

Design of a media publication set for the Melody headphone brand.

Tran Duc Long

Abstract: The context of the topic highlights the necessity of developing a high-quality media publication set to elevate the Melody headphone brand. The research objective is to create an effective set of publications that enhance brand recognition and increase sales. The method combines theoretical research on graphic design with practical product design experiments for the Melody brand. The expected results will make a significant contribution to improving the brand's communication capabilities and generating strong market value.

Keywords: Brand, Graphic Communication, Melody Headphones