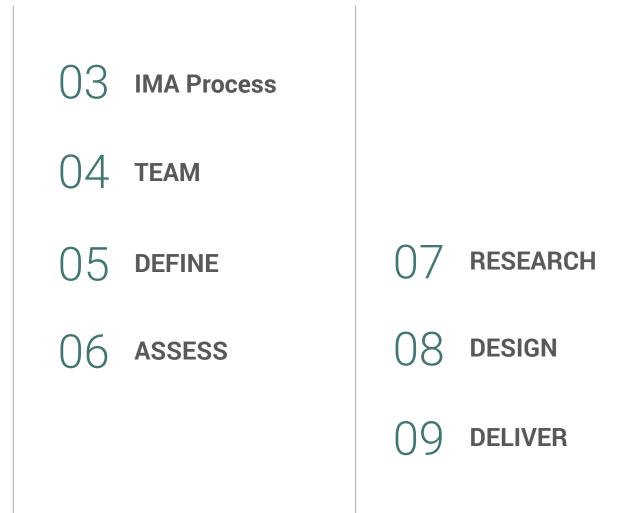
CASE STUDY: Huntingdon Health & Wellness Association

COURSE: IMA Internship

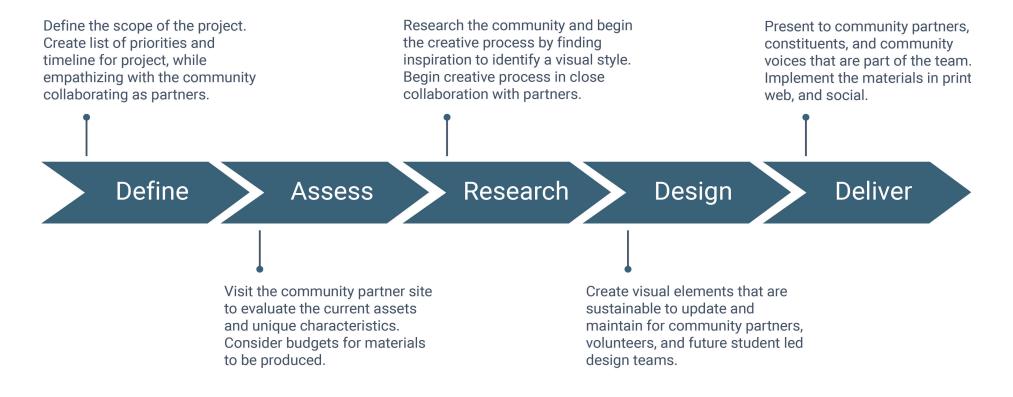
TERM: Spring 2020 - Spring 2021

Jacqueline Eberle *Multimedia Design and Studio Arts* Juniata College **Caitlyn Konradt** *Multimedia and Visual Arts*

www.IMA-Studio.info



THE IMA PROCESS



TEAM



Jackie



Cait

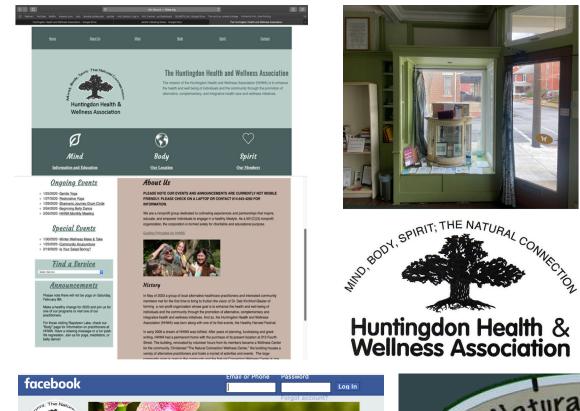
DEFINE

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 team's skills and goals.



ASSESS

After identifying the scope of the project with our community partner, we visited them on-site and met with members of the Huntingdon Health & Wellness Association to evaluate their current assets.













HAFLA

World

Potluck with

Dance and

Drumming

1200

Huntington Health &

Come join in

belly dance teacher. Tammy Carlson-Little, along with some of her students, will perform in costume and give all a chance to try out their moves. Special guest, Robert Toomey, will lead a world drumming experience with congo djembes, and other types of percussion

the fun by

lancing, drumming, or

just eating and watching

during this special event.

Huntingdon Health and Wellness Association's (HHWA)

Date: Friday March 13, 2020

Unit: 6:30 pm Where: Natural Connection Wellness Center, 313 4th Steet, Huntingdon Cost: Bring a polluck dish: A 55 donation to support HHWA is suggested but not required.

Incoming Events (Currently Scheduled this

instruments.

RESEARCH

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



APRIL 9, 2020 GREAT NATURE WELLNESS SPA ALL BRANCHES

Drop by any of our branches and get up to 40% off our spa services. Present this flyer, and get an additional 10% off on the spot

HHWA IMA Internship/ 2020 - 2021

DESIGN

Our design team created a new visual identity for the Huntingdon Health & Wellness Association. We were inspired by earth tones and a simple logo design to better represent the goal of their organization. This new visual identity was created to provide a more cohesive and modern feel for the association.





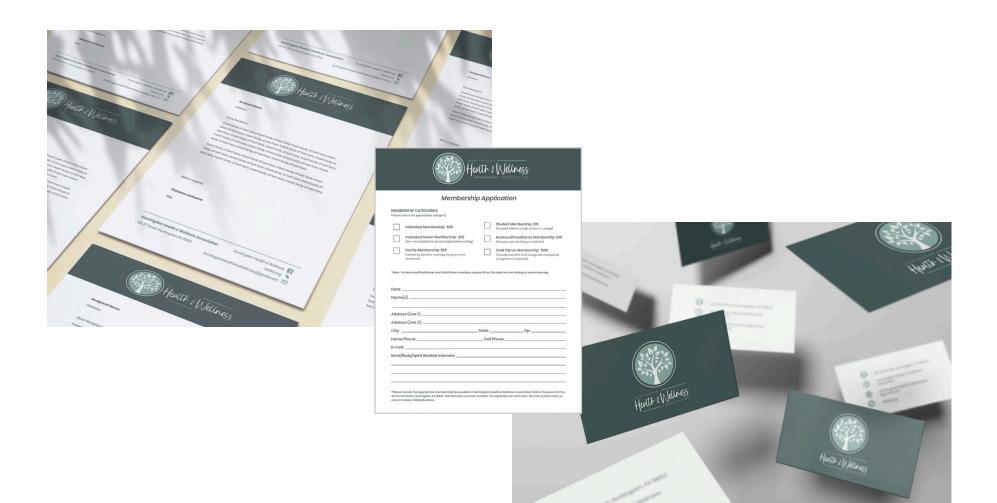
New event advertisement templates were created to assist in the cohesive visual identity across their entire brand. The templates will also allow for members to create event advertisements more efficiently.







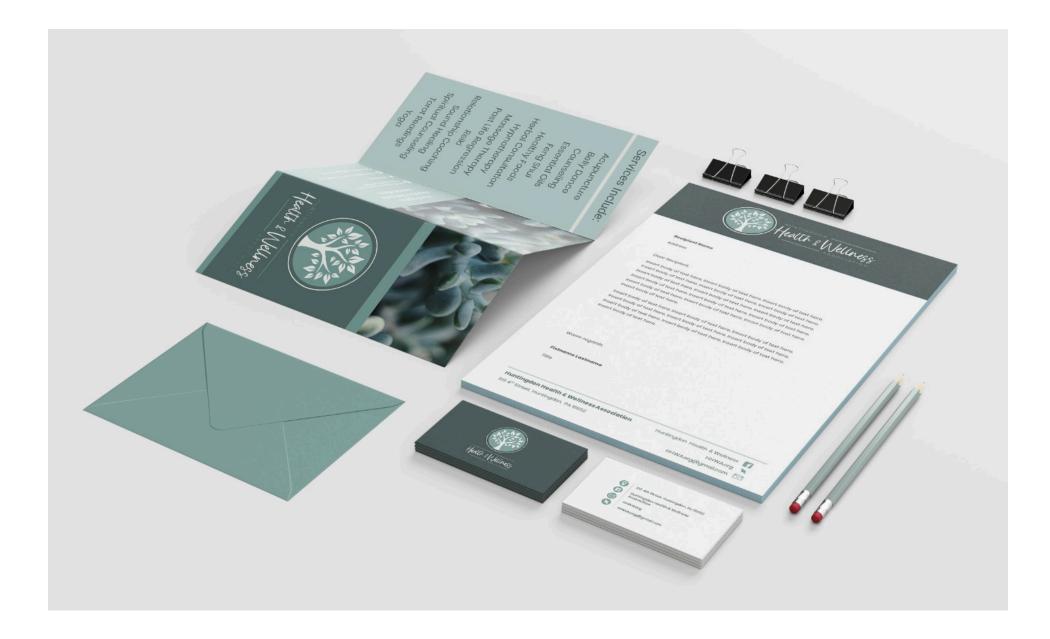
Newly designed letterhead provides a blank template that can be used when creating new applications and paperwork for members of the association. Simple general information business cards were also designed to match the new letterhead.



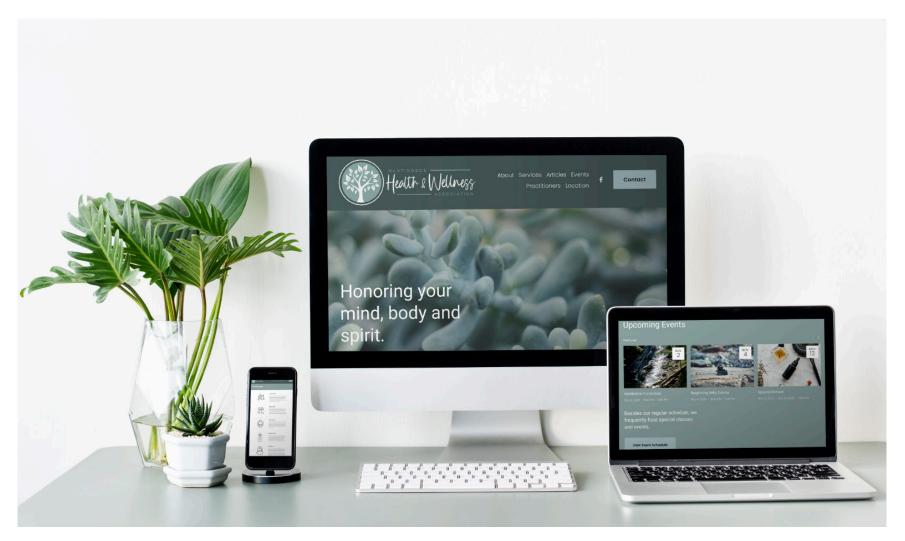
A simple general information brochure was designed for events and potential members to have easy access to information about the Huntingdon Health & Wellness Association.







A completely new website was designed with a new content management system to be more functional, efficient, and mobile friendly. This new website contains articles, updated events, a list of services, practitioners, and business members.



Simple interior signage was designed to replace printed signage throughout the building. This will allow for the new color palette to be present indoors.



A window vinyl of the new logo will be installed, as well as a designated area for posting events as requested by members within the association. Lastly, a new exterior sign will be installed to fully replace previous branding.







Interior design elements were implemented to utilize the new visual identity our team created for the association.

