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IMA PROCESS

Define the scope of the project. Research the community and begin Present to community partners, Create list of priorities and the creative process by finding constituents, and community timeline for project, while inspiration to identify a visual style. voices that are part of the team. Begin creative process in close Implement the materials in print empathizing with the community collaboration with partners. collaborating as partners. web, and social. Define Research Design Deliver Assess Create visual elements that are Visit the community partner site to evaluate the current assets sustainable to update and

> and unique characteristics. Consider budgets for materials

to be produced.

maintain for community partners,

volunteers, and future student led

design teams.

TEAM

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



Unika Dhakhwa' 21 Multimedia Communication Design

DEFINE

To design a website with consistent layout, illustrations, and photography. To create social media, merchandise, and deliverables for Light of Light Yoga. With the creation of designs and a style guide, Light of Light Yoga can reach their goal to allow the light within to shine brightly through engaging their audience with restorative energy.

ASSESS

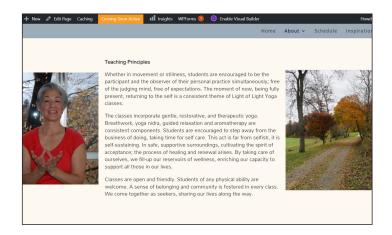
After identifying the scope of the project with our community partner, we met with them online to evaluate their current assets.





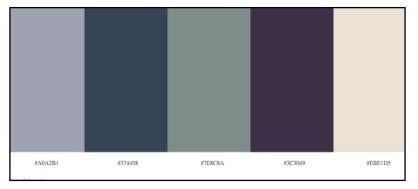


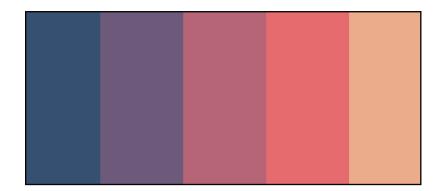


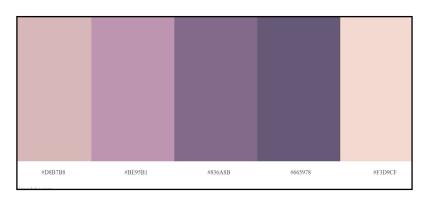


RESEARCH

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 which includes finding a color palette, typeface, stock images, and inspirations.

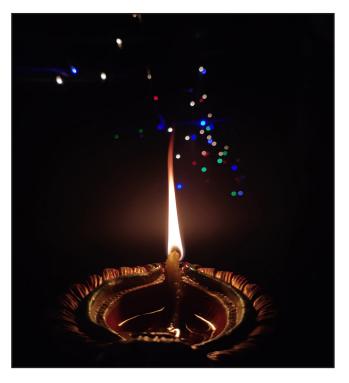






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DESIGN

Our design team created new illustrations, new website, and print materials for Light of Light Yoga. Inspiration for illustrations came from sunsets, sunrises, mandalas, and nature.



<- Balance the whole of you





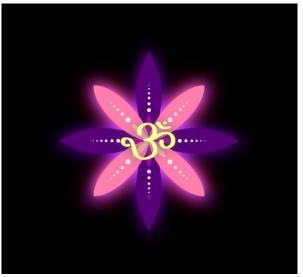
<- Connection within and without (Om)

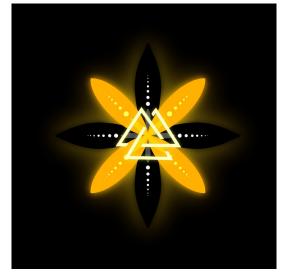
DESIGN

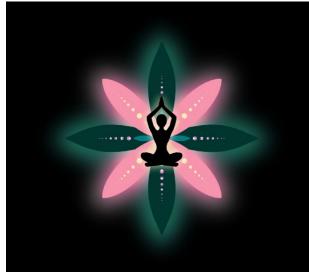
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LIGHT OF LIGHT YOGA IMA Practicum / Fall 2020

DELIVER

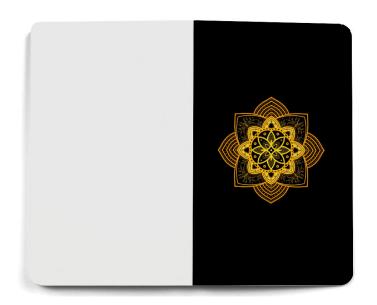






DELIVER

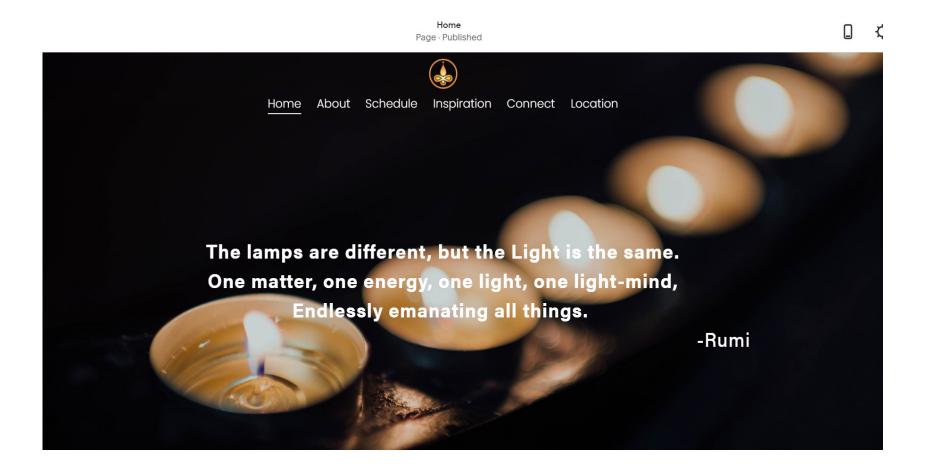






FUTURE

Due to the sudden change in web-design platforms and not being able to be physically present to assess on-site, we are not able to finish the website design.



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.

What did you learn from this project?

- learn about working with a real client.
- learn about web-design
- challenges of learning remotely abroad
- printing & color guides
- difference in design standards