**CASE STUDY:**
Business

**COURSE:**
Course

**TERM:**
Term

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**Ryan Gibboney, M.F.A.**
*Assistant Professor of Integrated Media Arts*
Juniata College

www.IMA-Studio.info

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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.

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

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.

# DEFINE

**Nonprofit mission is atemquis dolorehendi re eatquiat etus. Neque voluptat arciis desequam quis dolut dem hilicipici volorit anditinci oditatur? Met porenda volorios minullorepe dolores a de vel id quam quam quatend erenis atur aperectas aut asperumquae.**

# ASSESS

After identifying the scope of the project with our community partner, we visited them on-site and met with members of this nonprofit 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.

# DESIGN

UPDATE HERE: Our design team created new logo and branding guidelines, a new website with sections for volunteers and those seeking help, a social media posting schedule, and print materials for educating the Huntingdon community, and stationery for Huntingdon House employees.

# DELIVER

# PRESS

UPDATE: After our community partner project, Huntingdon House was able to launch their new website with online donation forms, education on domestic violence, and a section of resources for survivors. Our community partner also has new rack cards to distribute to local businesses to educate and ultimately eliminate domestic violence. Our future projects include a new banner for their walk to end violence, and outdoor signage for their building.

# FUTURE

UPDATE: Share any future goals or deliverables that could not be completed during the fall partnership. Explain why and who they will be executed.