

*Class #2*

# DIGITAL MEDIA FOUNDATIONS



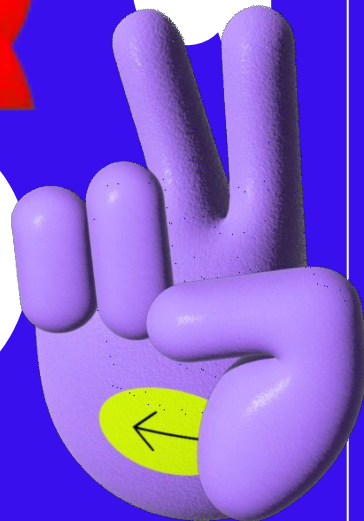
*Class #2*

**RESEARCH**



**&**

**COPYRIGHT ©**



# Today's agenda

**Design Research**

**Copyright & The Creative Commons**

**Homework Reviews**

**Homework: Design Assignment - Poster  
Design (First: Research + Moodboard)**

*Part 1*

# Design Research



# The Design Process:

*AKA: Design Thinking...*

# Remember?



**1** **Research & Discovery**

**6** **User Testing & Feedback**

**2** **Ideation & Brainstorming**

**7** **Refinement**

**3** **Concept Development**

**8** **Finalization**

**4** **Prototyping & Wireframing**

**9** **Presentation & Communication**

**5** **Design Development**

**10** **Delivery, Implementation & Evaluation**

*Let's Discuss*

**How do you do  
your research?**



*Keywords:*

**Curiosity, Passion,  
Motivation**



*Question:*

**Where do you search?**

# *Topics:*

- 1. Background/Overview**
- 2. Market/Competitor Search**
- 3. Visual Research**
- 4. Mood-board**
- 5. Presentation/Pitch**

>> *Case Study:*  
**“I’ll go first”**  
**A non-profit  
organization**

# Find your voice. Find your freedom.

Stories of healing, purpose and breakthrough  
to remind you that you're not alone.

[Listen to Podcast](#)

[Find Help](#)



*Step 1:*  
**Background**

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# Background

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## About the NGO

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### **The purpose of this NGO**

I'll Go First is a nonprofit that uses storytelling to provide community and low cost digital tools to support mental health and trauma recovery care.

### **The Owners (Users)**

Jessica Minhas founded the nonprofit after years of serving in the anti-trafficking space and realizing that so many survivors didn't know where to start their healing journey.



## About the NGO

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### Background Story

I'll Go First was founded after the owner has spent years of serving in the anti-trafficking space and realizing that so many survivors didn't know where to start their healing journey. Direct service provider sites like Suicide Hotline, RAINN (Sexual assault), etc were too overwhelming and confusing for them. The owner comes from a history of chronic childhood abuse and sexual assaults as well and felt lost with where to look for help. Most of the survivors the owner worked with were not ready to dive into treatment. They needed a place to feel embraced, learn about what they were experiencing, feel inspired and empowered by others going first through their healing. They needed to see people that looked like them and hear stories that resonated with theirs. More than that, storytelling is universal and helps people put language around what they are experiencing – knowing what your rights are, and what has happened to you is the key to unlock the right kind of care. I'll Go First is an online place to feel not alone, be understood, feel empowered by knowledge, and cultivate the courage for the next steps in healing and finding one's purpose.





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# Definition

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## About the Site

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### The Website

A nonprofit that shares low cost digital tools to support mental health and trauma recovery care, offers UoU to share their own stories and listen to the site's podcast.

### The Target Audience (UoU)

People curious about mental health, and those looking to start a mental health healing journey.

About 18-44 age. Main demo is USA based.

It's split 50/50 for male/female right now. Most are referred via our podcast.

### Site Main KPIs

- Get help
- Get new subscribers to podcast
- Educate their audience
- Get donations

### Core Values

**Inviting**

**Simple**

**Approachable**

**Joyful**

**Empowering**

**Soothing**

*Step 2:*

# **Market / Competitors Research**

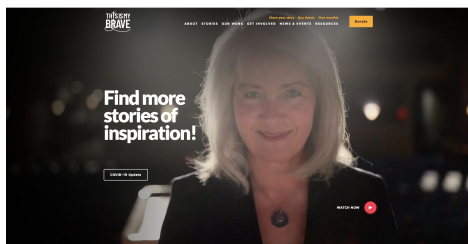
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# Websites

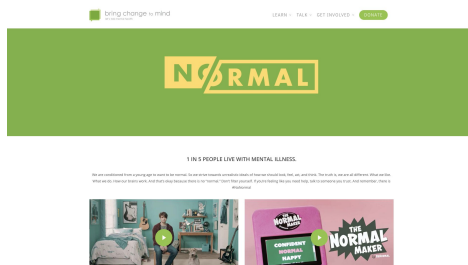
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# NGO direct competitors

Here are the websites the NGO has marked as their competitors. The text below are the **NGO idea** on them.



A bit too much to choose from in header. Not very engaging when you land on the page. I'm not sure what to do on the homepage.

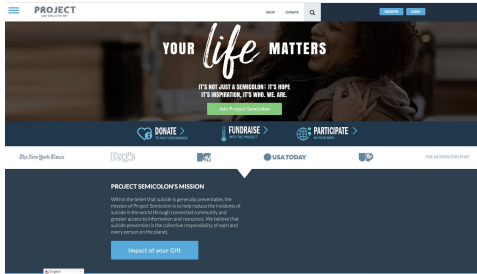


Solid mobile site. A bit unclear what to do with the search bar on home page.

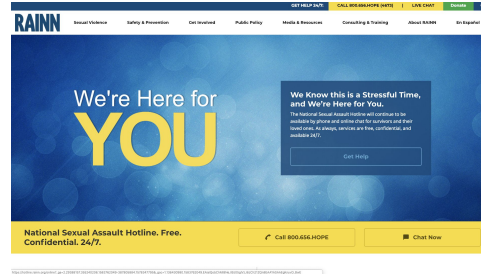


Incredibly overwhelming. Too much information at once – hard to navigate and understand where to go next.

# NGO direct competitors



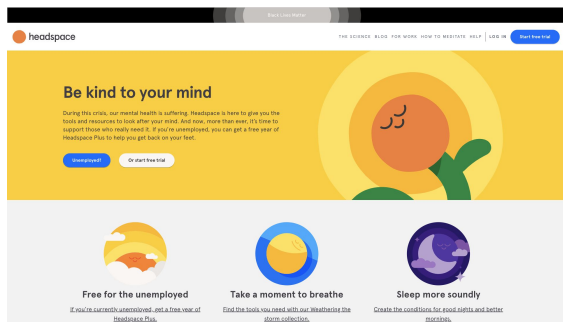
A bit unclear what you're supposed to do when you land on the site. And what it is that they do. You have to search the site quite a lot to understand what to do/get resources.



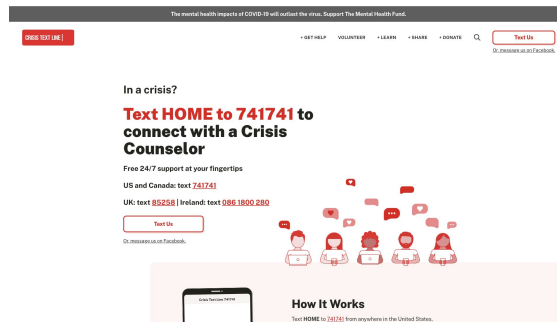
The way the copy is provided it feels too aggressive. Again, way too much information and unclear where to start as a user. Very academic.

## Sites this NGO admires

The text below are the **NGO idea** on them.



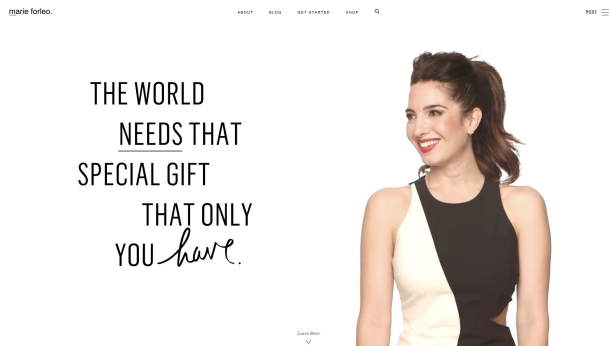
This website is approachable and easy to understand and navigate. Immediately when you land on the site, I know what I'm getting. Not too much at once. I'm given the call to actions directly and then the user can get a touch more granular in the information they're looking for in an organized fashion. I love how the user is guided through the site's process very clearly.



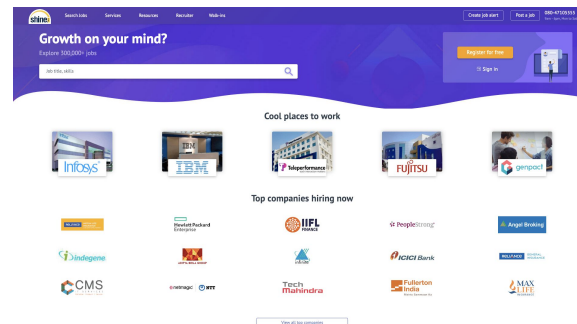
Engaging, clear CTA and guide. Clear resource bank. Great.

## Sites this NGO admires

The text below are the **NGO idea** on them.



The website is easy to navigate her company's step-by-step process in a simple flow. It very clearly guides the user through her process.

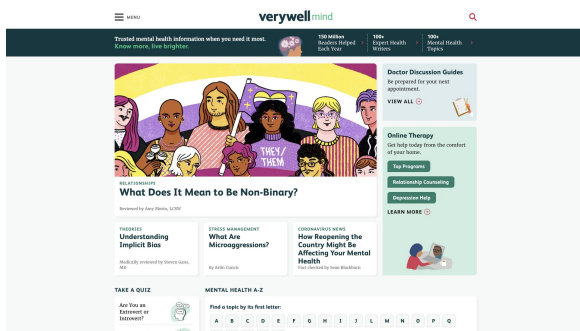


I like the simplicity of shine.

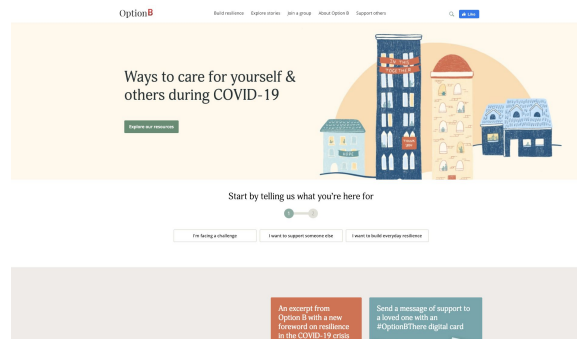


## Sites this NGO admires

The text below are the **NGO idea** on them.



Good content, very well organized. (Maybe a little too overwhelming at first?)



This site really encapsulates a lot of what we wish to communicate on the site - resources (start by telling us why you're here link, about, etc.), story sharing, community groups, etc.

# More Inspirational Sites

Great mix between illustrations and photos. Content is presented clearly despite its amount.

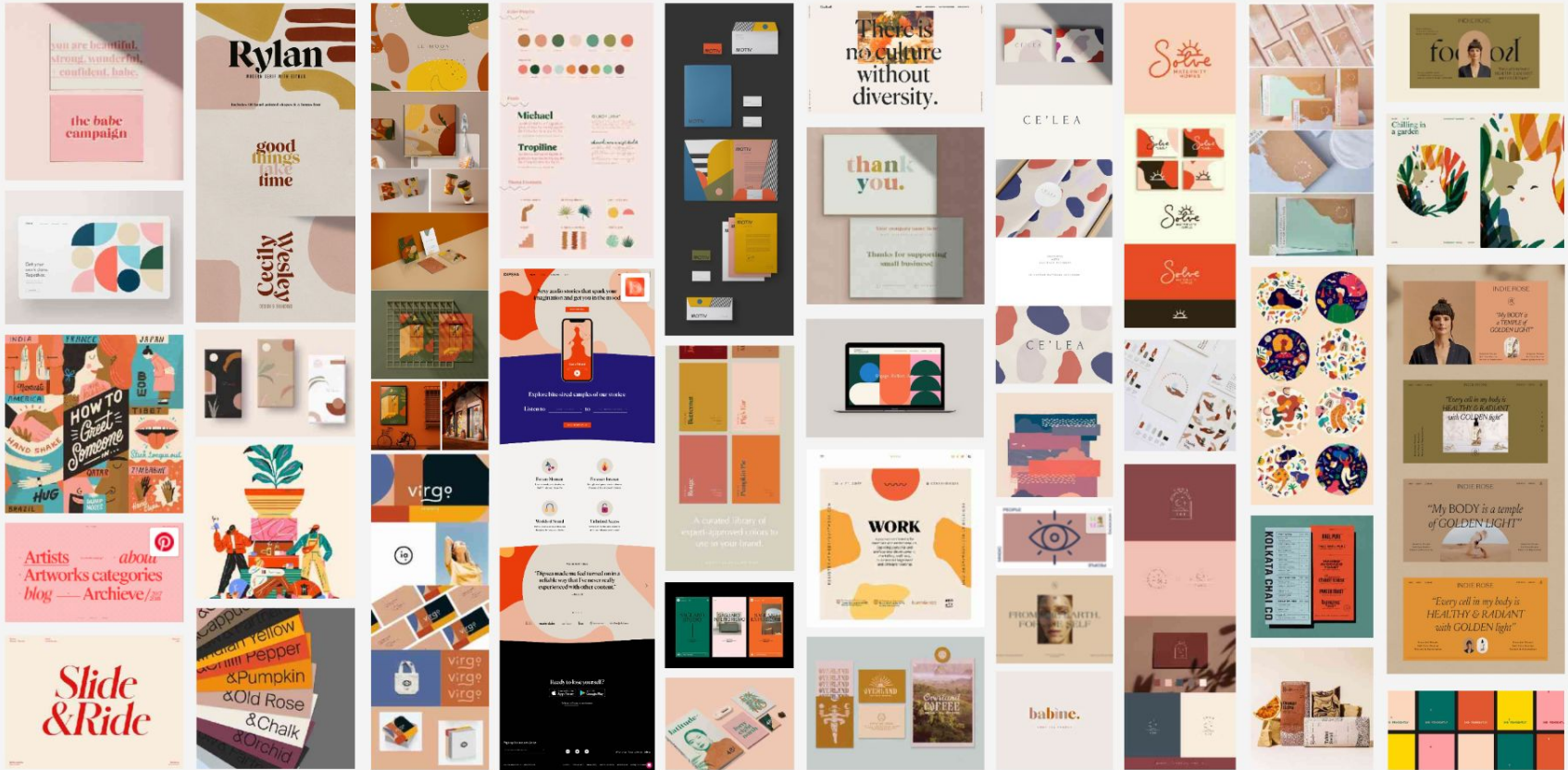
The screenshot displays the 'Well Mind' website interface. At the top left, the logo 'Well Mind' is visible. The main content area is organized into several sections:

- Top Left:** A large illustration of a person sitting on a stack of books labeled with months (APR, MAY, JUN, JUL, AUG, SEP, OCT, NOV, DEC). The number '26' is prominently displayed.
- Top Right:** An article titled 'The Stresses of the Way We Work Now' with a photo of a person in a field. Text includes: 'What vocational psychologists can teach us about the new ways of working.' and 'May 14, 2020 - By EMILIE LE BEAU LUDDERS'.
- Middle Left:** An article titled 'How to Maintain Motivation in a Pandemic' with the subtitle 'Doing what's meaningful — acting on what really matters to a person — is the antidote to burnout.' and 'May 16, 2020 - By JANE K. BRISY'.
- Middle Right:** An article titled 'Questions for Your Prospective Therapist, From Your Own Couch' with the subtitle 'Even if you're meeting online, interviewing a therapist can help you determine whether or not the therapy is a good fit.' and 'May 13, 2020 - By KEL FRAGA and HARRY ANDREW HENDEL'.
- Bottom Row:** A grid of five smaller article thumbnails, each with a title and a small image:
  - VOICES:** 'I Have an Eating Disorder but Can't Escape the Kitchen' (Image: Bread).
  - VOICES:** 'How to Be Happy' (Image: People dancing).
  - GUIDE:** 'How to Age Well' (Image: Person on a bicycle).
  - GUIDE:** '7 Habits for a Healthy Heart' (Image: Heart).
  - GUIDE:** 'How to Meditate' (Image: Person meditating).

*Steps 3+4:*

# Visual Research Mood board

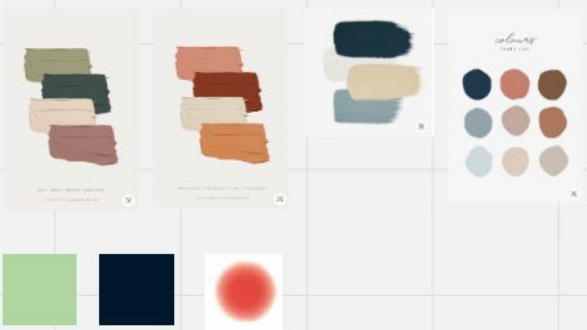
# LOOK AND FEEL — Vibrant and cheerful, warm and supportive.



### General Look and Feel



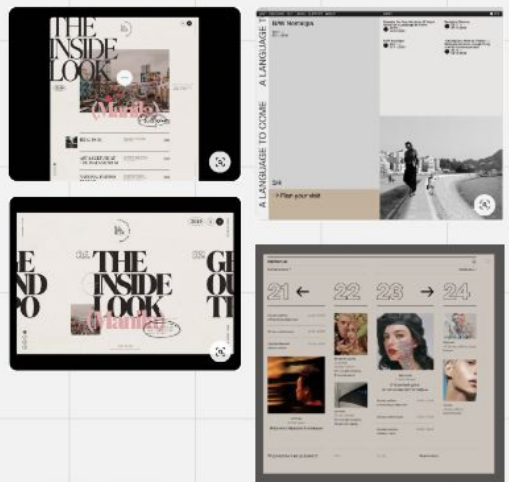
### color palette - needs artintouch's red



### Typeface : slab



### Typographic



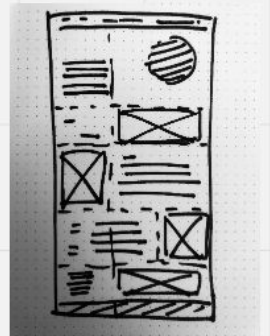
### Blog-style



### M3 JOURNAL



### M3 NEW OFFICE CULTURE



*Step 4:*

# Presentation / Pitch

**I'll Go First**

**I'LL GO  
FIRST**

**I'll Go First** is a nonprofit that uses storytelling to provide community and low cost digital tools to support mental health and trauma recovery care.

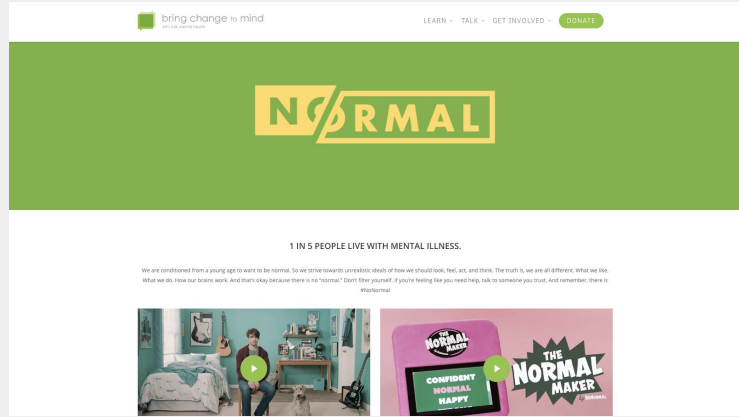
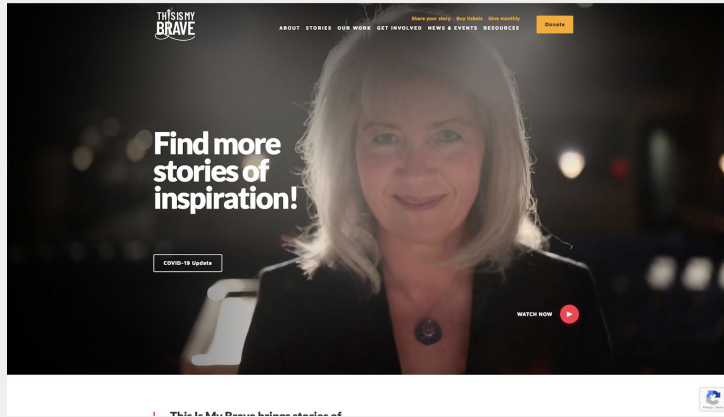


## **Goals of the website**

**The website should be as clear as possible so the users can get help easily. It should direct new subscribers to the podcast, and educate their audience. The website should also encourage users to donate.**

**Research**

# Direct Competitors



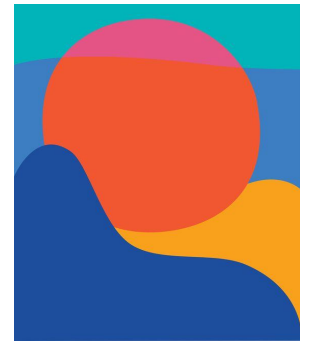
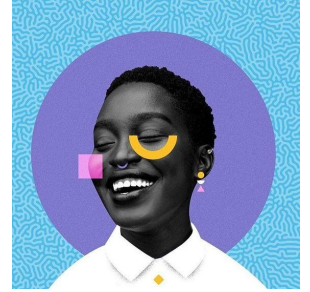
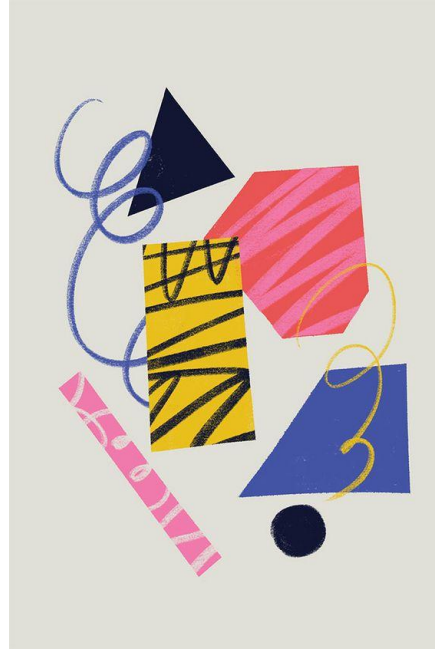
Concept 01

# Perfectly Imperfect

Key Values

**Vibrant, Optimistic, Uplifting**

# Inspiration Board



# Homepage Design

I'LL GO FIRST

about

heal

share

listen

connect

donate

Find your voice.  
\_\_\_\_\_ your freedom.

You Are Welcomed Here.



Concept 02

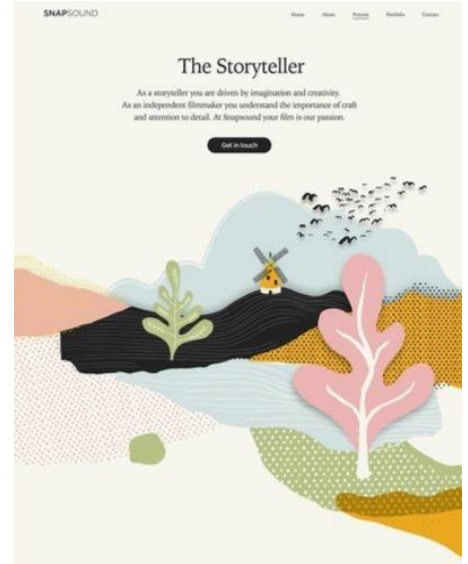
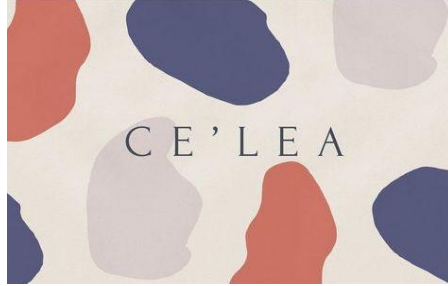
# Breath of Fresh Air



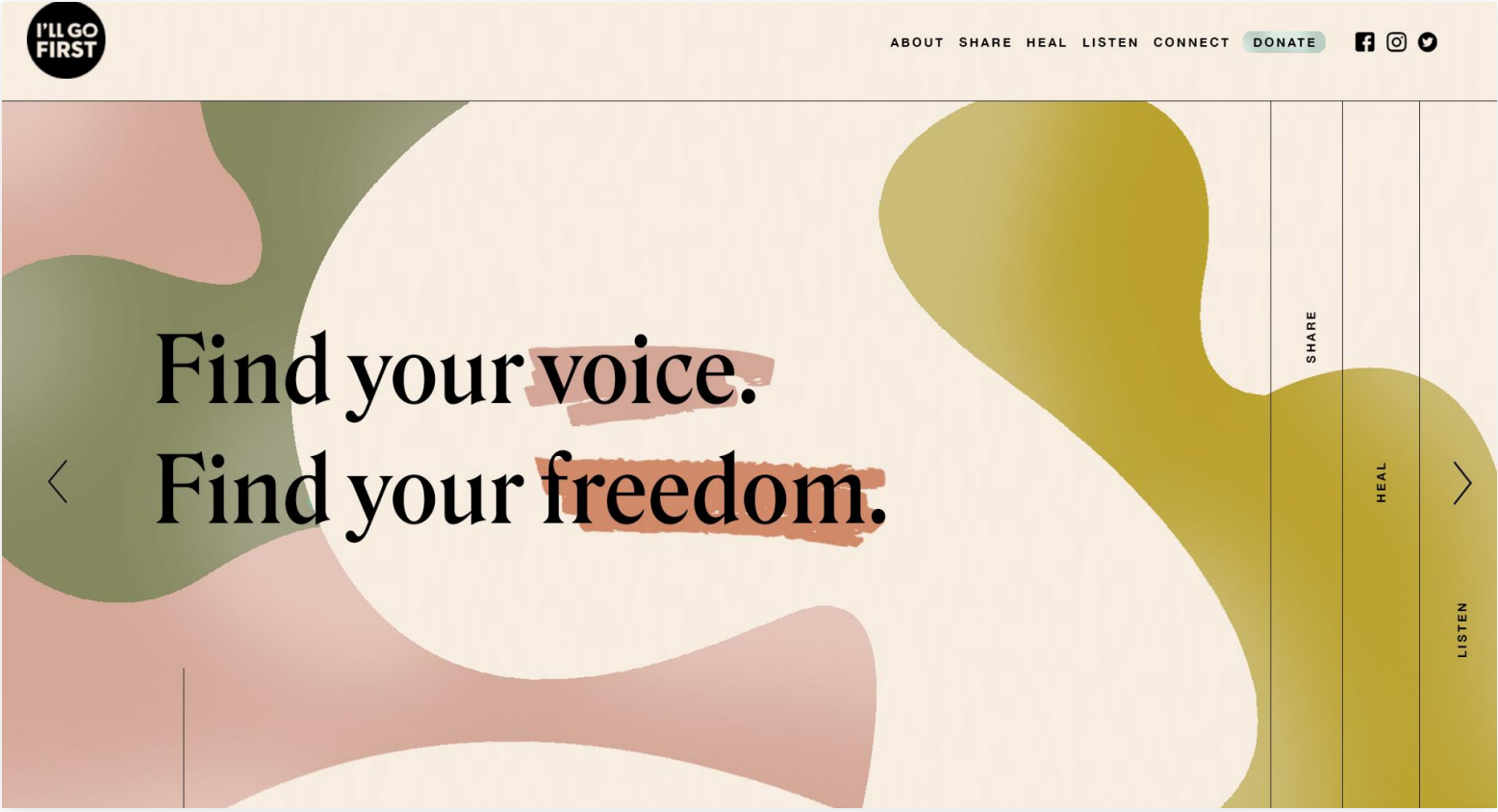
Key Values

**Fluid, Assuring, Inspiring**

# Inspiration Board



# Homepage Design



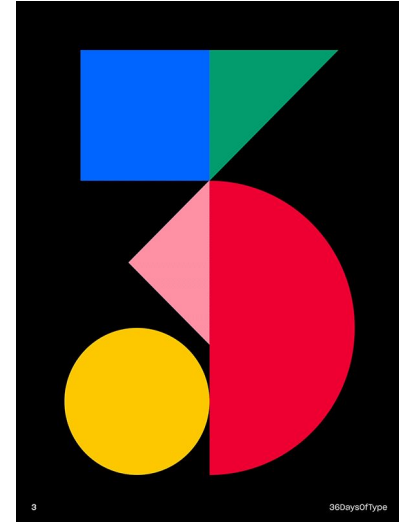
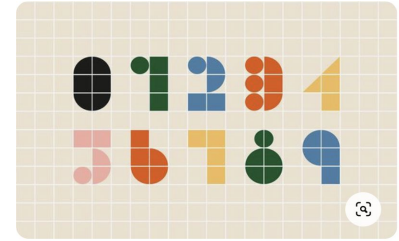
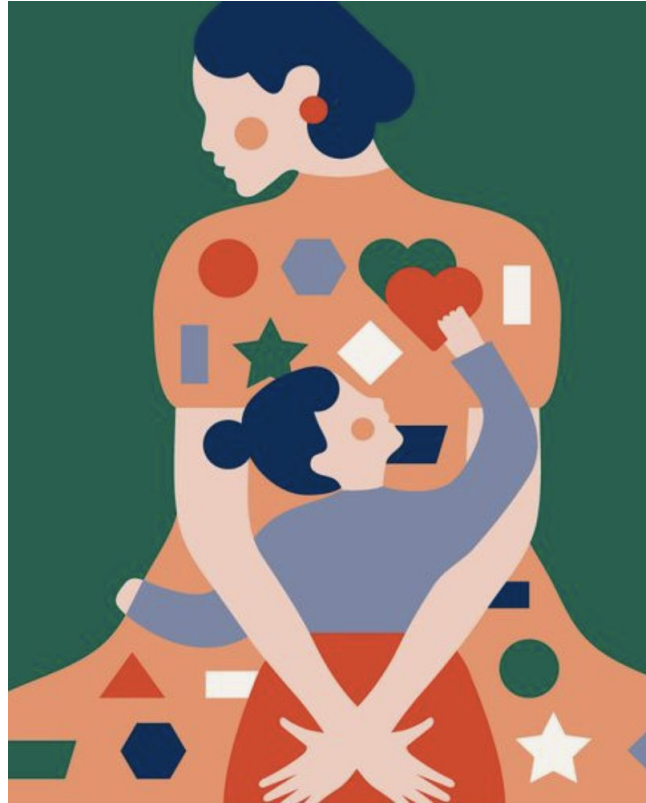
Concept 03

# Build Me Up

Key Values

**Bold, Joyful, Approachable**

# Inspiration Board



# Homepage Design



# Find your voice. Find your freedom.

Stories of healing, purpose and breakthrough  
to remind you that you're not alone.

[Listen to Podcast](#)

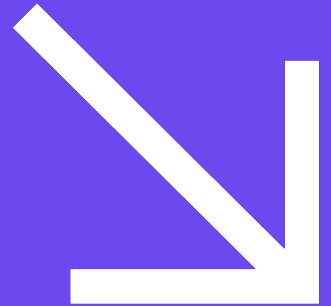
[Find Help](#)





*Part 2*

# Copyrights© & the Creative Commons(CC)



# *What are copyrights?*

# *What are copyrights?*

**Copyright refers to the legal right of the owner of intellectual property. In simpler terms, copyright is the right to copy. This means that the original creators of products and anyone they give authorization to are the only ones with the exclusive right to reproduce the work.**

*You made it = it's yours?*

*You made it = it's yours?*  
**IS THAT TRUE?**

# *Yes, Legally:*

- 1. It must be original.*
- 2. It must be fixed in a tangible medium of expression.  
(for example a book or a website)*
- 3. It must be a work of authorship.*

## *How long is that protected?*

*= the length of the author's life plus another 70 years*

# *The Creative Commons*

**Creative Commons is a global nonprofit organization that enables sharing and reuse of creativity and knowledge through free legal tools, with affiliates all over the world who help ensure our licenses work internationally and raise awareness about our work.**



# *The Creative Commons*

**There are six different license types**








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CC BY includes the following elements:

BY  – Credit must be given to the creator



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SA  – Adaptations must be shared under the same terms



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CC BY-ND includes the following elements:


BY  – Credit must be given to the creator


ND  – No derivatives or adaptations of the work are permitted



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CC BY-NC-ND includes the following elements:

BY  – Credit must be given to the creator

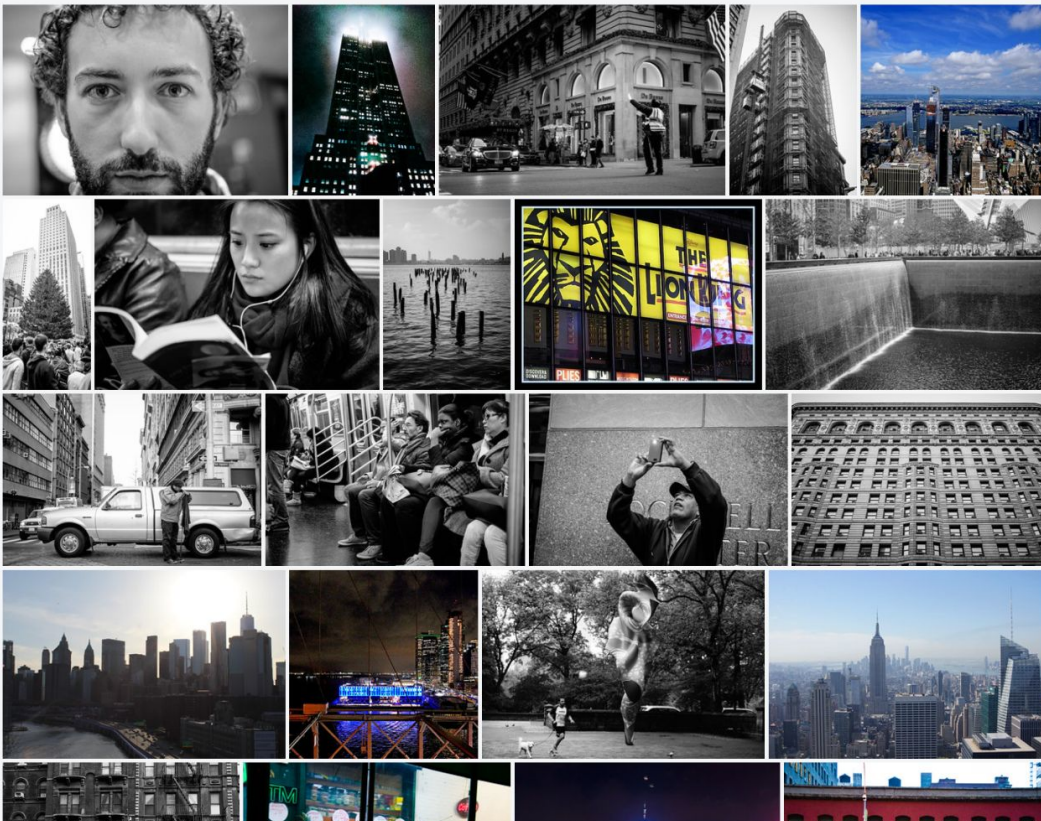
NC  – Only noncommercial uses of the work are permitted

ND  – No derivatives or adaptations of the work are permitted

## The Creative Commons Public Domain Dedication



**CC0** (aka CC Zero) is a public dedication tool, which allows creators to give up their copyright and put their works into the worldwide public domain. CC0 allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, with no conditions.



- brooklyn
- building
- bridge
- usa
- ny
- brooklynbridge
- park

Group results

New York History [Join](#)



New York City - Shot... [Join](#)



Limitless has a nice ring to it, don't you think? Flickr Pros get unlimited storage

[Get Pro](#)

Photo by Kees Scherer

Upgrade to Flickr Pro to hide these ads





PRO

Man Alive!  
New York City  
New York City

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Uploaded on September 18, 2015  
Taken on September 16, 2014

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# Homework Review



*Last week's homework:*

# Observe

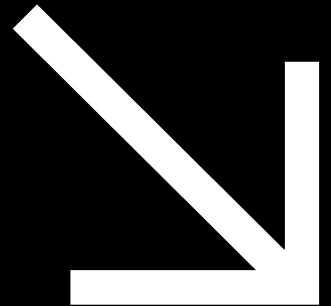
Find 3 digital design/media elements that you like from anywhere (web, real life, tv, social media, etc) could be a poster or a video or a logo or anything that draws your attention.

*Write:*

1. **Why did you like it?**
2. **How do you think it was made?**
3. **What was the purpose/goal/message behind it?**

We will talk about your findings next class, **take screenshots or photos of your findings! Add them to a miro board and share!**

[\*Present next class for feedback\*](#)





*Homework:*

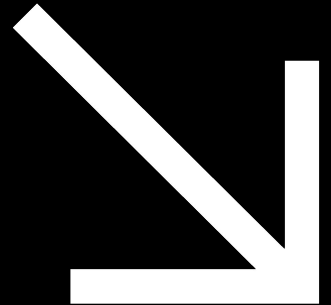
# Research

Your design assignment is to create a poster for an event in NYC (use [Eventbrite](#) for content - Events in March+April 2024) you decide which content and imagery to present, Make sure it is clear what the event is about, where and when. Size: 50 x 70 cm (18 x 24 Inches) ***no need to print!***

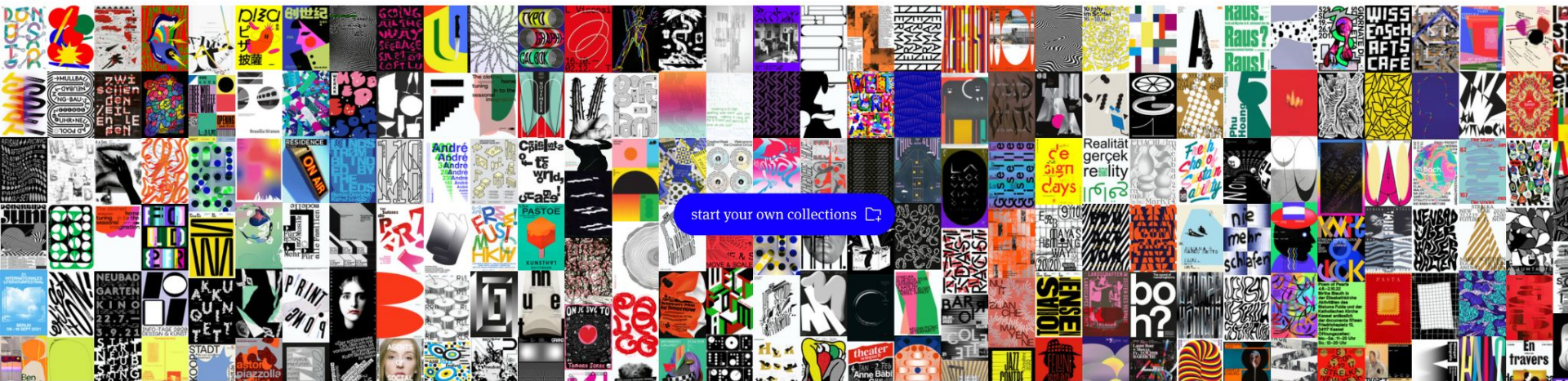
*Start with:*

- 1. Choose the event you want to work on - and explain why?**
- 2. Create a market/competitors research**
- 3. Create a mood board and an inspiration board**
- 4. Recommended: USE MIRO BOARD OR FIGJAM (by figma)**

[Present next class for feedback](#)







start your own collections

follow us on Instagram and Twitter

new profiles

sixtine gervais



france



meritxell casamira



spain



Search

Filters

- Only show events from organizers I follow
- Search for online events

Date

- Today
- Tomorrow
- This weekend
- Pick a date...

[View more](#)

Price

- Free
- Paid

Category

- Business
- Food & Drink
- Health
- Music

[View more](#)

Format



On Site Opera: Song of the Nightingale

Friday • 12:30 PM  
 Brooklyn Commons Park  
**Free**  
 Promoted



Beginner Punch Needle Workshops (Rug making)

Saturday • 2:00 PM  
 361 Stagg St  
**From \$49.87**  
 Promoted



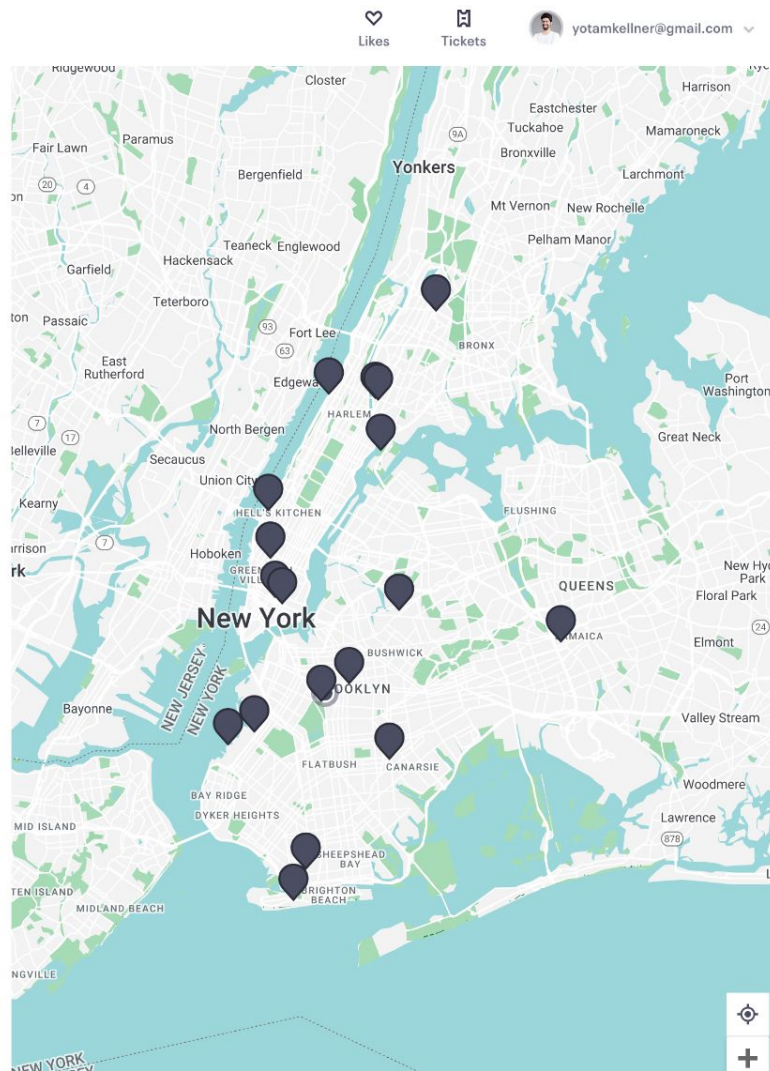
A:M Jamboree NYC

Tomorrow • 11:00 AM  
 Coney Island Art Wall  
**From \$65.75**



SUNRISE New York! A Premium Food Inclusive Day Soirée

Today • 3:00 PM  
 Brooklyn Museum  
**From \$92.92**







- Creative
- Japanese
- Onam
- Music
- Food
- Vintage
- Event
- Movie
- Film
- Typography
- Inspiration
- Profiles



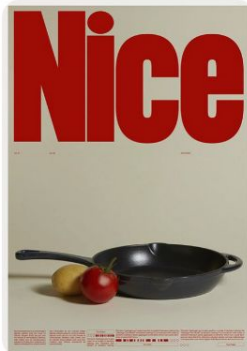
12+ Vivid & Colorful Poster Examples, Templates & Ideas ...



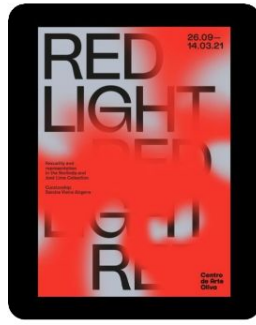
29 Amazing Use Of Swiss Style in Poster Design – Bashooka



RBF Poster Design by Here and Now



Posters & Posters II



dose of design



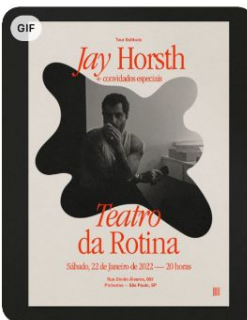
"namina", 2019, by Quim Marin - typographic posters



"Appropriation And Restraint" lecture poster



The International Garden Festival Has Branding As Gorgeous As...



Jay Horsth Solitude Tour posters



Playground Paris - Graphic Design Studio



DSGN Series 1 Poster / Flyer Template



Graphic design studio Pa-i-ka





**Where do you find  
Inspirations? Share  
with each other!**

*Field Trip:*

**March 6th**

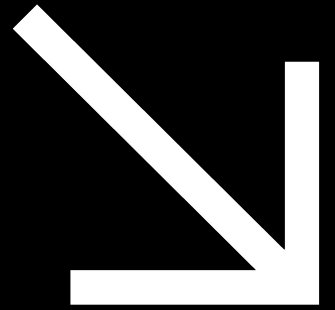
**9:30 am @Cotton**

**Design in Manhattan**

291 Broadway Suite 702, NYC

*Next Week:*

**Design Principles/  
Bitmap vs. Vector File  
Formats.**



**ANY  
QUESTIONS?**



**THANK  
YOU!**

