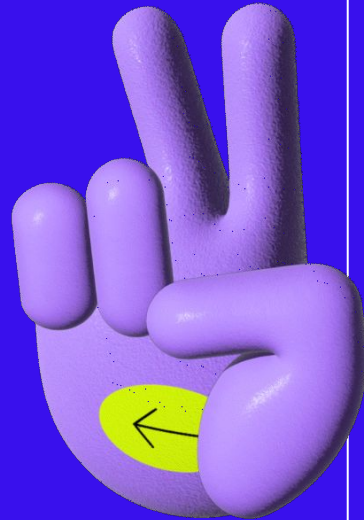


*Class #2*

# DIGITAL MEDIA FOUNDATIONS



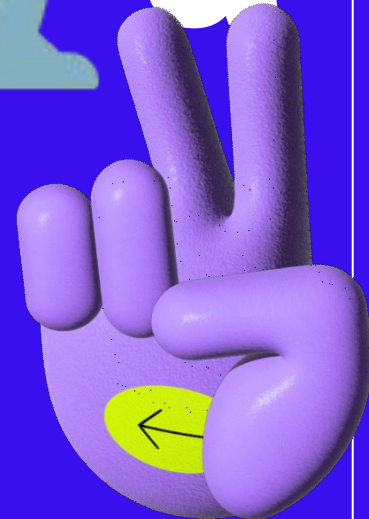
*Class #2*

**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**

---

# Background

---

## About the NGO

---

### **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

---

### 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.





---

# Definition

---

## About the Site

---

### 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

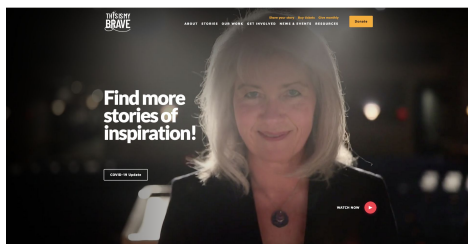
---

# Websites

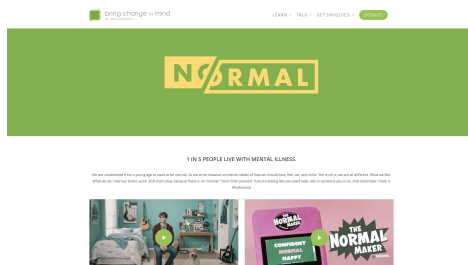
---

# 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.

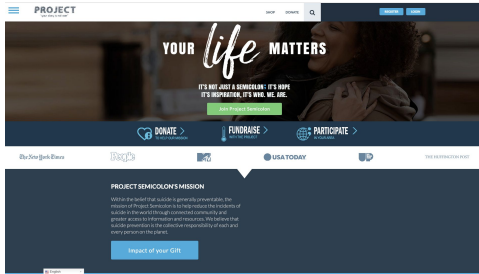


Solid mobile site. A bit unclear what to do with the search bar on home page.

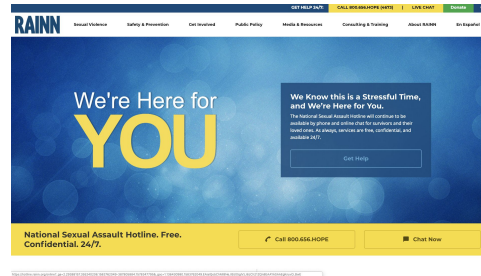


Incredibly overwhelming. Too much information at once – hard to navigate and understand where to go next.

# NGO direct competitors



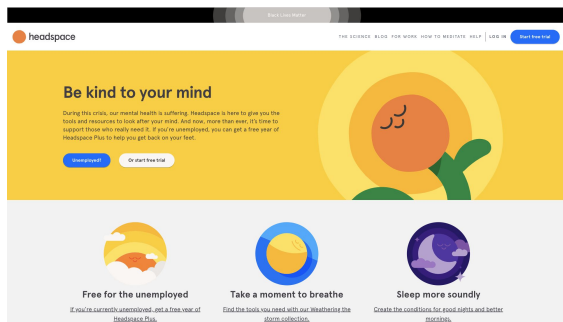
A bit unclear what you're supposed to do when you land on the site. And what it is that they do. You have to search the site quite a lot to understand what to do/get resources.



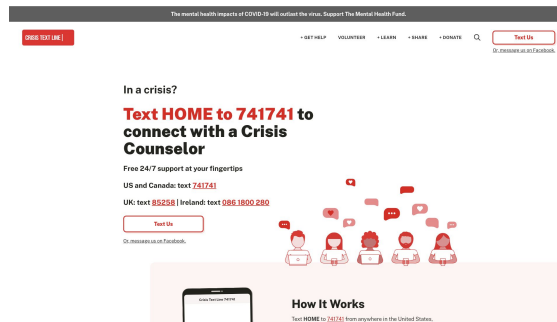
The way the copy is provided it feels too aggressive. Again, way too much information and unclear where to start as a user. Very academic.

## Sites this NGO admires

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



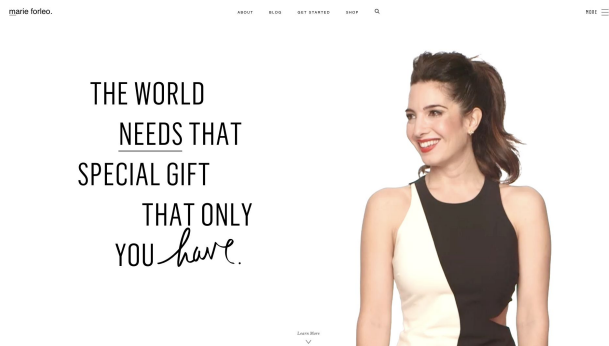
This website is approachable and easy to understand and navigate. Immediately when you land on the site, I know what I'm getting. Not too much at once. I'm given the call to actions directly and then the user can get a touch more granular in the information they're looking for in an organized fashion.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



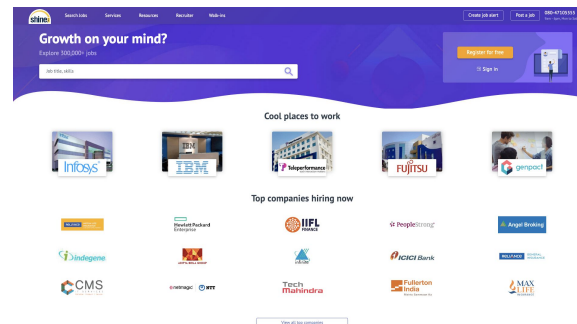
Engaging, clear CTA and guide. Clear resource bank. Great.

## 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.

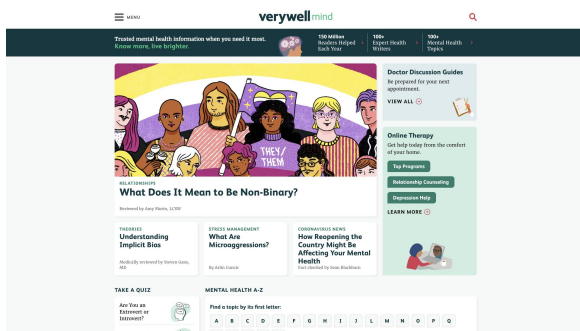


I like the simplicity of shine.

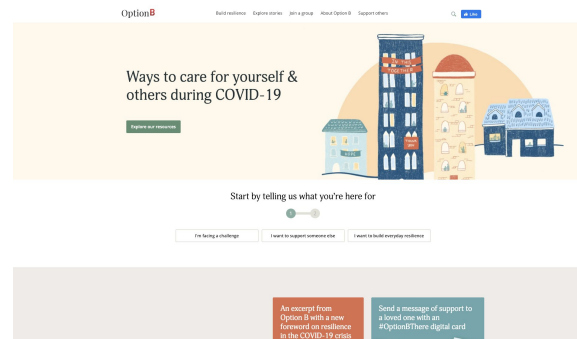


## Sites this NGO admires

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.

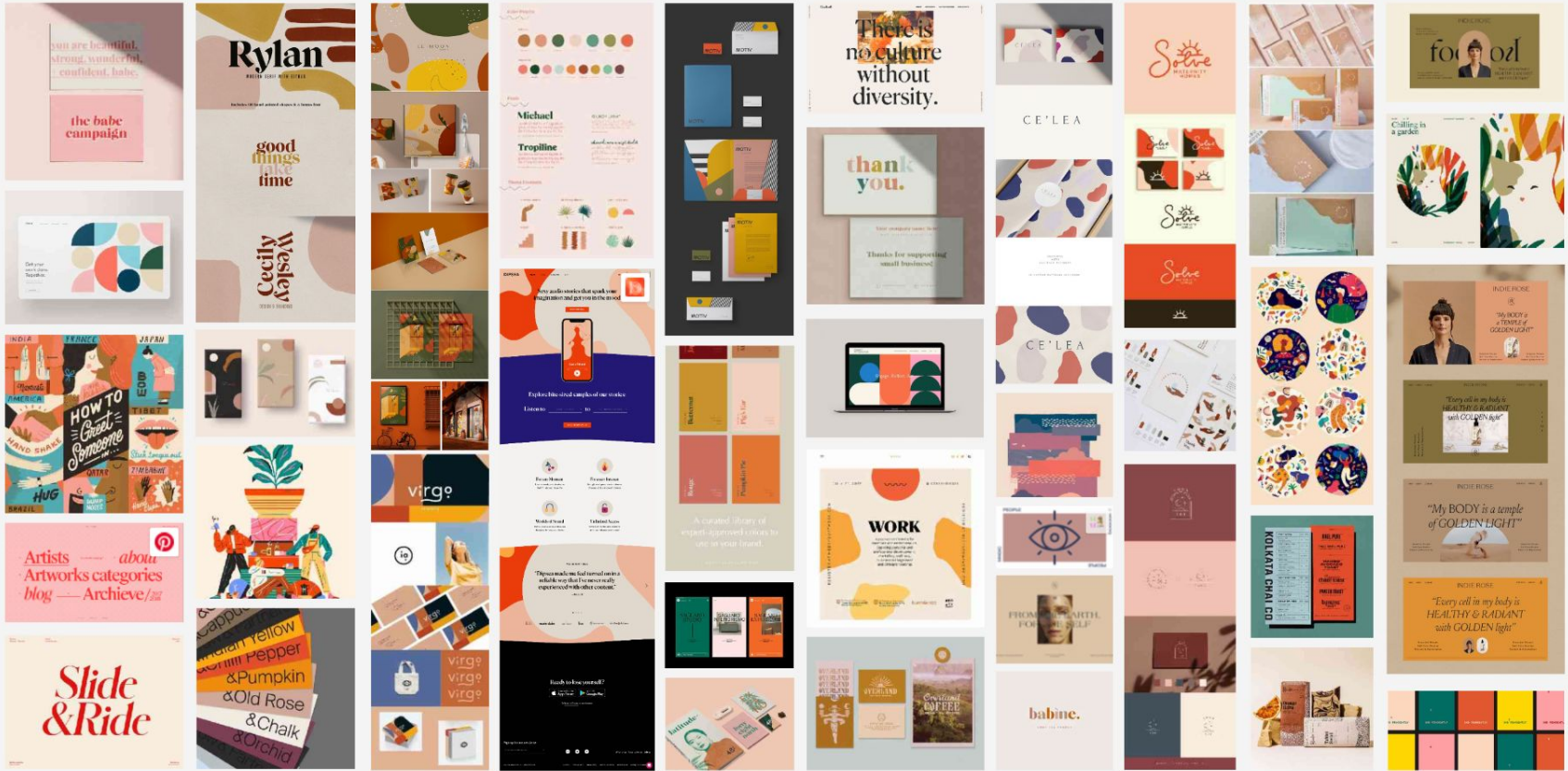
The screenshot displays the 'Well Mind' website interface. At the top left, the 'Well Mind' logo is visible. The main content area is organized into several sections:

- Top Left:** A large illustration of a person sitting on a stack of books labeled with months (MAY, APR, MAR, JUN, JUL, AUG, SEPT, OCT, NOV, DEC). Below it, the text reads: "PERSONAL HEALTH How to Maintain Motivation in a Pandemic 'Doing what's meaningful — acting on what really matters to a person — is the antidote to burnout.'" followed by "May 16, 2020 - By JANE K. BRISBY".
- Top Middle:** A photograph of a person in a field. Below it, the text reads: "VOICES Finding Solace During This Great Global Pause Is it OK to admit that I'm grateful for the isolation of the past few months?" followed by "May 15, 2020 - By ABBY ELLAN".
- Top Right:** A photograph of a person. Below it, the text reads: "The Stresses of the Way We Work Now What vocational psychologists can teach us about the new ways of working." followed by "May 14, 2020 - By EMILIE LE BEAU LUDDIGER".
- Middle Right:** A photograph of a person. Below it, the text reads: "VOICES Questions for Your Prospective Therapist, From Your Own Couch Even if you're meeting online, interviewing a therapist can help you determine whether or not the therapy is a good fit." followed by "May 13, 2020 - By KELI FRAGA and HARRY ANDREW HENDEL".
- Bottom Row:** A grid of five smaller articles, each with a thumbnail image and a title:
  - VOICES:** "I Have an Eating Disorder but Can't Escape the Kitchen" (Thumbnail: Food)
  - VOICES:** "How to Be Happy" (Thumbnail: People)
  - GUIDE:** "How to Age Well" (Thumbnail: Person on a bicycle)
  - GUIDE:** "7 Habits for a Healthy Heart" (Thumbnail: Heart)
  - GUIDE:** "How to Meditate" (Thumbnail: Person meditating)

*Steps 3+4:*

# **Visual Research Mood board**

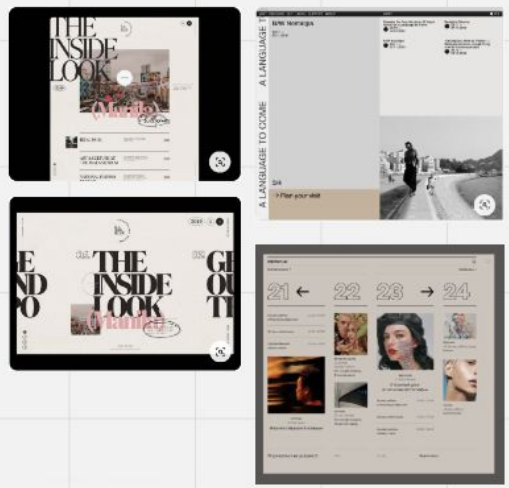
# LOOK AND FEEL — Vibrant and cheerful, warm and supportive.



### General Look and Feel



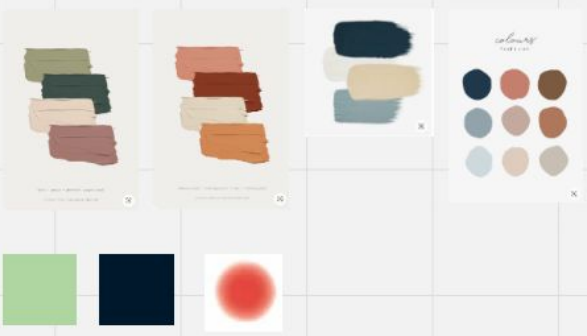
### Typographic



### M3 JOURNAL

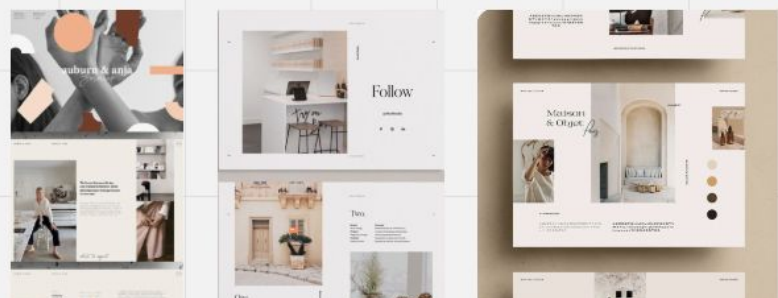


### color palette - needs artintouch's red

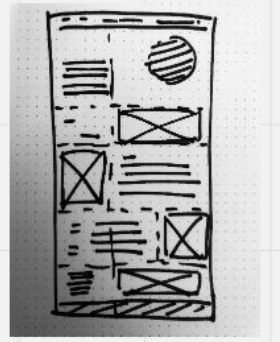


### M3 NEW OFFICE CULTURE

### Blog-style



### Typeface : slab



*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.

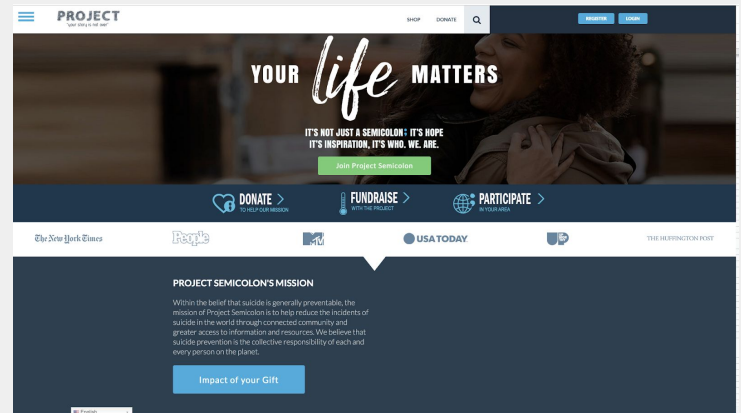
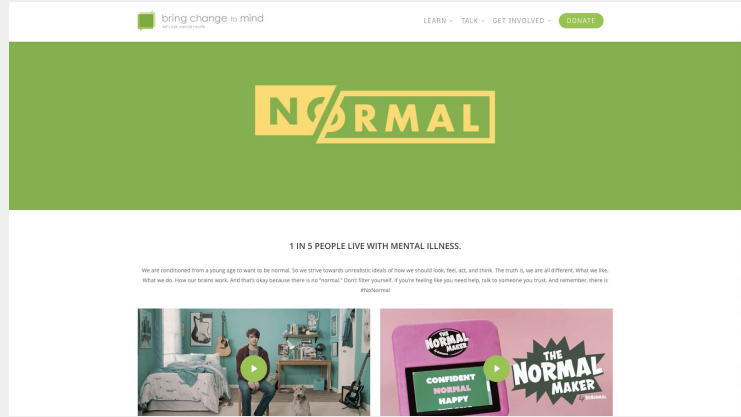
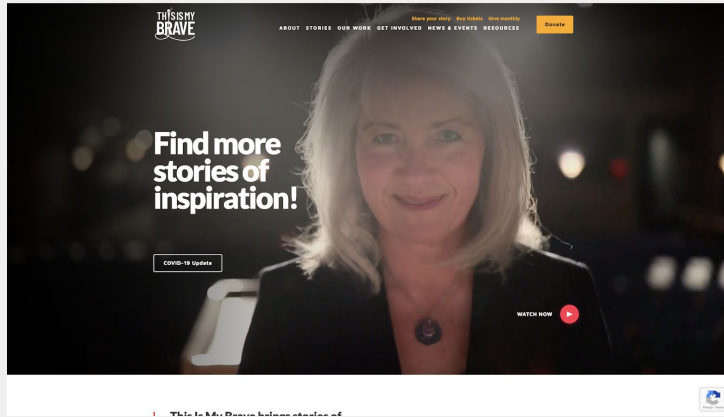


## **Goals of the website**

**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



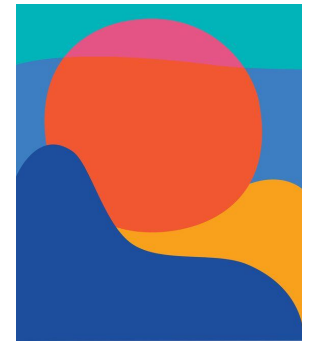
Concept 01

# 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.



share

heal

listen

Concept 02

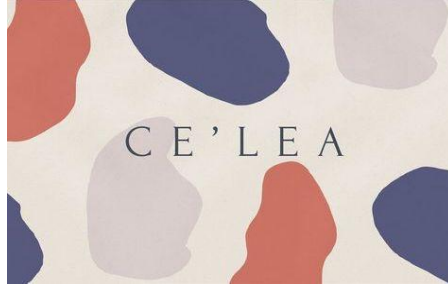
# Breath of Fresh Air



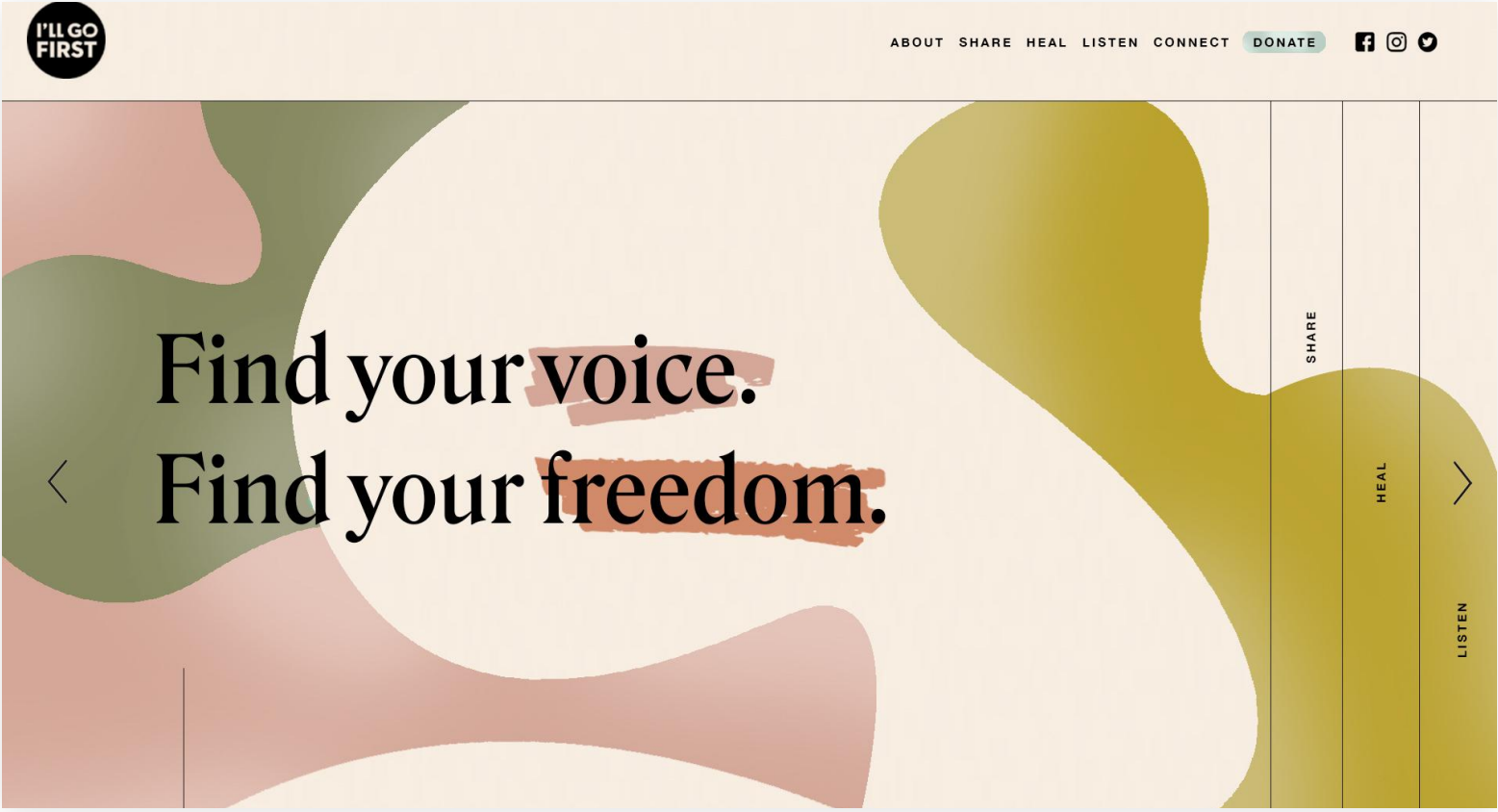
Key Values

**Fluid, Assuring, Inspiring**

# Inspiration Board



# Homepage Design



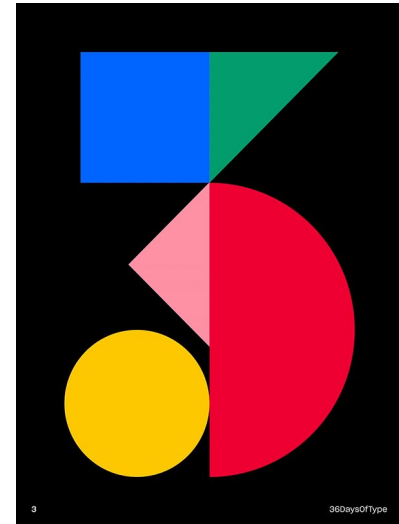
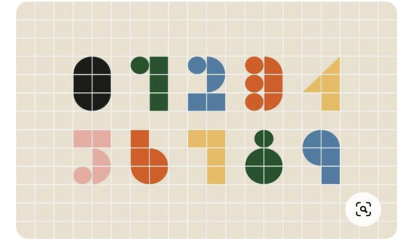
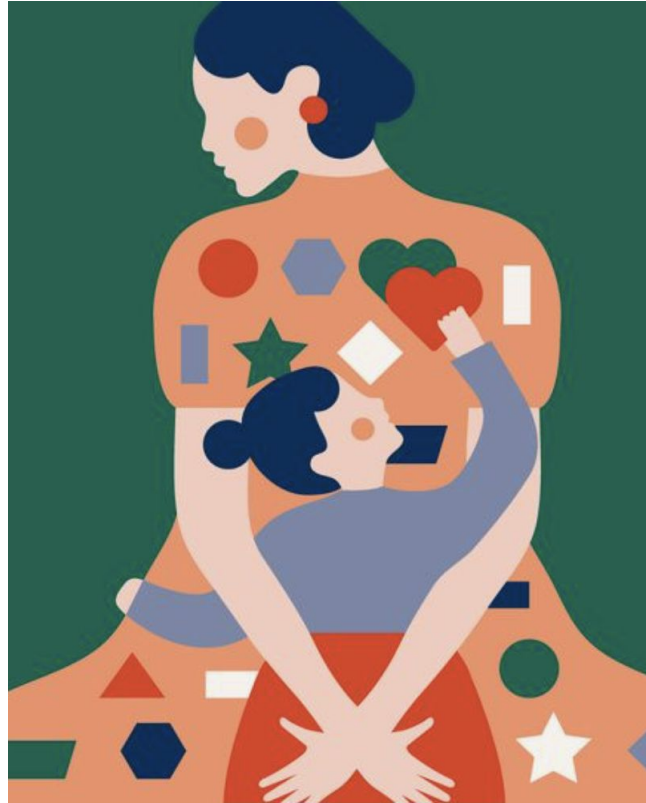
Concept 03

# Build Me Up

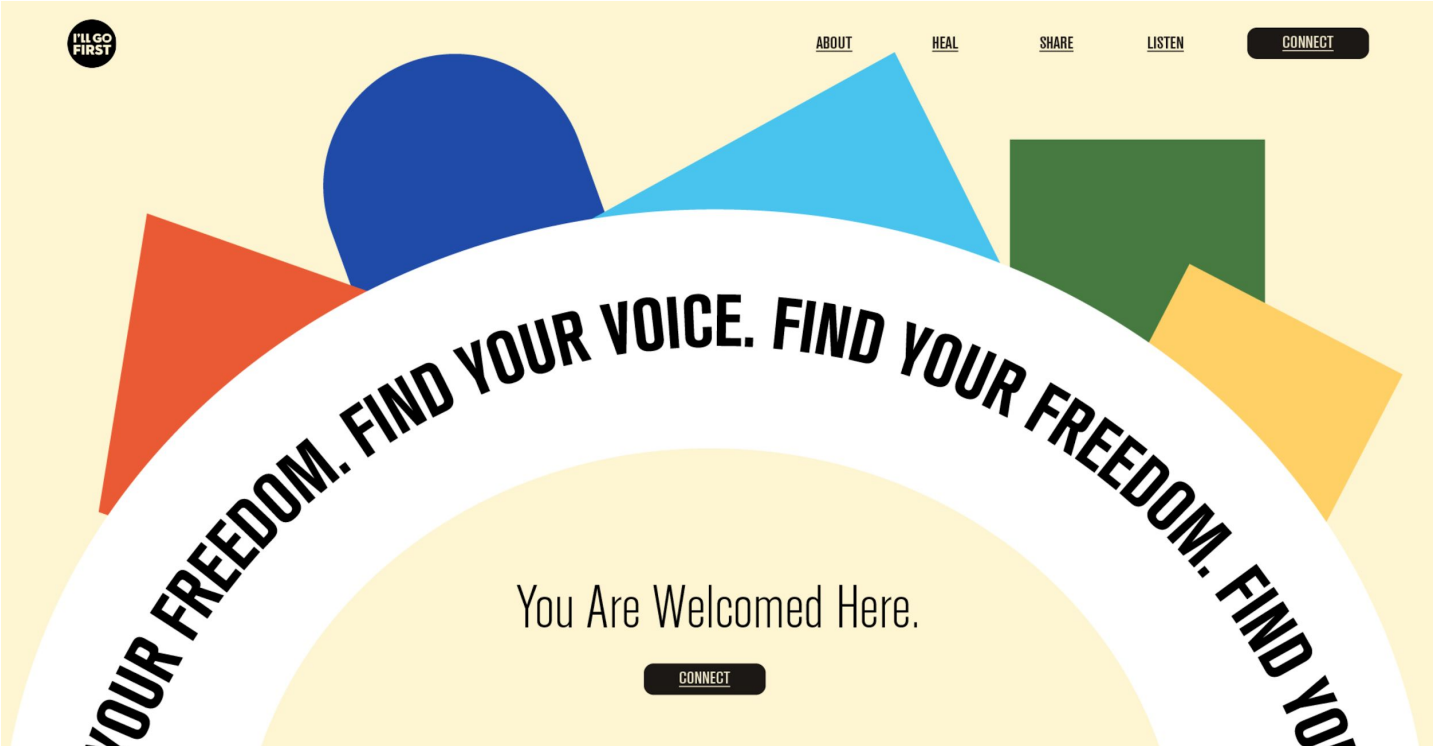
Key Values

**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](#)



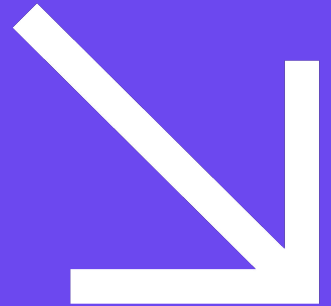


# Quick break?



*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**





**CC BY:** This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use.


CC BY includes the following elements:

BY  – Credit must be given to the creator



**CC BY-SA:** This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to the creator. The license allows for commercial use. If you remix, adapt, or build upon the material, you must license the modified material under identical terms.

CC BY-SA includes the following elements:

BY  – Credit must be given to the creator


SA  – Adaptations must be shared under the same terms



**CC BY-NC:** This license allows reusers to distribute, remix, adapt, and build upon the material in any medium or format for noncommercial purposes only, and only so long as attribution is given to the creator.

It includes the following elements:


BY  – Credit must be given to the creator


NC  – Only noncommercial uses of the work are permitted




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CC BY-NC-SA includes the following elements:

BY  – Credit must be given to the creator


NC  – Only noncommercial uses of the work are permitted

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




**CC BY-NC-ND:** This license allows reusers to copy and distribute the material in any medium or format in unadapted form only, for noncommercial purposes only, and only so long as attribution is given to the creator.

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

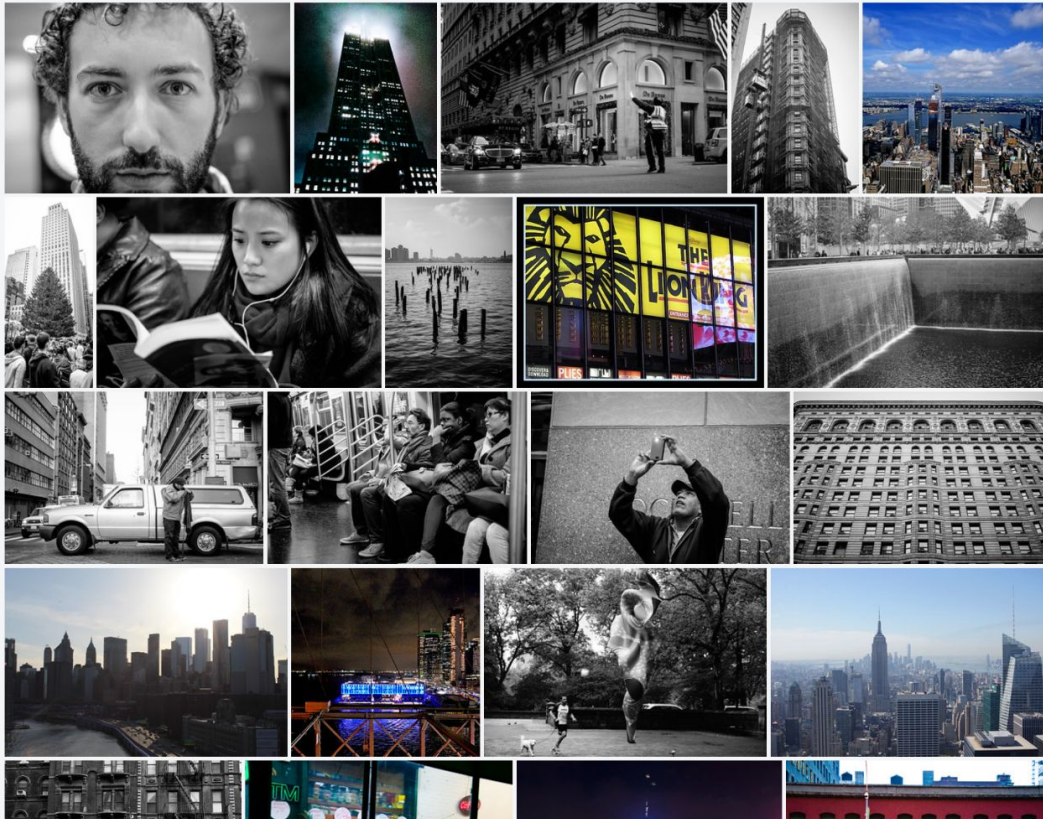
ND  – No derivatives or adaptations of the work are permitted

## 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!

+ Follow

New York City

New York City

5,683 views

2 faves

0 comments

Uploaded on September 18, 2015

Taken on September 16, 2014

Some rights reserved



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# Homework Review



*Last week's homework:*

# Observe

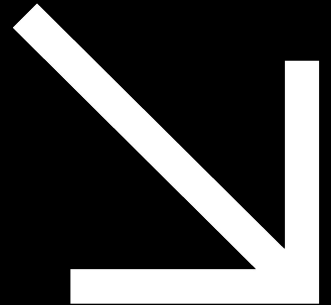
Find 3 digital design/media elements that you like from anywhere (web, real life, tv, social media, etc) could be a poster or a video or a logo or anything that draws your attention.

*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](#)



# Your Homework for next week!



*Homework:*

# Research

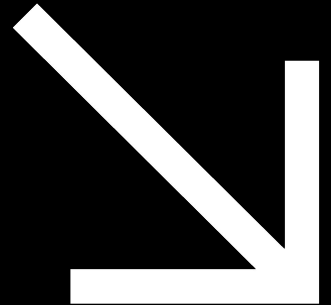
Your design assignment is to create a poster for an event in NYC (use Eventbrite for content - Events in September to December 2024\*) you decide which content and imagery to present, Make sure it is clear what the event is about, where and when. Size: 50 x 70 cm (18 x 24 Inches) ***no need to print!***

*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)*
5. Don't design or sketch yet, keep it for after class feedback for the week after.

*Present next class for feedback*

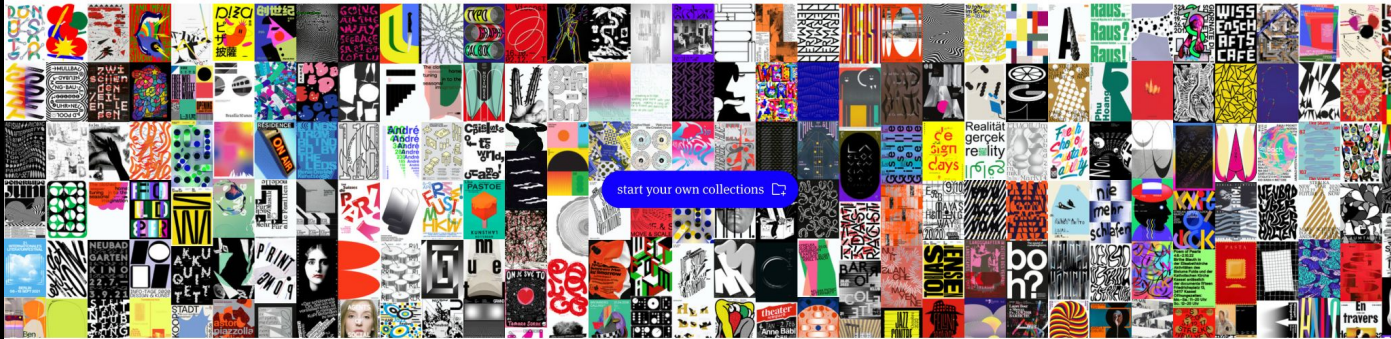
\* *flexible*



# Where to find Inspiration?!



typo/graphic posters



start your own collections

follow us on and

new profiles

sixtine gervais

france



meritxell casamira

spain

Casamira



<https://www.typographicposters.com/archive>

[www.typographicposters.com](http://www.typographicposters.com)



Home Create poster design X All Pins 99+

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

Posters & Posters II

dose of design

"Appropriation And Restraint" lecture poster

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

RBF Poster Design by Here and Now

Jay Horsth Solitude Tour posters

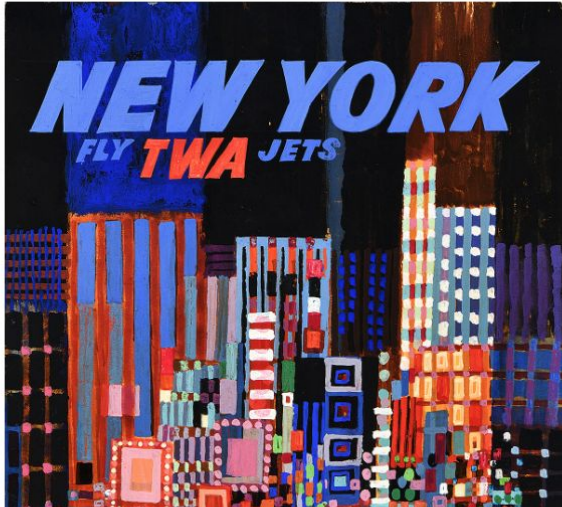
Playground Paris - Graphic Design Studio

DSGN Series 1 Poster / Flyer Template

Graphic design studio Pa-i-ka

[Pinterest.com](https://www.pinterest.com)

## On View



Wonder City of  
the World: New  
York City Travel

[Poster House NYC](#) - Go see in real life!



Books!

eventbrite

Search anything

New York

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



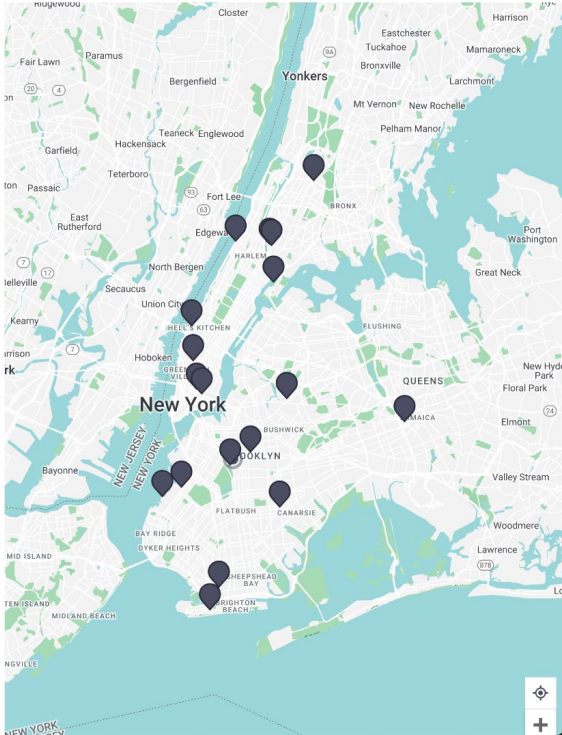
**Beginner Punch Needle Workshops (Rug making)**  
Saturday • 2:00 PM  
361 Stagg St  
From \$49.87  
Promoted



**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



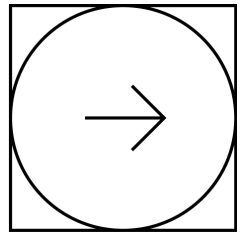
For content, use Eventbrite - search for cool NYC events (you love!!!)

Where do you find  
Inspirations?

**Share with each other!**

# Good Resources

1. Colors
2. Typography
3. Imagery
4. Web Inspiration



# Color resources

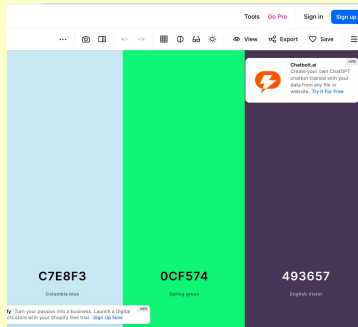
randoma11y.com



↳ Randoma11y



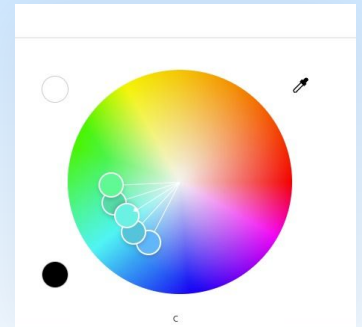
colors.co



↳ Colors



color.adobe.com

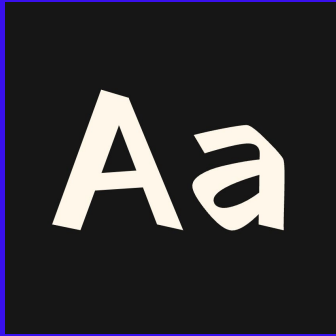


↳ Adobe color



# Typography resources

freefaces.gallery



FreeFaces



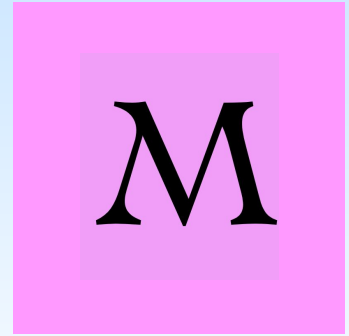
fonts.google.com



Google Fonts



velvetyne.fr



Velvetyne





# Imagery resources

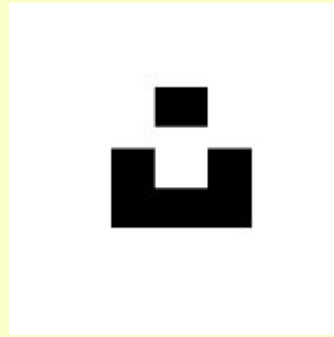
pexels.com



Pexels



unsplash.com



Unsplash



pixabay.com



Pixabay



Design Networks

[are.na](https://are.na)

[pinterest.com](https://pinterest.com)

[behance.com](https://behance.com)

[designspiration.com](https://designspiration.com)

[dribbble.com](https://dribbble.com)

[itsnicethat.com](https://itsnicethat.com)

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Web Design Inspiration

[savee.it](https://savee.it)

[siteinspire.com](https://siteinspire.com)

[httpster.net](https://httpster.net)

[awwwards.com](https://awwwards.com)

[admiretheweb.com](https://admiretheweb.com)

[cssdesignawards.com](https://cssdesignawards.com)

*Field Trip:*

**March 6th**

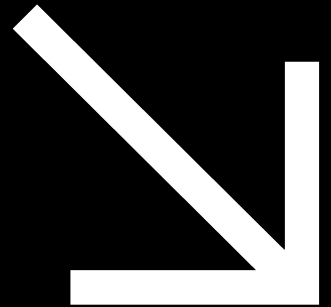
**9:30 am @Cotton**

**Design in Manhattan**

291 Broadway Suite 702, NYC

*Next Week:*

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



**ANY  
QUESTIONS?**



**THANK  
YOU!**

