

Design Initiative

I. Introduction

This proposal outlines the formation of the **Creatives** within the SingularityNET Ambassador Program. The primary objective of this is to produce engaging, visually compelling content that supports communication, outreach, and educational initiatives. The group will use a range of design formats, including infographics, motion graphics, and illustrations, to simplify complex topics such as decentralized AI and AGI for a wider audience.

Purpose:

The **Creatives** will produce high-quality materials that strengthen the visual communication efforts of the SingularityNET ecosystem, supporting ambassadors in promoting the program's vision and goals.

Context:

As SingularityNET continues to evolve, the need for clear, engaging visuals becomes increasingly important to simplify the complexities of decentralized AI and AGI. This initiative will be essential in ensuring that content is accessible, engaging, and aligned with SingularityNET's overall branding strategy.

II. Objectives of the Creatives

1. **Establish a Consistent Visual Identity:**
 - Create and maintain a unified visual style that adheres to SingularityNET's brand guidelines, ensuring consistency across all ambassador-related content.
2. **Employ Diverse Creative Formats:**
 - Develop various types of content—including infographics, motion graphics, illustrations, and more—to break down complex topics like decentralized AI, blockchain governance, and ecosystem advancements.
3. **Support Ambassador Outreach:**
 - Equip ambassadors with visually compelling tools such as educational graphics, banners, and promotional materials to communicate complex ideas to diverse audiences effectively.
4. **Increase Community Engagement:**
 - Design dynamic visual content for websites, social media, and other platforms to encourage higher community involvement through innovative and engaging design strategies.

III. Scope of Work

1. **Infographics and Data Visualizations:**
 - Create infographics and data-driven visuals to simplify technical concepts related to SingularityNET's AI research, tokenomics, and ecosystem developments.
2. **Unified Visual Designs:**
 - Ensure all visual materials created for the Ambassador Program align with the SingularityNET brand identity, including infographics, merchandise, banners, and social media content.
3. **Illustrations:**
 - Design stickers and develop illustrations that explain SingularityNET's ecosystem developments in an engaging and easy-to-understand manner.
4. **Motion Graphics:**
 - Incorporate motion graphics to enhance social media campaigns and presentations, adding dynamic visual elements to attract attention.

IV. Team Structure

1. **Creatives Lead:**
 - Oversees the creative direction, ensures alignment with SingularityNET Ambassadors goals, and manages workflows.
2. **Graphic Designers:**
 - Create visual assets such as infographics, banners, merchandise, and promotional materials for ambassador campaigns and educational outreach.
3. **Illustrators and Comic Artists:**
 - Develop illustrations and comics using visual storytelling to explain complex topics.
4. **Motion Designers:**
 - Create motion graphics for social media, websites, and presentations.

V. Implementation Timeline

Phase 1: Group Formation (Month 1):

- Finalize workflows, establish roles, design templates and improve on the style guide based on the SingularityNET Ambassador Program's branding guidelines.

Phase 2: Initial Deliverables (Month 2):

- Produce the first round of visuals, including infographics, motion graphics and illustrations.

VI. Budget Sheet for Creatives (Q4)

Category	Item	Allocation	Details
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1. Personnel

Creative Lead	Compensation	\$300	Manages the team, creates templates, ensures deliverables, oversees operations
Graphic Designers (2)	Compensation	\$400(\$200 each)	Produce visuals, social media assets, and other designs
Illustrators	Compensation	\$200	Creates illustrations for SingularityNET content
Motion Designers	Compensation	\$200	Creates motion graphics for outreach
Total Personnel		\$1100	

VII. Conclusion

The creatives will produce quality and visually engaging content, fostering greater community engagement and outreach. This initiative will enable ambassadors to effectively communicate complex concepts, while aligning the design process with the broader goals of SingularityNET.

Key Performance Indicators (KPIs) for Q4

1. Visual Deliverables:

- **Number of infographics produced:** Minimum of 5 -10 infographics simplifying complex SingularityNET and Ambassador Program concepts.
- **Further improvement on brand guidelines**

- **Number of illustrations produced:** 3 - 5 illustrations
 - **Motion graphics/animations:** 3 - 5 motion graphics for social media or presentations to drive engagement.
2. **Team Performance:**
- **Timely completion of tasks:** All design tasks and assets delivered on time according to the project schedule.
 - **Quality of output:** Maintain a high level of creativity and adherence to SingularityNET branding guidelines (to be reviewed by the Creative Lead).

Deliverables for Q4

1. **Infographics & Visual Assets:**
 - Create 5 - 10 infographics explaining topics such as AGI, decentralized AI, SingularityNET tokenomics, or governance models.
 - Create 3-5 illustrations related to the ambassador program's mascot
 - Produce 3-5 motion graphics for promoting events, updates, or educational materials across social media channels.
2. **Social Media Support:**
 - Design at 6 - 10 social media templates (banners, visuals for announcements, or campaign materials) to increase visibility for SingularityNET and Ambassador activities.
3. **Cross-Guild Designs:**
 - Provide 2 designs for other guilds (Communications, Strategy, etc.) to support educational or promotional efforts.