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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.

Define

Assess

Research

Design

Deliver

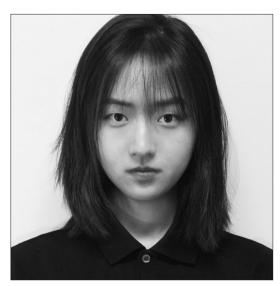
Visit the community partner site to evaluate the current assets and unique characteristics. Consider budgets for materials to be produced.

Create visual elements that are sustainable to update and maintain for community partners, volunteers, and future student led design teams.

TEAM



Yiyao Zhao Spring 2018



Xianghan WangSpring 2019

ASSESS

After identifying the scope of the project with the community partner, the next step was to evaluate the current assets, challenges, and opportunities for the project. During this time, the designers gathered print materials and captured photos of current deliverables to use during the creative process.





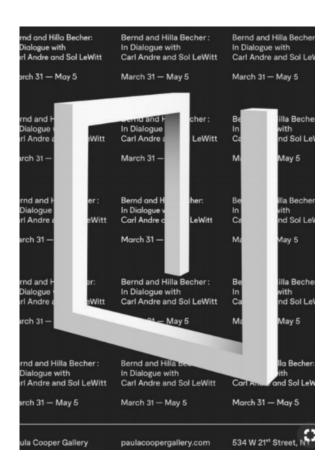




RESEARCH

Our design team prioritizes research as the first step in the design phase. This phase is where we begin collaborating closely with our campus based partners to identify a style for our design work.

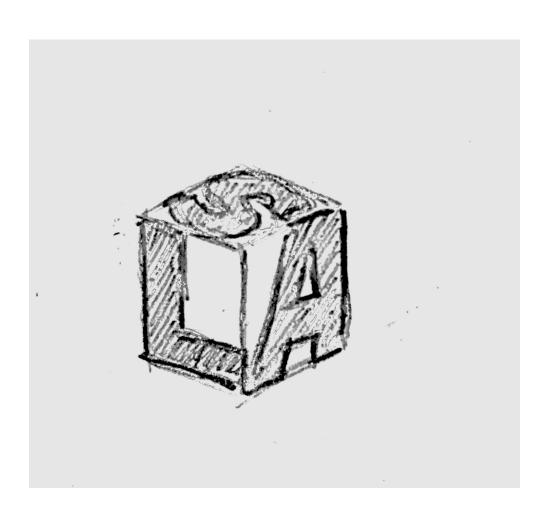






DESIGN

Our designers created a new logo along with potential branding materials for the event. The sketches below were part of the early design process prior to the final icon.





DELIVER

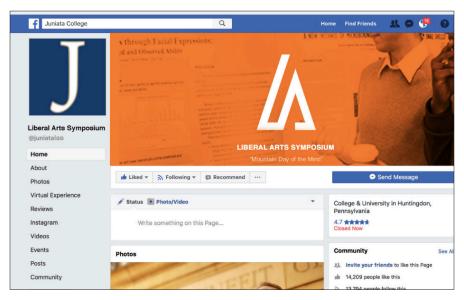
The icons designed for LAS represent a geometric shape that encloses the three letters of the event. The L on the left, the A on the right, and the entire shape is a sideways S. Options for the logo are shown in black or reverse white.



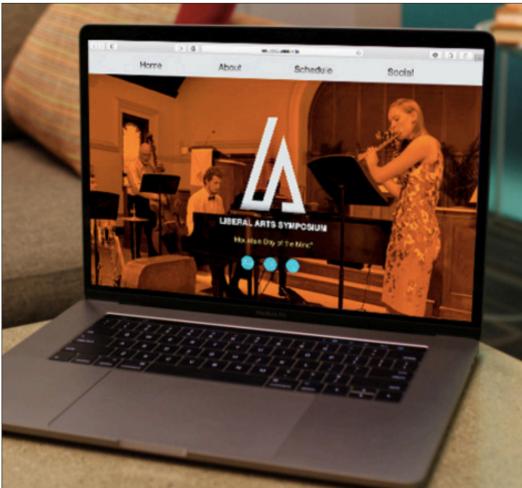


DELIVER

The images below represent the wide variety of application for the new Liberal Arts Symposium logo aside from the standard event day booklet and web presence.



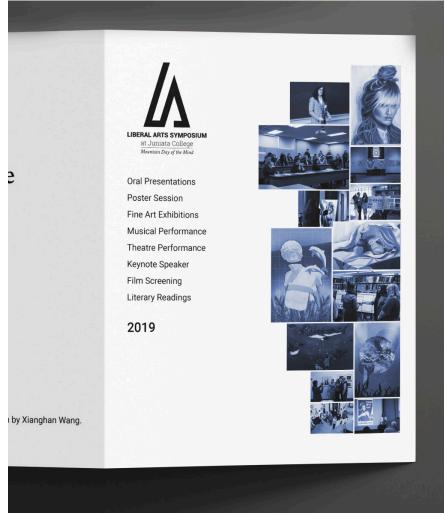




DELIVER

The Liberal Arts Symposium has worked with the new format and design for the event booklet. In 2018 and 2019 the format has proven to be a great transition from the original small booklet that was much more costly to produce. We were also able to develop new print and social media materials with the new branding updates. Designed with sustainability in mind, future students and staff will be able to make updates to the materials easily.





FUTURE









