CASE STUDY:
Huntingdon Community Center

COURSE:
IM275: Integrated Media Arts Lab I

TERM:
Fall 2017

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Juniata College

www.IMA-Studio.info

03 IMA Process

04 TEAM

05 DEFINE

06 ASSESS

08 RESEARCH

09 DESIGN

11 DELIVER

14 PRESS

16 REFLECT

THE

IMA PROCESS

Define the scope of the project. Create list of priorities and timeline for project, while empathizing with the community collaborating as partners.

Research the community and begin the creative process by finding inspiration to identify a visual style. Begin creative process in close collaboration with partners.

Present to community partners, constituents, and community voices that are part of the team. Implement the materials in print, web, and social.

Visit the community partner site, evaluate the current assets, and unique characteristics. Consider budgets for materials to be produced.

Create visual elements that are sustainable to update and maintain for community partners, volunteers, and future IMA student designers.

TEAM

Paul

Peter

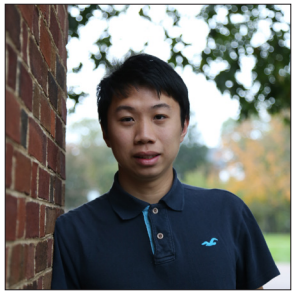
Jenna

Fisher

Danielle

Samekh

Shiyue


Daniel

Chris

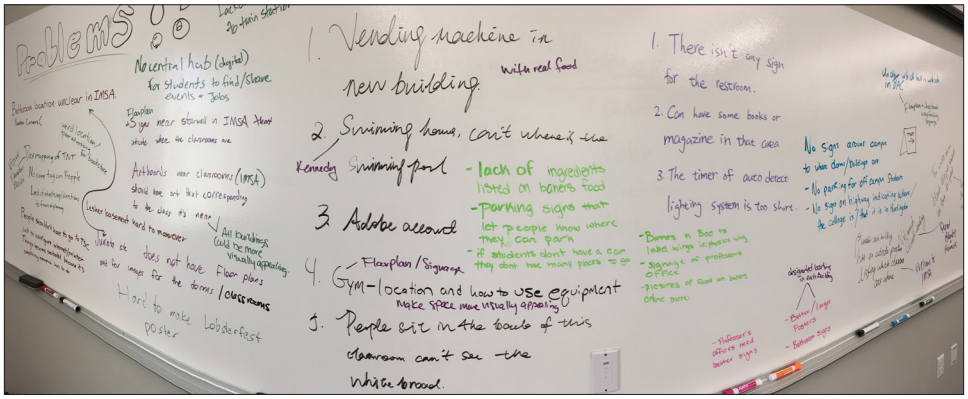
Sarah

Cassie

Sharon

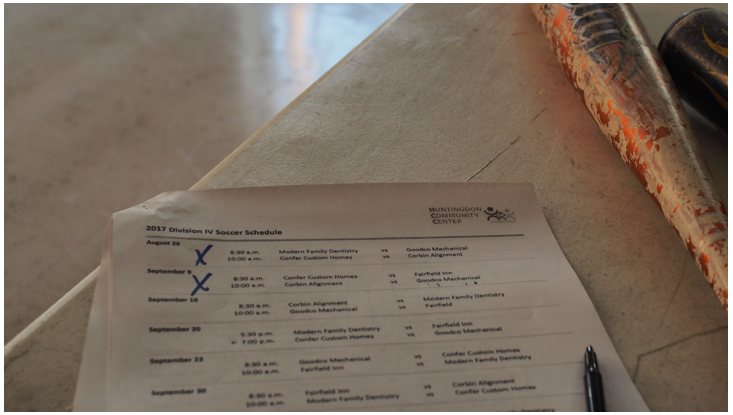
DEFINE

The design team spent the start of the semester defining the project, researching and meeting with the community partners, and creating a deadline structure and timeline based on the design teams skills and goals.



ASSESS

After identifying the scope of the project with the community partner, the team visited the Huntingdon Community Center and met with members of the nonprofit organization to evaluate their current assets, challenges, and opportunities. During this visit the team collected print materials and captured photos of the space to use during the creative process.

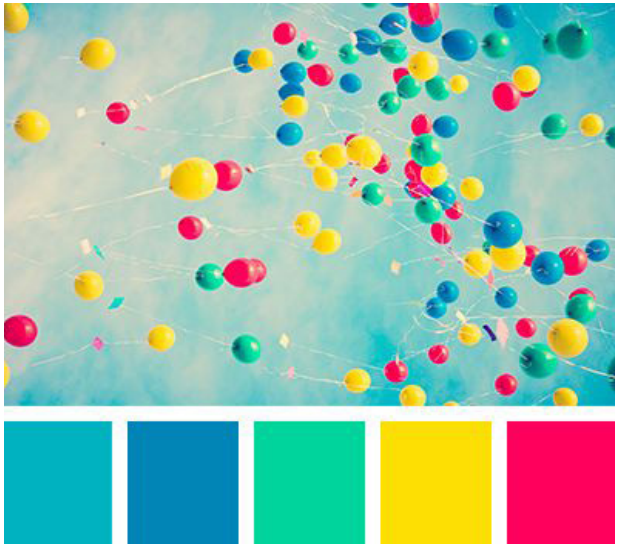


ASSESS

After reviewing the current print, web, and social media materials the design team identified a key priority for the semester: a consistent visual identity showcased in print, digital, social, and web platforms.

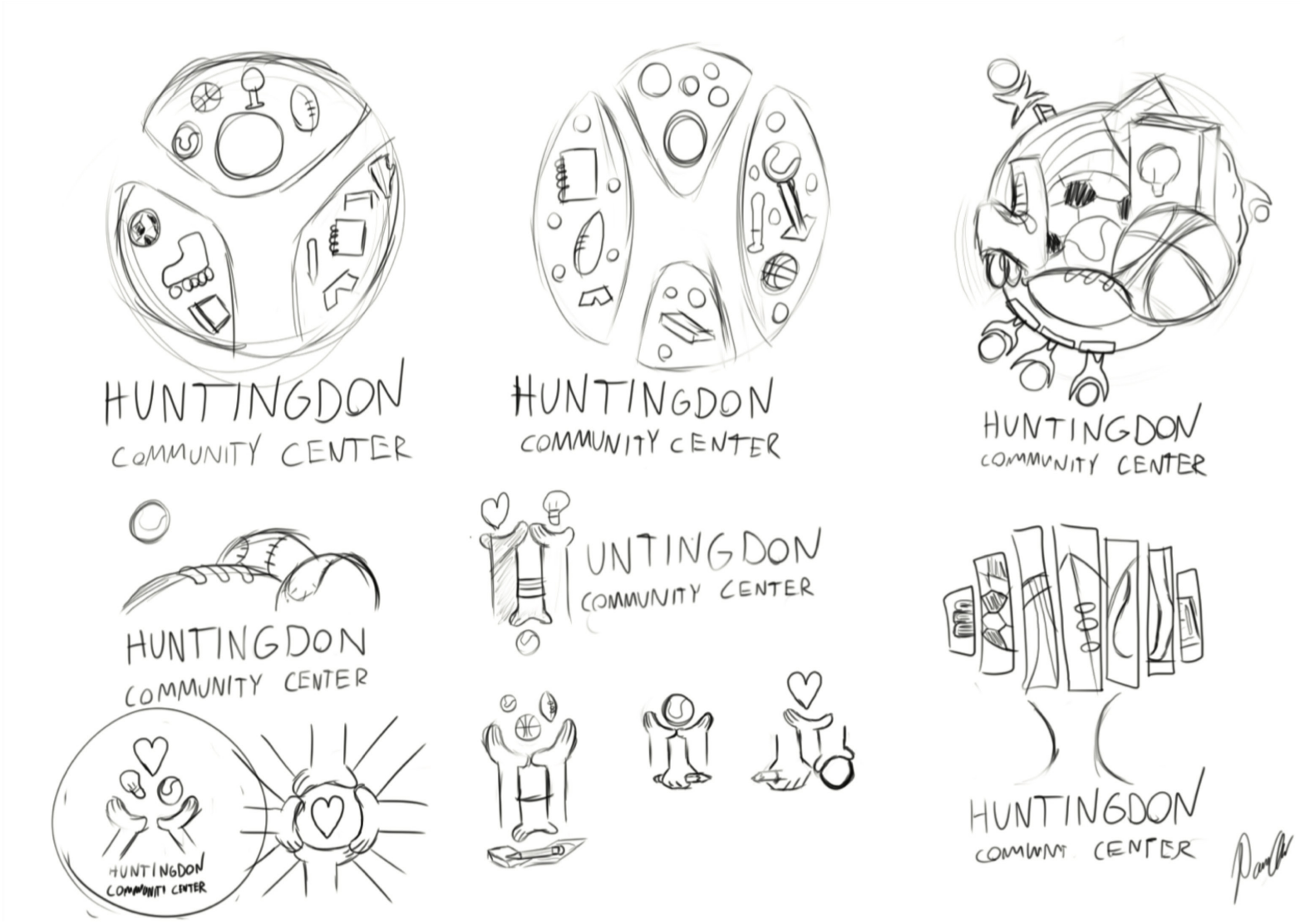
RESEARCH

The design team prioritized research as the first step in the design phase. Materials needed to be bright and colorful to represent the organizations offering to youth in the Huntingdon area. This is where we began collaborating closely with our community partners to identify a style and tone for the final design deliverables.



DESIGN

The inspiration for the new identity was focused on sports, education, and community. The original brand identity was very generic and only represented people and words. This new identity was created to be more active and visually appealing.



DESIGN

The final chosen logo represents the organization using their short name HCC, highlights mentorship, and utilizes their tagline: live, learn, play. The new identity also transfers from print to web and apparel seamlessly.

Icon Only

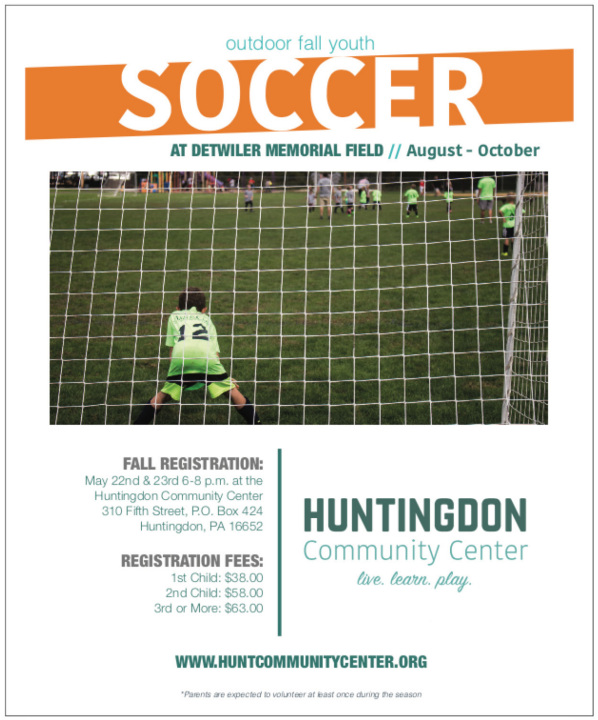
Icon with Sport Name for Shirts

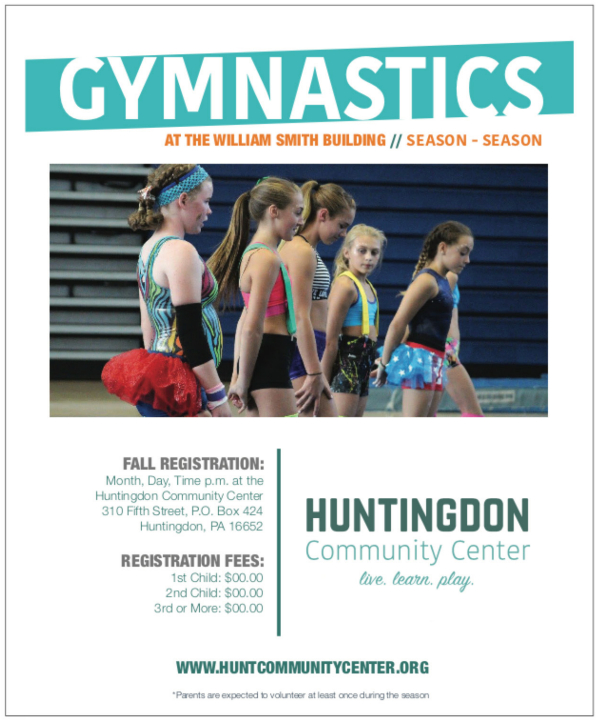
DELIVER

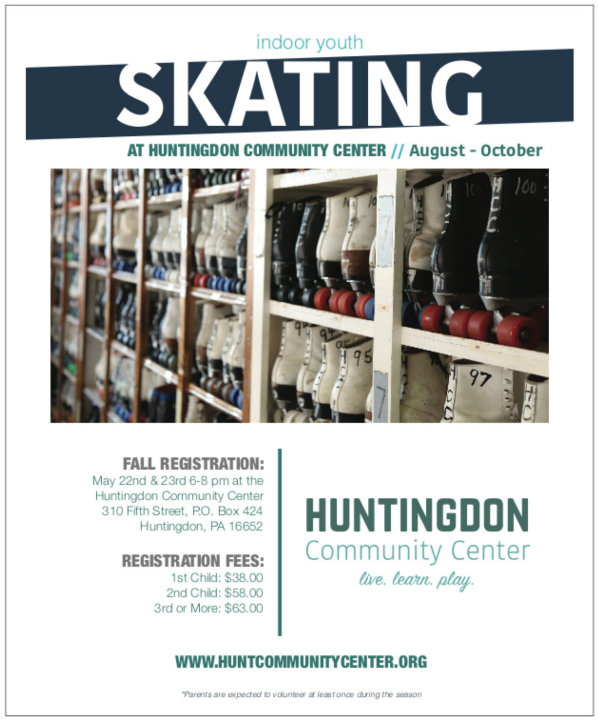
The design team created new logo and branding guidelines, a new website with online sign-up and donation forms, and print materials to advertise youth programs held at the community center. The goal was to make signing up for programs at the community center easier, and to spread the word about the community center mission throughout the community.

DELIVER

The posters that were designed can be updated by the community partner in Acrobat and printed onsite.







DELIVER

The most successful deliverable was the program sign up forms that were created in PDF format to print and fill out, fill out in Acrobat in addition to matching forms on the website that are linked to the online payment system. The online donation system was also updated to reflect the new, secure website.

HCC Track & Field Registration

HUNTINGDON Community Center

Name _____ **DOB** _____ **Age** ____ **Grade** ____

Gender: ☐ M ☐ F **School** _____

Address _____ **City** _____ **Zip** _____

T-Shirt Size (*If you order the wrong size, you will be responsible to pay for a replacement shirt*):

☐ YS (6-8) ☐ YM (10-12) ☐ YL (14-16) ☐ AS ☐ AM ☐ AL ☐ AXL ☐ 2XL

Please list any physical, learning, or emotional challenges or limitations and / or medications the coaches need to know about:

_____

_____

Primary Contact: _____ **Relationship** _____

Address: _____

Phone: _____ **Email:** _____

Secondary Contact: _____ **Relationship** _____

Address: _____

Phone: _____ **Email:** _____

Volunteer Support (*One choice is required for each family. You may not be called upon but EVERYONE must indicate a willingness to support the program in some way):*

Name _____ **Shirts Size** _____

☐ Discus ☐ Distance ☐ Sprints ☐ Awards Table ☐ Shot Put ☐ Long Jump

☐ Relays ☐ Meet timer/Measurer ☐ Javelin ☐ High Jump ☐ Hurdles ☐ Food Booth

Team Sponsor (*Please provide your contact information if you, or someone you know is interested in being a sponsor - Spomsor Logo on shirts Fee $100.00):*

Name _____ **Company** _____

Phone: _____ **Email:** _____

Payment Options:

First Child: $35.00 Second: $55.00 Three or More: $60.00

☐ Check $ _____ # _____

☐ Cash $ _____

☐ Amt. Due $ _____

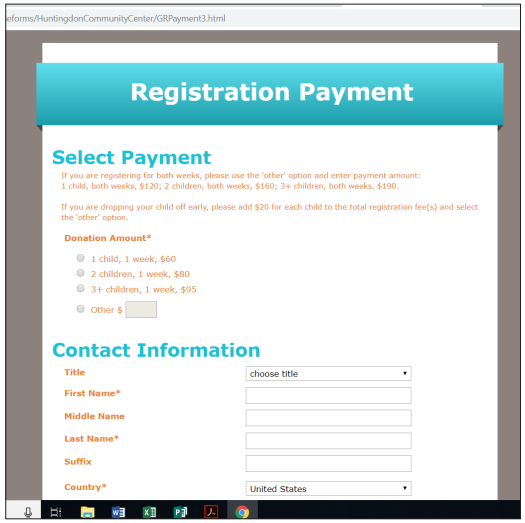
☐ Waived

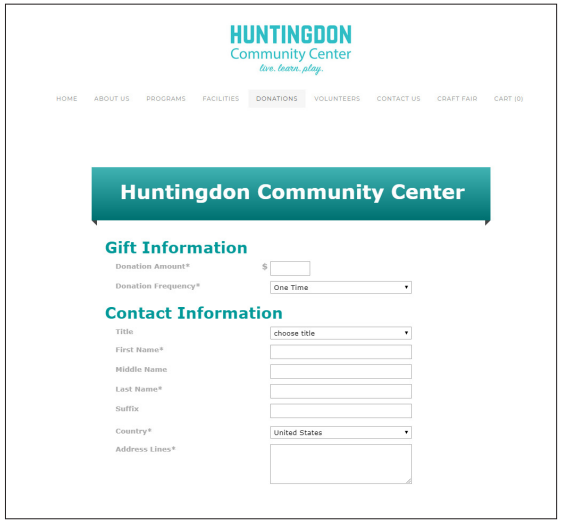
Registration forms can be mailed to:

Huntingdon Community Center
P.O. Box 424
Huntingdon, PA 16652

Make checks payable to "HCC" - HCC reserves the right to charge a fee up to $50.00 for any returned check

Please see second (or back) page for Consent/Signatures





PRESS

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■ **HS Softball:** Glendale handles Hornets 12-2, **Page A5**

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HCC, Juniata College partner for project

By KYLIE HAWN
Staff Writer

If anyone has had the opportunity to look at the website for Huntingdon Community Center lately, they will notice there have been some improvements and changes made

Thanks to the help of students from Integrated Media Arts classes at Juniata College, the Huntingdon Community Center had help with developing a new website as well as branding initiatives and video projects last fall.

Ryan Gibboney, an instructor with the Integrated Media Arts classes, said she contacted people at HCC to see if this was something they would be interested in doing.

"I approached them as a parent in the area who was wishing for a better online system with promoting their programming or registering in their programs," said Gibboney. "They offer so many great things, and as a parent having a child in programs, I realized we could help them with social media as well as helping with their website."

HUNTINGDON Community Center
live. learn. play.

Gibboney said she approached HCC director Ted Aurand and program facilitator Theresa Hawbaker to see if they would be interested in working with them, and she said they were excited for the opportunity.

"Unlike traditional creative work where the designer has the say, we work with the client — rather than designing for — in order to hear their needs, create within their abilities and design for their budgets," she said.

Gibboney said they worked with Aurand and Hawbaker to come up with designs and themes that would work for their new website as well as branding.

"We updated the website

See Project
Page A3

PRESS

PRESS RELEASE:

Communities Center on Partnerships: Juniata College Class and Huntingdon Community Center Partner to Improve Marketing of Offerings

March 22, 2018

As both a Huntingdon native and professor at Juniata College, Ryan Gibboney has the ability to act as a bridge between her hometown community and that of the College. Beginning in the fall 2016 semester, Gibboney started to empower her students to work with community partners through her Integrated Media Arts classes.

Gibboney started by partnering her students with the Huntingdon Community Food Garden. Over the course of the semester, students created poster designs, captured video and photography and shared social media strategies and posts. Students' work helped to completely redesign the way that volunteers for the garden are recruited and has significantly impacted the way that the garden is promoted throughout the community.

In the fall of 2017, Gibboney and a class of students took on a community partner project, this time working with the Huntingdon Community Center (HCC) to develop their website, branding initiatives and video projects

for— in order to hear their needs, create within their abilities and design for their budgets," Gibboney says.

Christopher Peterson, a recent graduate of the College who worked on the project last semester, reflects, "One important thing I learned from this experience is to consider the resources and capabilities of the client when developing creative services for them. In deciding what features the site should have, we had to consider whether the HCC would have the resources to continue managing that feature."

HCC also emphasized the benefit of the partnerships built throughout the process. "We were able to meet the students in their classroom where we were able to get to know each other better," Theresa Hawbaker says. "The students then came to our facilities where they could see what we do." In the end, some students were even inspired to volunteer their time at the Community Center outside of working on their assigned project

REFLECT

The design team is asked to reflect throughout the process of the project. These reflections show the level of engagement and insight the community engaged partnership unveils during the creative process.

"Working with a client was a unique experience, and taught me how much harder it is to work for real client rather than for your professor. I learned that even if your work is considered great by design standards, the client may not like it or may have different ideas. It is up to you as a designer to come up with work that meets fundamental design standards while pleasing your client. You also must consider what the client's business's values/offerings/messages are so you can implement it into the logo. You also need to consider how the logo looks on paper for printing, as well as how it looks with color print and grayscale print. Although I mostly worked on the logo, it was a much harder job than expected. I had over twenty redesigns and alterations based on all the clients' requests, my peers' suggestions, and the professor's guidance. Using all the skills I acquired through out the years to be a part of a team and help the local community was not something I expected to do, but it felt very rewarding."

Paul

"In terms of the future, I believe this experience has opened my eyes to all of the opportunities and organizations I can take part in to make a difference. And whether or not I am able to participate in all or any of them, I now have the awareness of the presence and a new-found respect for what they do and I can use that influence myself and those around me to rally around the institutions that need the most help."

Peter

"One important thing I learned from this experience is to consider the resources and capabilities of the client when developing creative services for them. In deciding what features the site should have, we had to consider whether the HCC would have the resources to continue managing that feature. Though we ultimately determined (after consulting the HCC) that they would be capable of managing the services we were thinking about (online donations, online registration, social media management), it's better to ask what the client is capable of managing before just implanting something they have no use for."

Chris