



**CASE STUDY:
Cookies For Caregivers**

**COURSE:
IM 375 IMA Labs 1**

**TERM:
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www.IMA-Studio.info

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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.

TEAM



Andrea



Anna



Abby



Alyosha



Claire



Haley



Holly



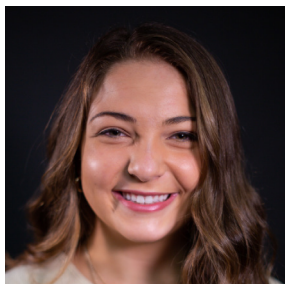
Isaiah



Katie



Rakshan



Sofia



Taylor



Unika



Zoey

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.

Juniata IMA Labs 1 team works with our community partners to offer solutions to their creative problems. We work on visual elements, branding, community presence, and technology to match our partner's vision.

The Cookies for Caregiver's mission is to spread kindness in the form of freshly baked cookies to lift the spirits of essential workers. We strive to recognize and reinforce every worker's value in our community.

Our goal as a class was to improve the online presence of Cookies for Caregivers by creating consistent branding using new logos, videos, social media content, and website.

ASSESS

After identifying the scope of the project with the community partner, the student teams organized an online meeting to introduce ideas and discussed the goals of the project with both Scott and Jeremy. The team then spent time assessing their current print materials, social media pages, and their web presence to further understand their current needs and their branding and marketing strategies.



RESEARCH

Our student teams prioritized 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 among the branding, website, social media platforms and photo and video.



DESIGN

Our design team created new logo and branding guidelines, a new website with sections for those interested in getting involved with baking, content for social media posts, and print materials to be used as labels and greeting cards on all Cookies For Caregivers delivery boxes.



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DELIVER

CO   **KIES**
FOR *caregivers*



DELIVER



REFLECTION

We hope to continue developing the website and create social media post templates to improve the Cookie for Caregiver's online presence. Hopefully this project can be continued by an intern or future IMA Practicum student.

