 120 px wide on screen.

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Colours

Sand
#E8DCC8
Backgrounds. About 60% of an image.

Nile
#2F6E6A
Our brand colour. About 25%.

Night
#1E2026
Text, the logo, dark details. About 10%.

Coral
#E8765A
Accent. 5% at most: one small detail per image.

Fonts

Inter for Latin text, Cairo for Arabic text. Both are free on Google Fonts. Headlines bold, body text regular.

Aa Aa أبجد **أبجد**

Image style

Daylight, soft shadows, warm white balance. The product is always the hero and keeps its true size next to props. Leave calm, empty space for text.

Tone of voice

Calm, simple and friendly. Short sentences.

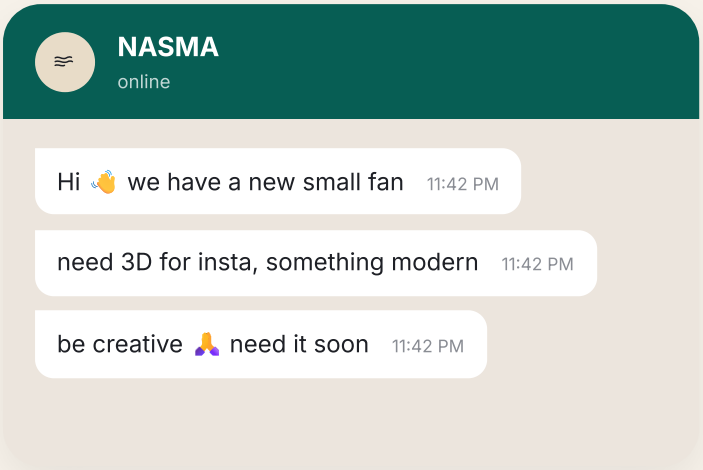
Do

- Put the logo on Sand, white or Nile
- Use Coral for one small detail only
- Keep an 8% margin from every edge
- Show the fan at its real size

Don't

- × Stretch, rotate or outline the logo
- × Put the logo on a busy area
- × Use colours that are not on this page
- × Add neon, glow or lens flares

The almost-empty brief



Your move

Don't open Blender yet. Reply with your questions in one short, numbered message. A busy client answers that faster than ten separate messages.

The questions a professional asks

1. Can you send photos, a sketch or the sizes of the fan?
2. Which colours does it come in? Do you have the logo file and a brand guideline?
3. How many images or videos do you need, and in which sizes?
4. Where will they be used: feed, Reels, ads, your website?
5. What is the exact deadline: date, time and time zone?
6. Is there a look or a brand you like? Anything you don't want?
7. How many rounds of changes are included?

Our tip

If the answer is still "be creative", make two small directions on day 1: two moods, one image each. Let the client choose, then finish the chosen one.

YOUR DEADLINE

3 days, planned backwards

Day 1

Understand and block out

- Read the brief twice. List every deliverable with its size.
- Collect references on one board (PureRef, or one page of screenshots).
- Block out the fan at its true size in cm.
- Set one camera per shot, at the final sizes.
- Send the check-in: grey clay renders of the hero and the detail.

Day 2

Model and look

- Finish the model: grille bars, button, port, rubber ring.
- Materials: match the HEX colours under neutral light.
- Light the scene: soft daylight, soft shadows.
- Render a first full set and check it against the brief.

Day 3

Render and deliver

- Final renders and the Reel.
- Light finishing: crop to size, check the colours.
- Name the files, export, check every point below.
- Deliver before the time, with a short message. Keep 3 to 4 hours spare.

Before you press send

- [ ] Every deliverable is there, in the right size
- [ ] Logo: right colour, clear space, not stretched
- [ ] No text except the logo
- [ ] File names and versions are right
- [ ] Colours match the HEX codes
- [ ] USB-C, the button and the lit LED ring are visible where asked
- [ ] Sent before the deadline, in the client's time zone

Then put it in your portfolio

On Behance or your own website: the cover image, the brief in three lines, your process (references, blockout, clay, final), the final images and the Reel, and one honest line: "Practice project. NASMA is a fictional brand."