

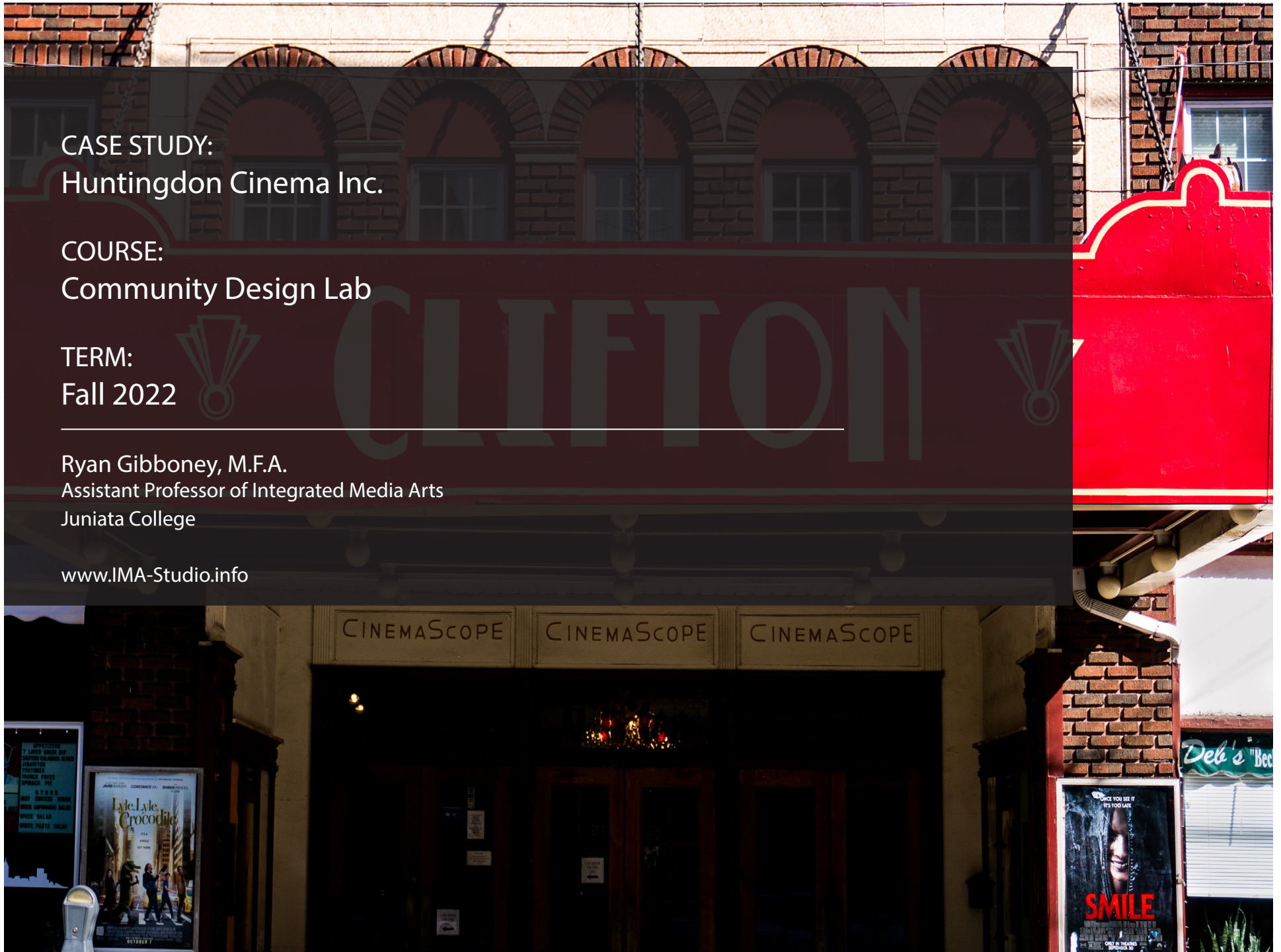
CASE STUDY:  
Huntingdon Cinema Inc.

COURSE:  
Community Design Lab

TERM:  
Fall 2022

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

[www.IMA-Studio.info](http://www.IMA-Studio.info)



03 IMA PROCESS

04 TEAM

05 DEFINE

06 ASSESS

07 RESEARCH

8 DESIGN

9 DELIVER

10 FUTURE

# 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

Creative Team



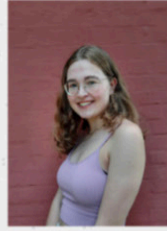
Hope Walborn



Theo Philpot



Chi Hoang



Marlene Kloecker



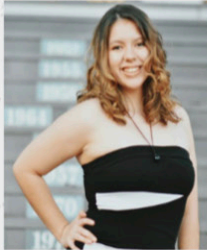
Emily Haritos



Mia Kazakavage



Cel Mann



Ryan Lugo



Alison Bousum



Cassandra Ayllón



Kate Hutton



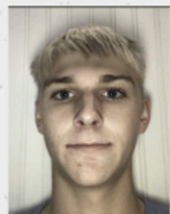
Aiden Duran



Moriah Hall



Xun Xu



Keegan Bond



Emma Pinto



Paeton Horsch



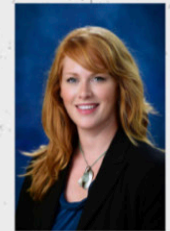
Amantae Smith



Emily Kaltenbaugh

Senior Research


Faculty Mentor



Ryan Gibboney

# DEFINE

---



Since 1982, the Clifton 5 has been dedicated to preserving the history of our theater and the heart of Huntingdon while bringing you the best entertainment. We value community, storytelling, and family fun.

History. Community. Entertainment.

# 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 and what content could look like.



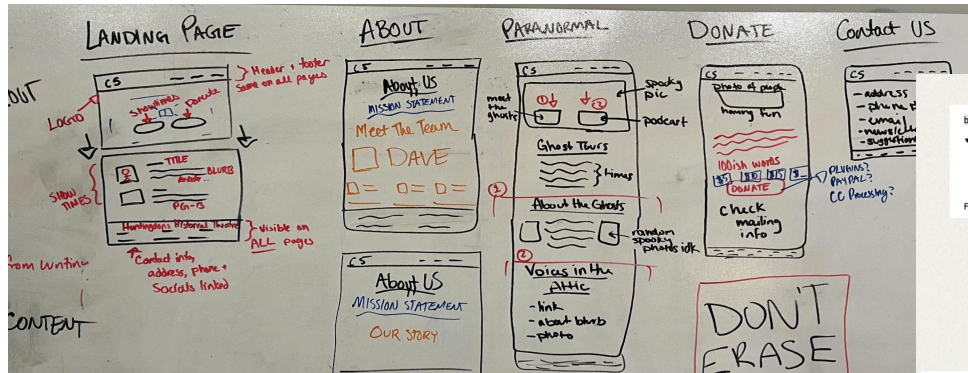
# RESEARCH

This phase is where we begin collaborating with our teams to identify a style for our design work. Our research & writing team was able to establish a timeline for our community partner based on their research



# DESIGN

Our teams created new logo and style guidelines, and the framing of a new website.



bettynoir  
**BETTY NOIR**  
 First seen on DeFont: before 2005

**Soria**

## Branding Typography

- Betty Noir (Title)
  - Used on the Clifton Facade update by Amber Newby
- Soria (Subtitles)

## Open Type for Web/Social Media

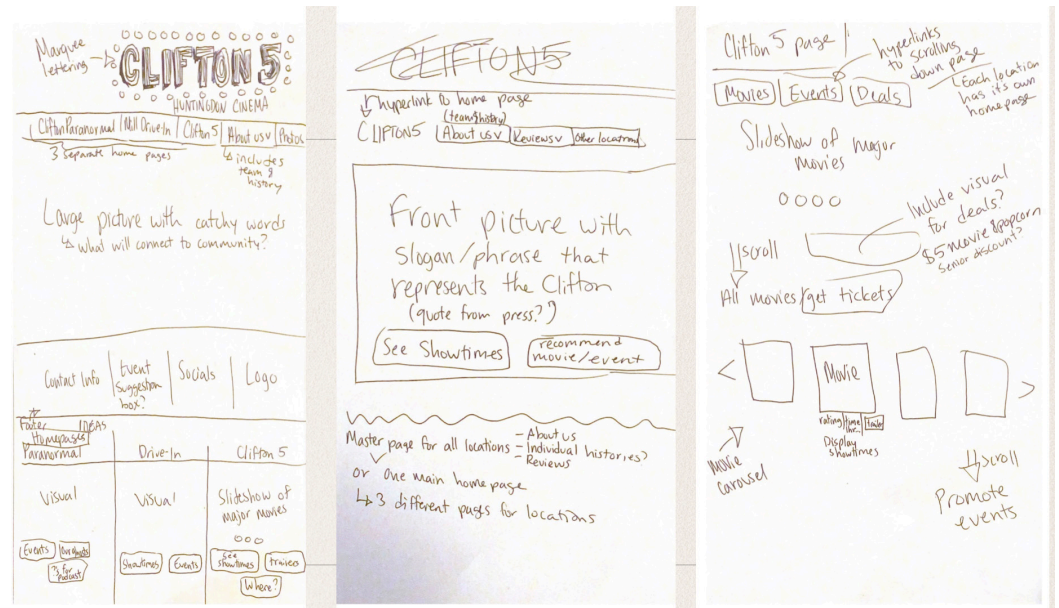
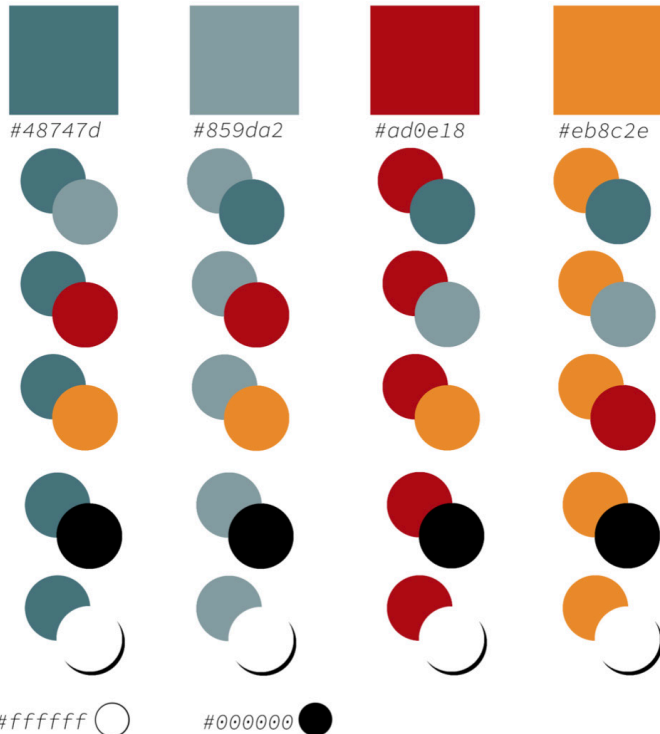
- Montserrat (linked)
- Montserrat Alternates (linked)

## Montserrat

Designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

## Montserrat Alternates

Designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly





# DELIVER

# CLIFTON 5

HUNTINGDON CINEMA, INC.

# CLIFTON 5

HUNTINGDON CINEMA, INC.

# CLIFTON 5

HUNTINGDON CINEMA, INC.

The screenshot shows the Clifton 5 website interface. At the top, there is a navigation bar with links for Home, About Us, Paranormal, Donate, and Contact Us. Below the navigation is a large image of the Clifton 5 theater marquee. A red button labeled "OUR STORY" is overlaid on the marquee image. Below the marquee is the "CURRENT SHOWINGS" section, which features three movie posters: Black Adam, Black Panther: Wakanda Forever, and Devotion. Each poster has a "SHOWTIMES" button below it. The bottom of the page contains a dark blue footer with four columns: "Clifton 5 Hours" (listing showtimes from Monday to Saturday), "Donate to the Clifton" (with a "Give Now" button), "Visit Clifton 5" (with a "Get Directions" button and a map), and "Follow Clifton 5" (with social media icons for Instagram, Facebook, and TikTok). The footer also includes the text "Huntingdon Cinema, Inc. 2022." and an upward arrow icon.

# FUTURE

## SPRING 23 GOALS

### Website

- New domain and transition to Cinerama theme
- Implement online ticket sales, online donations
- Full documentation (username/password, links, tutorials)

Adding information from other teams completed work

### Photo and Video

- Employee/staff photos
- Dramatic more night photos of exterior
- Polished videos for marketing
- Podcast (observe/film), publish online