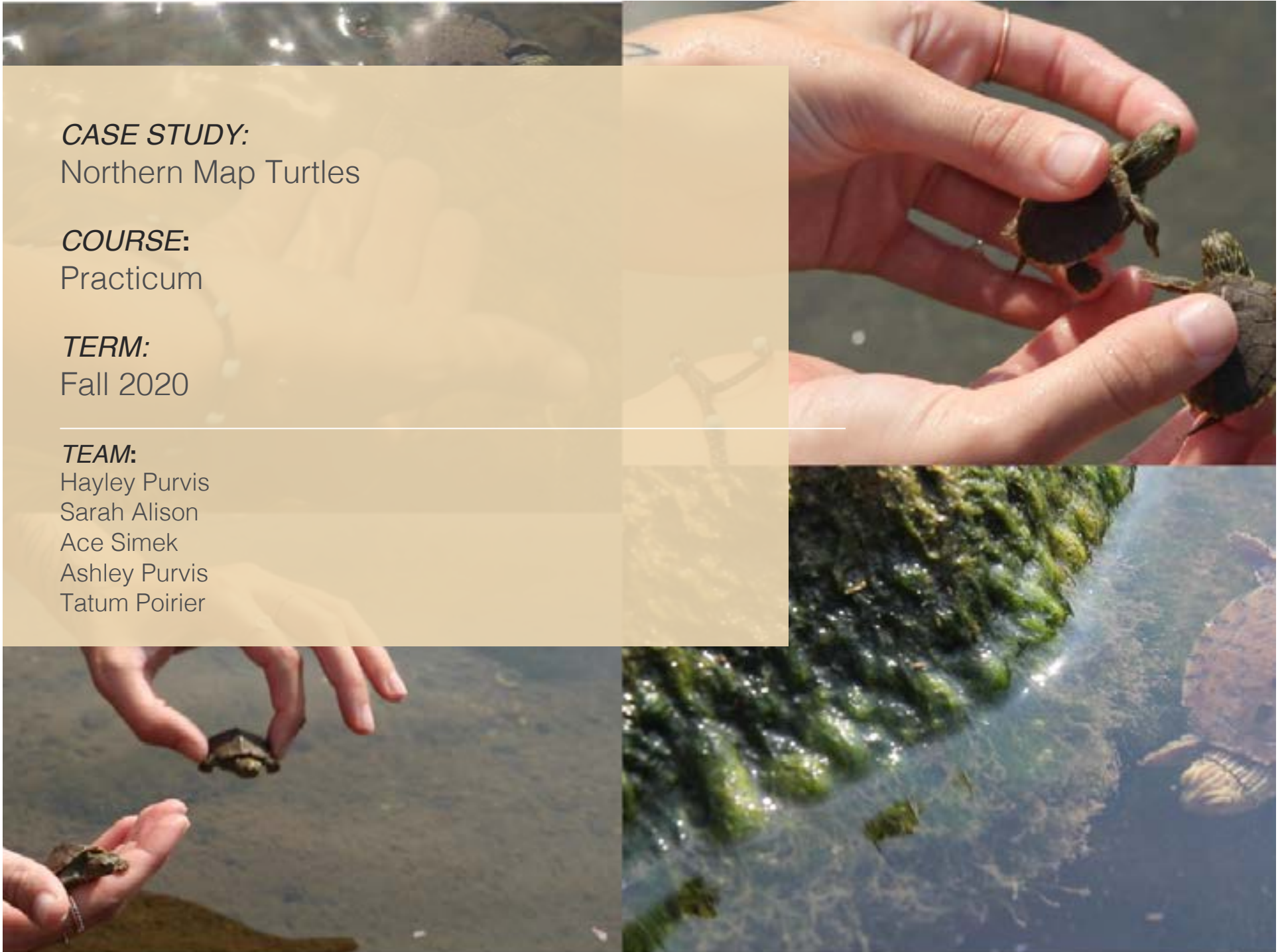


**CASE STUDY:**  
Northern Map Turtles

**COURSE:**  
Practicum

**TERM:**  
Fall 2020

**TEAM:**  
Hayley Purvis  
Sarah Alison  
Ace Simek  
Ashley Purvis  
Tatum Poirier



# IMA Process

*01* DEFINE

*02* ASSESS

*03* RESEARCH

*04* DESIGN

*05* DELIVER

# 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 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.

# DEFINE

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*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. We had email coorespondance with Roy Nagle, our client, and there was an on-site shoot to capture the releasing of the Northern Map Turtles.*

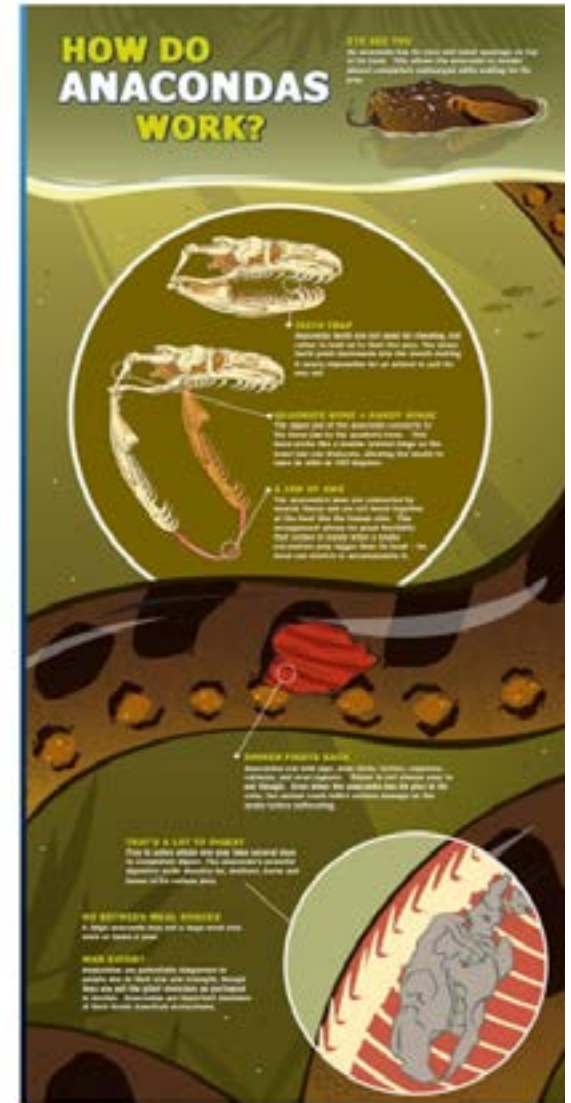
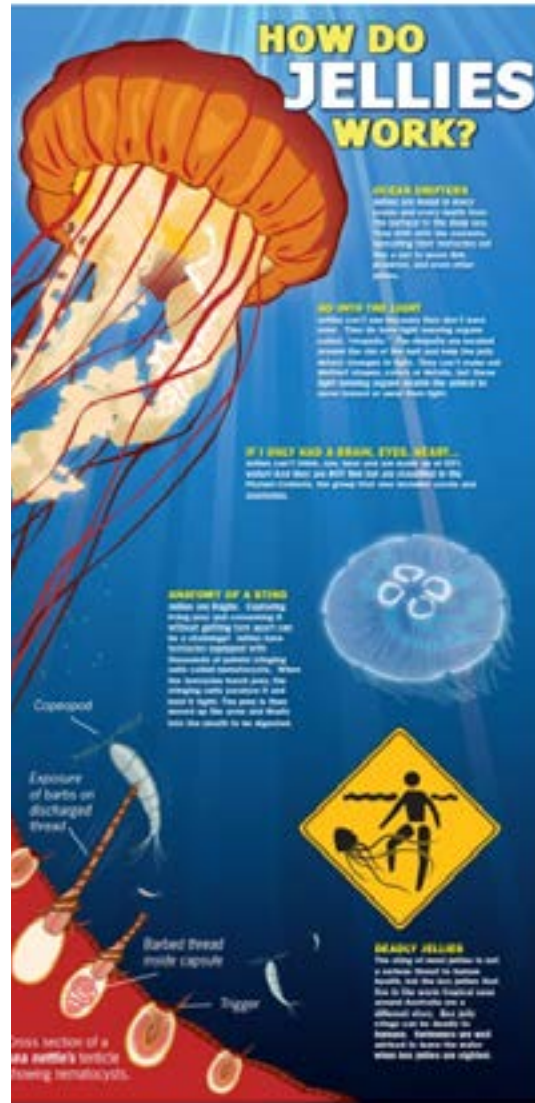
# ASSESS

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*We realized that the community partner needed informational signage and an educational video that would give people an understanding of the Northern Map Turtles and why they are important.*

# 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.

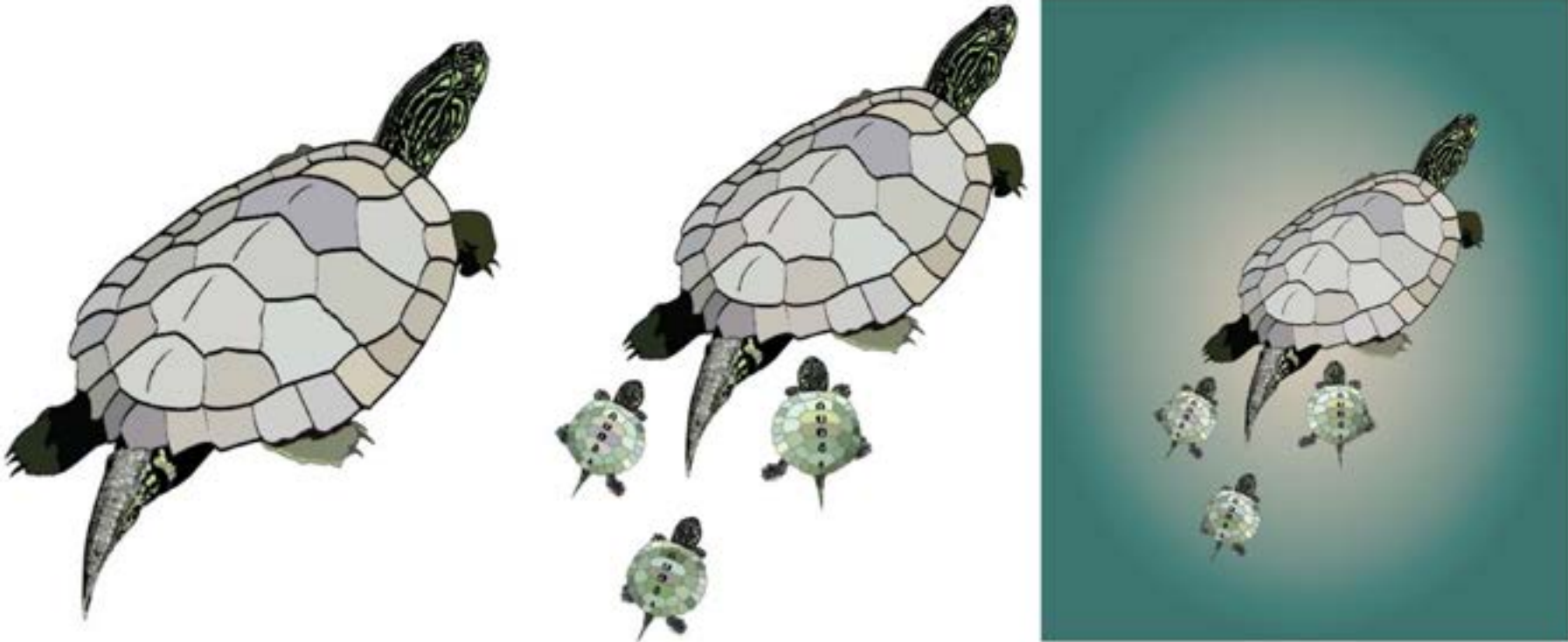


# RESEARCH



# DESIGN

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# DESIGN

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# DELIVER

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*Since this is an ongoing project, we have done most of our research and capturing footage this semester, while next semester will be dedicated to finalizing the plaque designs and putting together the footage for polished pieces for our client.*

