

LOW FIDELITY MOCKUP

BY ANDREW BASS

COMD 3701 / DESIGN STUDIO

OVERVIEW

Ut unum voluptatum signiferumque pri. Ne nusquam omnesque occurreret vis. Fierent dignissim ius id, fabulas vivendum sea eu. Est unum mediocrem repudiare ea. Omnesque definiebas eam no. His id aliquam accommodare, cum ferri quaestio no. Vim ne graecis dolores detracto. At mea illud vocent patrioque. Modus elitr noluisse usu eu, usu ut veri ferri idque. Et usu viderer concludaturque. Nam ne option consulatu, vim in rebum tibique. Ad sed lobortis assueverit complectitur, et legere possit fabulas eam. Vedit invidunt mei an, nec nullam persius ornatus in.



SO, WHAT'S THE PROBLEM?

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100%

FACT INFORMATION

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The current situation of covid-19 is the best example of statistical problems where we need to determine:

- ⦿ Corona positive cases.
- ⦿ Recovered people after treatment.
- ⦿ The number of people who recovered at home.
- ⦿ People who got vaccinated or not.
- ⦿ Which vaccinations are best?
- ⦿ The number of dead people in each village, city, state, and country.
- ⦿ Side effects of various vaccines.

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AUDIENCE

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Demographics

Weekly Newspaper Subscribers

Gender

60% Male & 40 % Female

Age

Male- 15-60

Female- 20-50

Income

40% earn more than 600/day

Area

Tier 2 cities

Education

60% Graduate

Marital Status

Both Singles and Married

Psychographics

More outgoing and knowledge seeking population.

Wants to be updated on what's happening around the world.

Likes:

Reading,Quizzing,Debates

Dislikes

Anti-social behavior

PERSONAS

AUREA

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JOSEPH

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JOSEPH



AUREA



NYSAA

OPPORTUNITY

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MESSAGING

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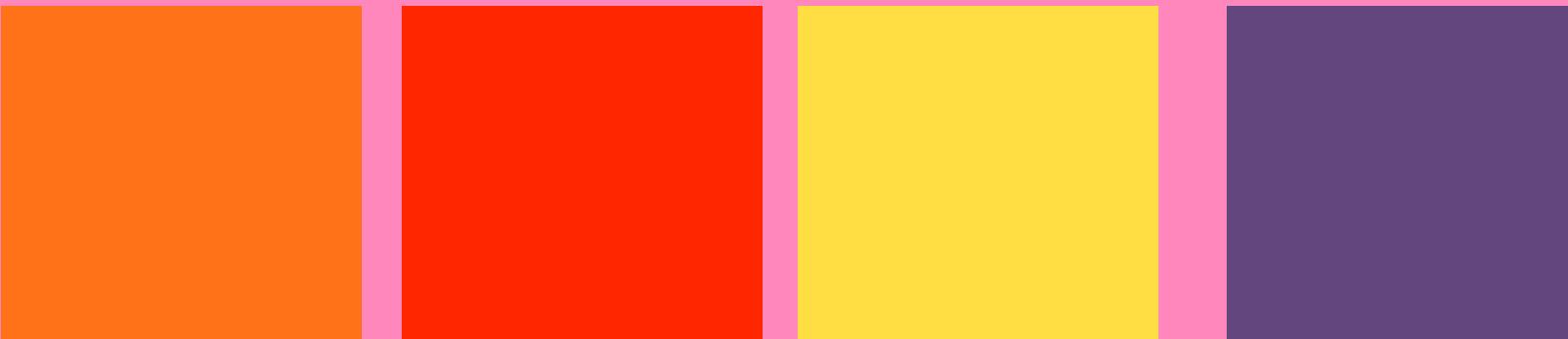


CONCEPT

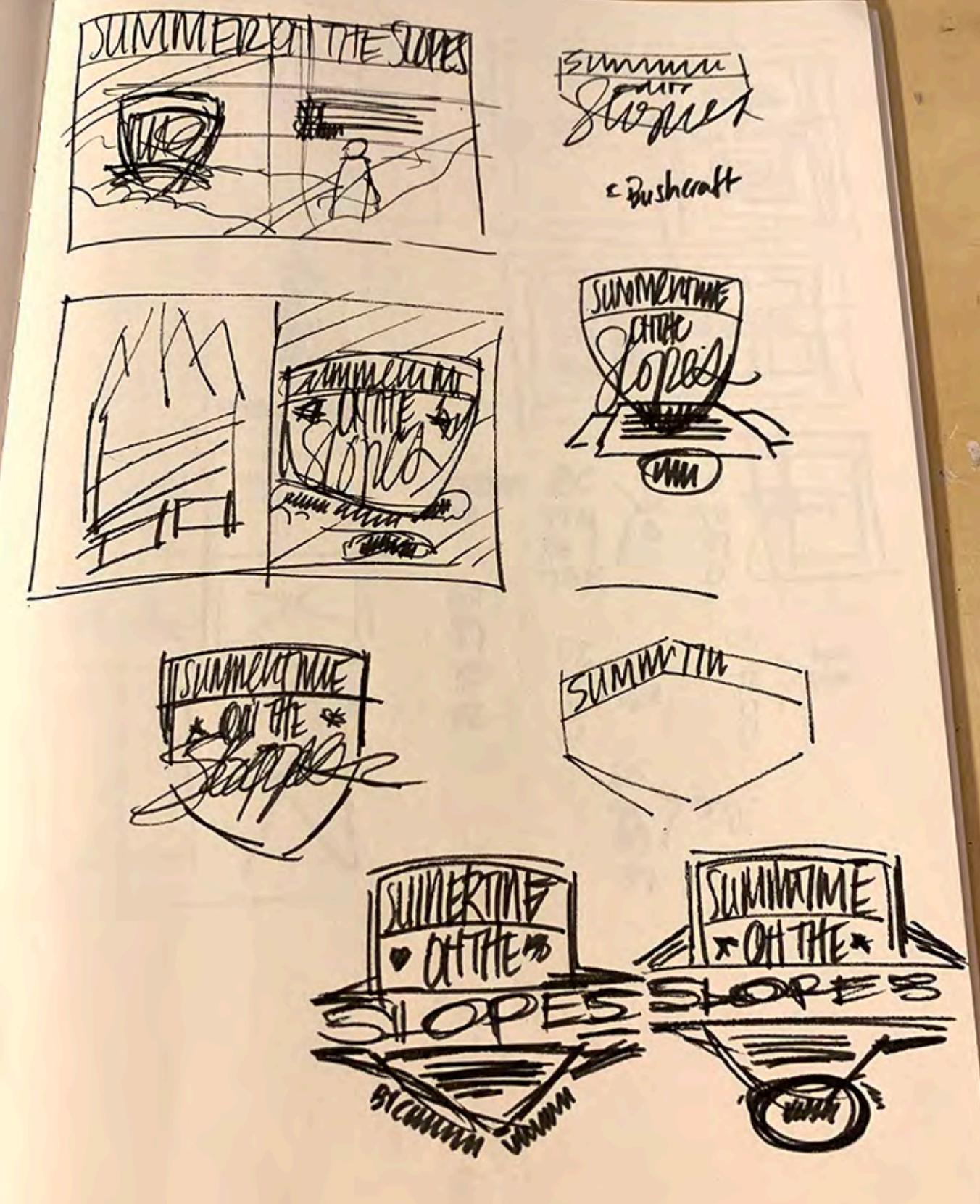
- Talk to your stakeholder about your unique message.
- Talk about how you are developing that message into a visual form.
- Talk about how you see your concept taking shape, discussing your plans about execution.
- Give the stakeholder a walkthrough about the elements that make up your concept and execution (as seen on the second concept page).

CONCEPT

Color Palette



Sketch Exploration



Type Specimen



SKI RESORTS ARE BECOMING YEAR-ROUND DESTINATIONS, BUT AS OPERATIONS EXPAND INTO THE SUMMER SEASON, SO DO THE RISKS.



Logo Studies

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CONCEPT STRATEGY

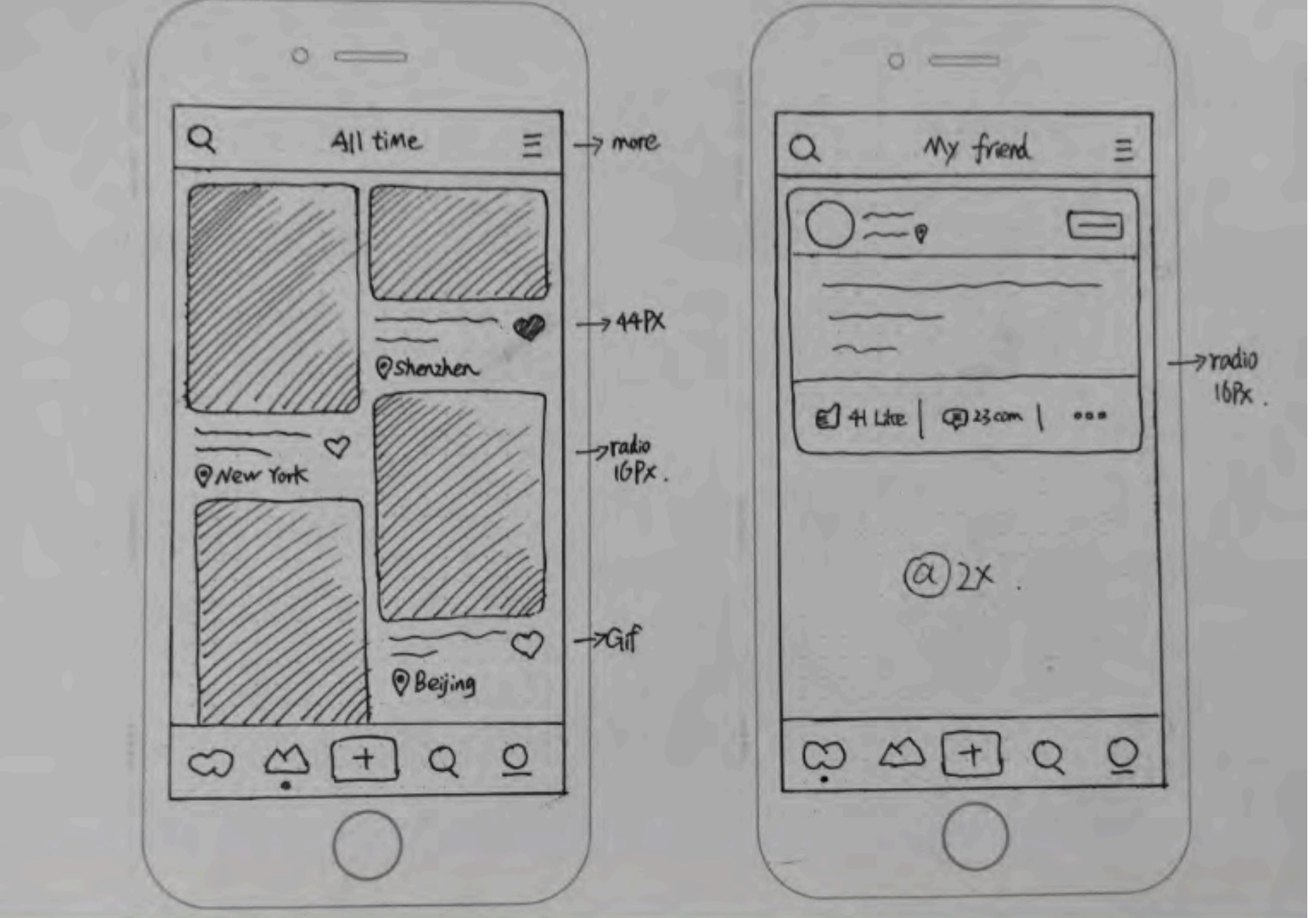
Print Media / Digital / Outdoor

Print

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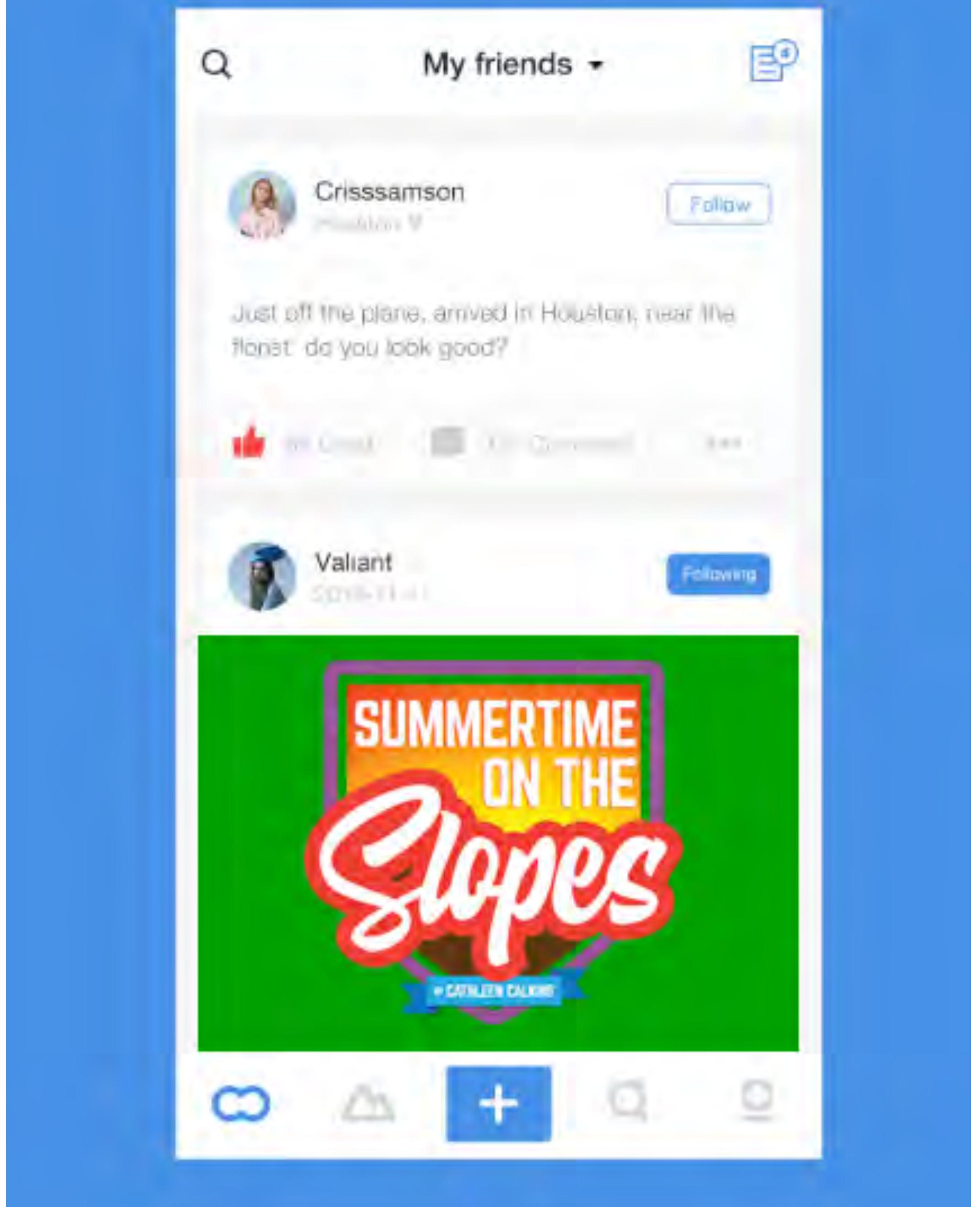


FOR SKI RESORTS, UNSURPRISINGLY, BUSINESS HAS TRADITIONALLY BEEN CONFINED TO THE WINTER SEASON. But that began to change in 2014 with the enactment of the Ski Area Recreational Opportunity Enhancement Act, which expanded the services that could be offered in ski areas operating on public land—an estimated 60% of U.S. ski resorts. Rather than business grinding to a halt for six months, ski resort owners can now capitalize on their existing infrastructure to provide activities for summer visitors as well. And business is booming. Resorts have been rebranding as year-round destinations, introducing a number of new, high-risk adventures, such as mountain roller coasters, climbing walls, ziplines, bungee trampolines, via ferratas (technical trails that scale cliffs using climbing protection), downhill mountain biking and chairlift-accessed hiking. They are even growing their not-so-risky endeavors too, like offering scenic chairlift rides and hosting concerts, private events and festivals that focus on everything from yoga and beer to mac and cheese.



Digital

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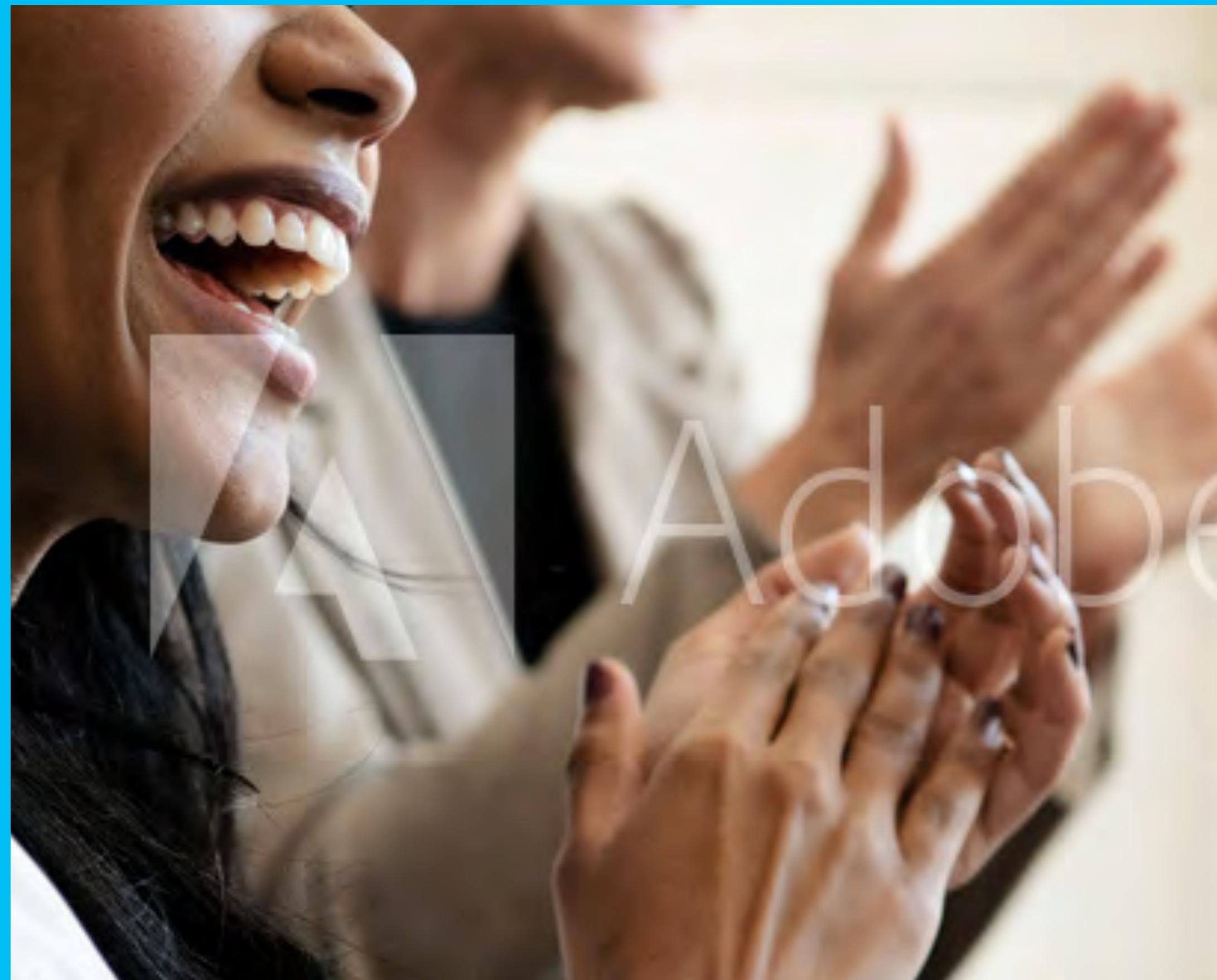
Outdoor

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IN CLOSING

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RESEARCH SOURCES (DON'T READ OUT DURING PRESENTATION)

- Soergel, Andrew. “Millions of Food Desert Dwellers Struggle to Get Fresh Groceries.” *US News & World Report*, U.S. News & World Report, 2015, www.usnews.com/news/articles/2015/12/07/millions-of-food-desert-dwellers-struggle-to-get-fresh-groceries. Accessed 20 Dec. 2019.
- “Food Deserts* –Food Empowerment Project.” *Foodispower.Org*, 2017, foodispower.org/access-health/food-deserts/.
- Adi Segal. “Food Deserts: A Global Crisis in New York City.” *Consilience: The Journal of Sustainable Development*, vol. Issue, no. Three, 2010, consiliencejournal.org/article/food-deserts-a-global-crisis-in-new-york-city/, 10.7916/D8NG4ROC. Accessed 23 July 2019.