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CAPYTHON 2026
CASE STUDY

LAUNCH
FILMS

CAPYTHON 2026

THE PROJECT

This project began as a team project for Capython, a hackathon held at Vanier College for the Multimedia Integration program. Every student in the program were put into teams with a designated specialty. Our specialty was motion graphics.

THE TEAM

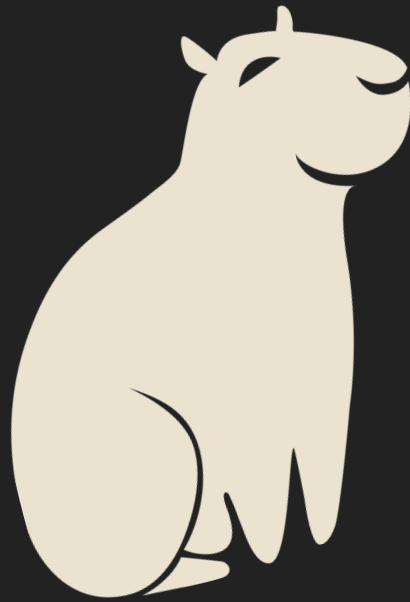
The team members of this project was comprised of eight students: Noah, Matthew, Giuliano, Livia, Devon, Jada, Sophy and myself. My role on the team was to take care of the agency branding alongside Noah, as well as coding the website for our brand.

THE CLIENT

Each team, once formed with their assigned project, were tasked with picking from a random assortment of potential clients.

The client our team recieved was the following:

“ A best author is releasing a speculative fiction novel exploring AI and humanity. The publisher wants to attract younger readers.”



2026

THE BEGINNINGS

FINDING OUR FOOTING

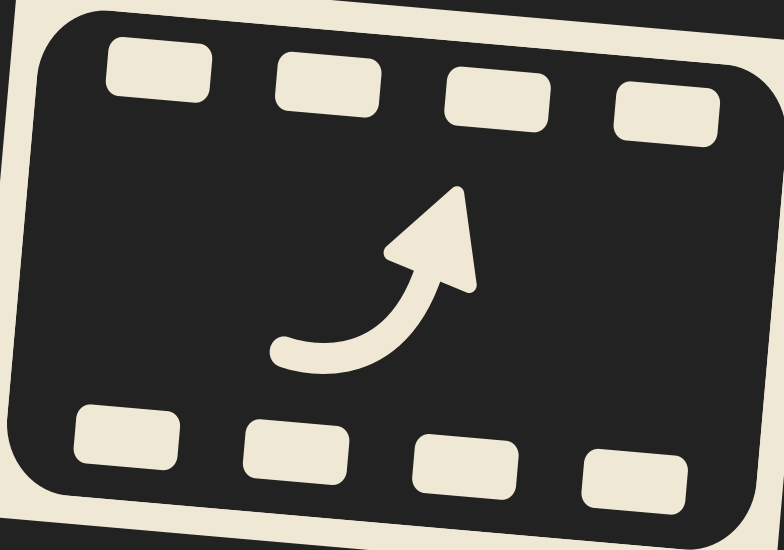
At first, we tried finding a theme or icon that would match our brand, which was a motion graphics and video company that specializes in brand launches. As we wanted to represent both movement and high energy, the team started brainstorming.

In the end, we came up with the brand's symbol being a spaceship, as it is something that is launched into space, just as our company launches brands into stardom.

THE SLOGAN AND BRAND NAME

Our next step, with our icon decided, was to come up with a slogan befitting of our spaceship-themed brand.

Shortly after deciding our tagline, we collectively chose the name "Launched" as a simple and direct name for our agency that aligns with the brand identity.



*Motto
Ideas*

- *From Idea to Takeoff.*
- *Built for Takeoff.*
- *Launch Starts With Us.*
- *We Create the Takeoff.*
- *From Fiction to Reality*

THE BEGINNINGS

BRAND IDENTITY

Afterwards, we needed to visualize our brand identity and have a sense of its core aesthetic and visual language.

To accomplish this, some of our team members were tasked with making a mood board, encompassing various ideas that all align with the brand vision.

THE PROBLEM

After pitching our concept and receiving feedback from teachers, we came to the conclusion that the brand's symbol and representation was generic and rather surface level, as a rocket ship representing a launching company was an idea that was often used and was the "go to" way for its representation. This would make it difficult for our brand to stand out and leave a strong impact onto clients.

As a result, we went back to the drawing board, keeping some previous ideas in mind, such as the color scheme, to create a unique and innovative brand that stands out amongst the crowd.

- Word list:
- High energy
 - Propel
 - Dynamic, fast
 - Elevate
 - Loud
 - Movement



REBRANDING

A NEW DIRECTION

After some brainstorming, I came up with an idea: Understanding that the goal of our company is to bring products into the limelight through launch campaigns, I thought of fireworks; They launch into the air and explode, emitting beautiful vibrant lights that grab everyone's attention. Alongside this idea, I made a matching tagline, "make your presence known"

The idea was pitched to the rest of the team and it was made official: Our brand will be themed around fireworks.

A NEW IDENTITY: LAUNCH FILMS

As our initial concept for our brand underwent several revisions, the name we had decided on prior was put into question. Noah and I wrote down numerous potential names for the agency and shared it with the rest of the team. Two names stood out as clear favourites: Launch Films and Trailblazer. As we had two options, we ran a vote and, in the end, Launch Films won the majority vote.

LAUNCH FILMS

TRAILBLAZER

AGENCY LOGO

OUR ICON

With our name and identity decided, we needed a logo that encapsulated everything that our agency represents in a simple and dynamic logo. As a motion graphics company, it primarily had to embody one concept: movement.

When making the logo, we knew one thing: It had to have reference to a firework rocket.

LAUNCH FILMS

 **LAUNCH FILMS**

LAUNCH FILMS


AGENCY LOGO

A NEW PROBLEM ARISES

After our initial logo designs, we went to get some feedback from fellow classmates.

At first, we tried incorporating the firework into the name, turning it into a letter. However, after having received feedback, that idea seemed to cause more confusion than visual appeal.

THE SOLUTION

After getting feedback, that is when we decided to keep experimenting. As Noah and I kept designing, we decided to incorporate the firework in another way: putting the title into the firework, as it was a direct and simple solution that didn't over complicate things. After trial and error, Noah and I ended up with the logo that we have today for Launch Films.



LAUNCH

FILMS

AGENCY WEBSITE

THE WIREFRAME

Our team tasked Livia with making a wireframe for our agency website. She came up with a slick design that incorporated all the elements needed for a functional website, with the addition of some more refined elements, such as a section for footage of our agency to play on the home screen.

After Noah and I finished working on the agency branding, we touched up and modified the style of the wire-frame to more fit our current brand aesthetic.



AGENCY WEBSITE

A NEW PROBLEM ARISES

With the deadlines of the Capython being tight and rapidly approaching, it seemed quite daunting to incorporate some of the features on the wireframe, such as the section for the footage to play.

THE SOLUTION

With the deadlines in mind, I opted to go for a simpler approach for the website, sticking to the essentials while also keeping the spirit of our brand alive. I focused more on function over design, making sure to get all the necessary components working before considering any aesthetic features.

About us Works

VIDEO PRODUCTION COMPANY IN MONTREAL.

LAUNCH FILMS

MAKE YOUR PRESENCE KNOWN.

At Launched Films, we help brands, businesses, and creators bring their vision to life through powerful video content.

ABOUT US

We specialize in producing cinematic, high-quality visuals designed to capture attention, tell compelling stories, and elevate brand presence.

From concept development to final delivery, our mission is to create videos that don't just look great, they drive engagement, build trust, and help our clients stand out in a competitive digital world.

OUR WORKS

Here are the products and brands we have helped go from launch to take off. Click the link view.

OUR LATEST PROJECT: H.O.P.E.

Our mission was to project Amalia Coslet's H.O.P.E, a fictional story exploring the relations between humans and AI, onto the mainstream. We achieve this through our various ways of increasing exposure and excitement towards the book.

Video Advertisements

Our entertaining and attention grabbing short-form content will be a main source of exposure.

H.O.P.E.
AMELIA COSLET

Launch Films ad 1
H.O.P.E. Ad 1

Launch Films ad 2
H.O.P.E. Ad 2

Final Book Sale Announcement
Book Sale Announcement

H.O.P.E. Mobile Trailer
Mobile Trailer

CAPYSKILLS

BEFORE THE PROJECT

Before starting this project, I was at level 6 for NGE.1 Collaborate Effectively.

When starting a team project, I would always try to establish roles, particularly my own, in order to properly and evenly divide tasks amongst every team member.

I would stay on task and listen to others' perspectives when applicable, it is extremely valuable for both work quality and team spirit.

AFTER THE PROJECT

After the project, I would say I have moved to level 8.

Throughout the project, I have increased my communication with team members greatly compared to prior, and kept them up to date on changes, ideas, etc., to keep the whole team on the same page.

In addition, I would also establish some deadlines and assign roles to some team members who weren't put in one yet according to what was needed and appropriate for their skillset and preferences.

Overall, my involvement and communication with the team have greatly increased, and I also have been more receptive and acknowledging to feedback from team members, making them feel listened and understood.



CONCLUSION

THE TAKEAWAY

The biggest takeaway from this collaborative project was that feedback is quintessential and can make a project thrive, reaching its full potential. Numerous times throughout this project, thanks to feedback from teachers and students alike, we redesigned and modified many aspects of our designs that we would of never considered otherwise. Its thanks to that, alongside the excellent collaboration and synergy we had as a team that this project was possible. Overall, I grew both as a designer and as a collaborator through Launch Films.



**THANK
YOU!**



