

CASE STUDY:

Huntingdon County Humane Society

COURSE:

IM375: Integrated Media Arts Lab I

TERM:

Fall 2019

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Assistant Professor of Integrated Media Arts

Juniata College

www.IMA-Studio.info

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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

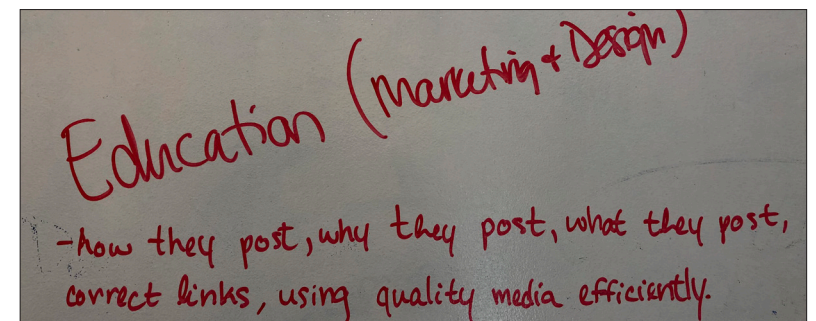
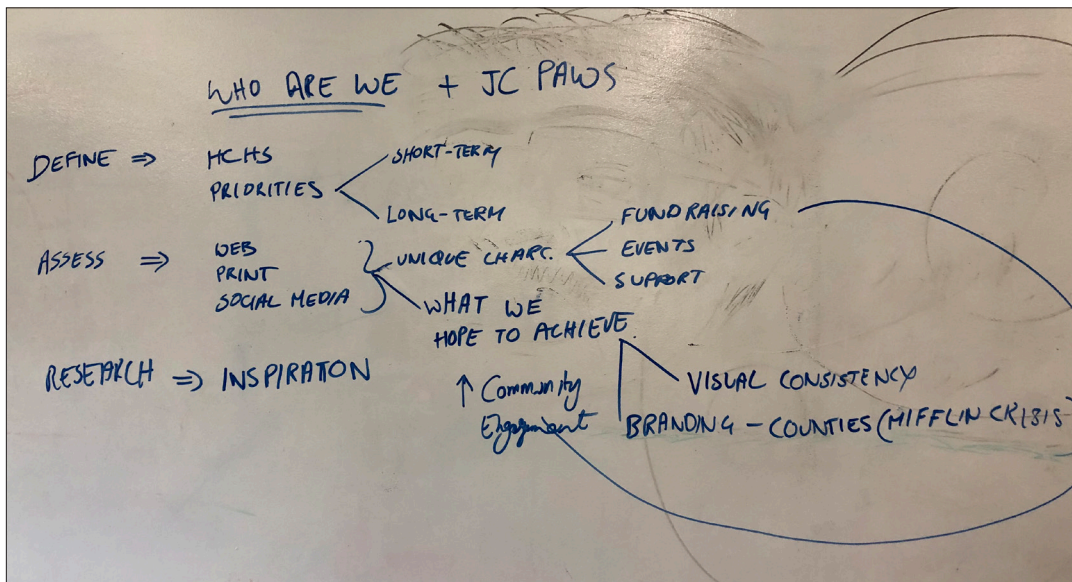
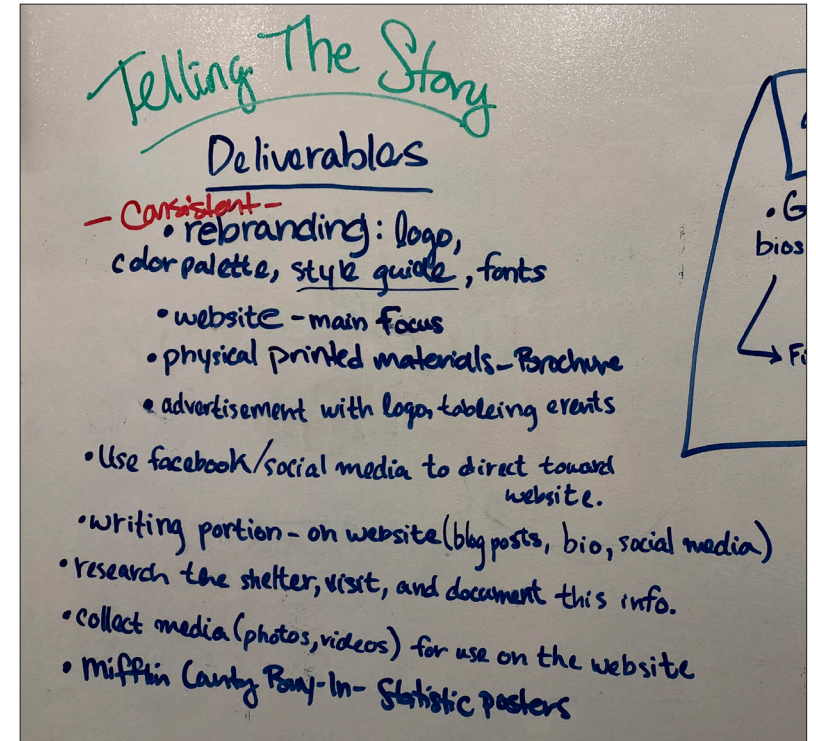
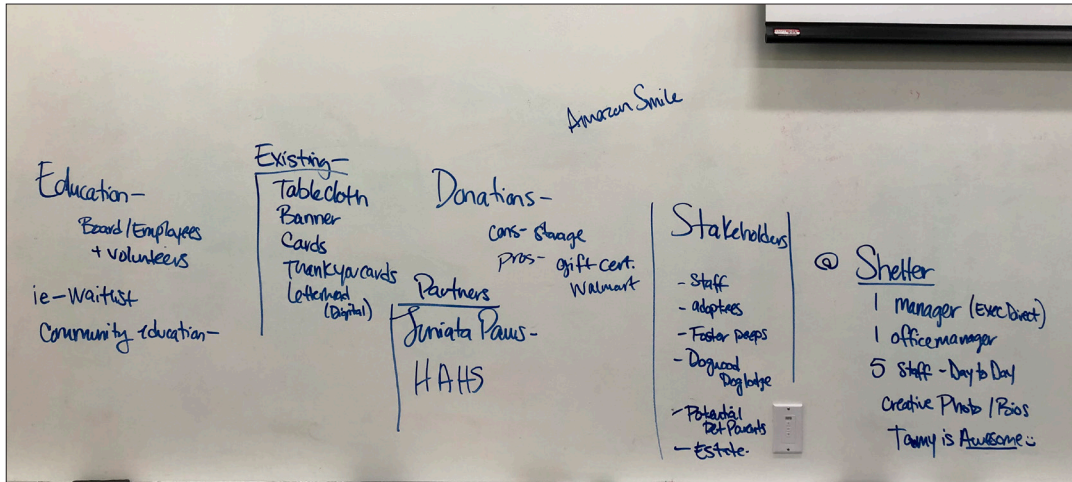


Top row, left to right: Hunter Winters, Max Prosser, Jacqueline Eberle, Sarah Reid, Ashley Purvis, Gen Wittrock, Rohan Bandekar

Bottom row, left to right: Ryan Gibboney, Daniel Muleady, Tatum Poirer, India Thakar, Ace Simek

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



The Huntingdon County Humane Society's mission is to help homeless pets find their loving and forever homes, and by educating the public about the safety and welfare of animals; to promote responsible pet ownership by having your pets spayed and neutered.

ASSESS

After identifying the scope of the project with our community partner, we visited them on-site and looked through their current social media presence.

**Do as you please
in New York City
Saturday, December 7**



Register with credit card at www.huntingdonhumane.com (please indicate NYC) or by mailing a check to 11371 Schoolhouse Hollow Road, Huntingdon, PA 16652

Cost is \$95/person
Call 814-643-7387 with any questions

Leaving Peebles Parking Lot at 3:30 am
Returning home at 12 am
Traveling by Fullington Bus

PROCEEDS BENEFIT HUNTINGDON COUNTY HUMANE SOCIETY

Posts

htgdnhumane.com

AVAILABLE FOR ADOPTION

Huntingdon County Humane Society

Reagn


Little Miss. Reagn has been with HCHS since December of 2018. She came in as a stray and nobody came looking for her. This ball of sass definitely has a hard time showing you her good side if you visit her in the kennel. She absolutely loves to play ball and really bonds with people close to her. Reagn is an absolute blast to be around and will never leave you not laughing. Please take a moment to ask for some play time in the yard with her, and even come back for a few visits to take things slow. She is certain to shine and flourish outside the kennel with the family that gives her the chance she needs and deserves. (Ask about our foster to adopt program!)





34 likes

htgdnhumane.com Please come meet this girl. She has been waiting over 9 months for a family. #adoptdontshop #adoptme #shelterdog #adopt



Huntingdon County Humane Society
@hchspets

Home
About
Events
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Like Share Learn More Send Message

or animals who do not have responsible pet ownership by having your pets spayed or neutered.

ADDITIONAL CONTACT INFO

hchspets@verizon.net
<http://www.huntingdonhumane.com>

MORE INFO

About
The Huntingdon County Humane Society, is a 501 (c) 3, no kill, open-admissions animal shelter. Our shelter takes in stray, abused and abandoned animals.

Company Overview
The Huntingdon County Humane Society, located in Huntingdon, PA, is a 501 (c) 3, no kill, open-admissions shelter. Our shelter takes in stray, abused, abandoned... See More

The Huntingdon County Humane Society, located in Huntingdon, PA, is a no-kill, 501 (c) 3 open-admissions shelter. Our shelter takes in stray, abused, abandoned... See More

General Information
Adoption information:
All of our animals are fully vetted, up to date on their vaccines, spayed/neutered and micro-chipped prior to adoption. You can download a... See More

Founding Date
1978


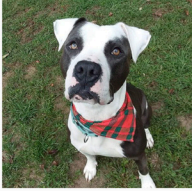

Nonprofit Organization - Animal Shelter

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Huntingdon County Humane Society

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AVAILABLE FOR ADOPTION

Huntingdon County Humane Society

Blue

This little blue eyes girl will undoubtedly want to walk up to this beautiful sunny morning! Blue is a sweet little girl who is the picture of her life ready to accompany you on all your adventures. She is a little too comfortable with some cats and dogs around, so if you get a dog, Blue would need to be introduced. He would definitely be the perfect fit for the right family. Ask to visit with Blue in one of our play areas and he will be sure to steal your heart!


Search

Events

Calendar

Birthday

Discover

Dance Your Tail Off

Hosting

Create Event

26

Dance Your Tail Off

Public · Hosted by Huntingdon County Humane Society

Saturday, October 26, 2019 at 7 PM - 11 PM

Huntingdon County Club

10305 Raystown Rd., Huntingdon, Pennsylvania 16852

About Discussion

4 Going · 62 Interested

Suggested Friends

Jill Palmer Invite

Erin Paschal Invite

James MacFarlane Invite

Related Events

NYC Christmas Bus Trip Sat, Dec 7 at Huntingdon Cou... 287 guests Interested · Going

State Game Lands #166 Expl... Sunday at Juniata Valley Audu... 24 guests Interested · Going

10K Run/Walk to Benefit Hum... Sun, Oct 20 at Drexel Field 355 guests Interested · Going

Fall Festival 2019 Saturday at Degeared Dog Lod... 298 guests Interested · Going

Monster Mash Halloween Ba... Sat, Oct 19 at Huntingdon Cou... 346 guests Interested · Going

Black Light Adventures Fri Feb 7, 2020 at Lincoln Cav... 29 guests Interested · Going

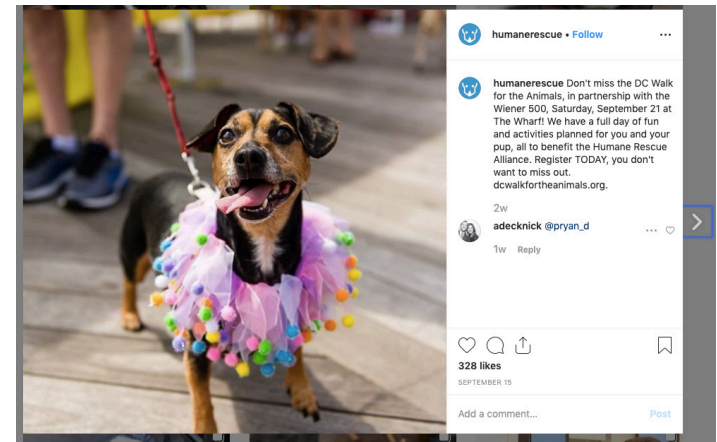
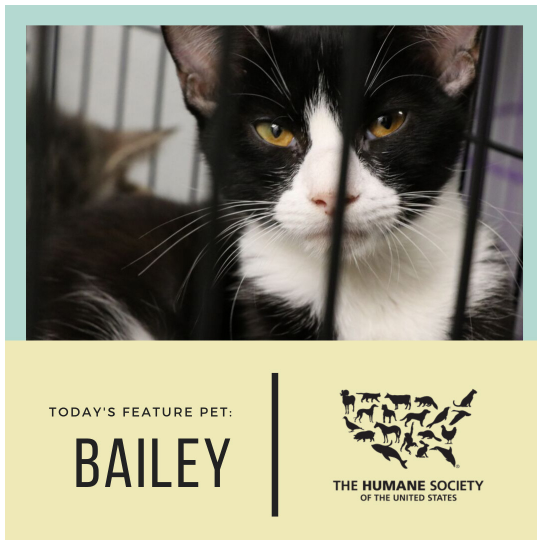
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Facebook © 2019

RESEARCH

Our design team prioritizes research as the first step in the design phase. This phase is where we begin collaborating closely with Huntingdon County Humane Society to identify a style for our design work. This involved examples of other organizations logos and social media, as well as beginning to take pictures of the animals at the shelter.

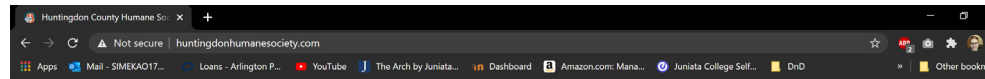


DESIGN

Our design team created a new logo and branding guidelines, a new website with sections for volunteers and those wanting to donate, social media templates, illustrations, photos, and a style guide.



DELIVER



After our community partner project, Huntingdon County Humane Society was able to launch their new website with online donation forms, information on how to volunteer, and an easy to update events and news section. Our future projects include a potential promotional video about their success stories and further social media assistance.

JC students rebrand local shelter

By **NATHAN WOODS**
Staff Writer

The Huntingdon County Humane Society (HCHS) has recently rebranded with the help of a group of students enrolled in Juniata College's Integrated Media Arts (IMA) program.

"It was wonderful, they reached out to us at the beginning of the fall semester," said Lisa Boland, humane society manager. "It was good timing because we just celebrated our 40th year. We met with them and they had a presentation and kept us informed along the way. It was a very easy process and well-managed."

The HCHS, an animal shelter that aims to find homes for dogs and cats in Huntingdon and Mifflin County, now has a new logo and website. "We love it. The logo is very colorful and cheerful which is how we want to be represented. And the website is very user-friendly. It's much easier for folks to find the info they're looking for." Each fall, the college offers a course called IMA Labs, which takes students with in the IMA program with different skills ranging from graphic design, to



professional writing, to IT, and pairs them with a community partner.

"Every fall semester we apply to work with us and review those applications in the class based on the students goals and skills and what the community partner organization's mission is," said Ryan Gibboney, a professor of IMA who runs the IMA Labs. "We really try to partner the right project with the right team of students."

This year, 12 students took part in the IMA Lab. "Community engaged

See Rebrand
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Rebrand

Continued from Page A1

learning is a great opportunity to engage with the local community, create interesting products that will serve for the greater good, and develop our skills as designers, team players and citizens," said Rohan Bandekar, a student who worked on the web design for the project," said Rohan Bandekar, a student who worked on the web design for the project.

In addition to the new look, visitors to the website can submit

and process forms online instead of in person or via fax.

This was the fourth year of IMA Labs. Projects completed so far have been the Huntingdon Community Food Garden in 2016, the Huntingdon Community Center in 2017 and Huntingdon House in 2018.

The IMA lab does not have a fall 2020 client lined up yet. Potential community partners are encouraged to apply online at: <http://ima-studio.info/apply>.

Nathan can be reached at nwoods@huntingdondaily-news.com.

FUTURE

For our future relationship with Huntingdon County Humane Society we hope to have an IMA student intern with them to continue working with them to create a consistent brand image with the new logo for all future fundraising events. There is also the potential to do a video on one of their success stories of an animal that came in in bad shape but is now with a loving family.

