

Juniata College
1700 Moore Street
Huntingdon, PA 16652

Huntingdon County Humane Society

IM375 IMA Labs

FALL 2019

Presented By:

Tatum Poirier

Professor:

Ryan Gibboney

Presented:

August 28, 2019

Completion Date:

December 17, 2019

DEFINE

The Project:

We are a student-led design studio focused on helping community partners reach their goals through visual arts, while improving our own skill sets. This semester we have decided to work alongside the Huntingdon Humane Society to aid and educate them as to why design and brand identity are important within a non-profit. I am working within our media team to create a series of videos and images that capture the heart and soul of the Humane Society.

Challenges:

The biggest challenge I expect to face is that the Humane Society's hours do not fit with a college student's schedule. They close at 4pm every day and most of us don't get out of class until 4, so I imagine it will be difficult to find time to be on site.

We have been struggling with how to showcase the Humane Society in a brand video because their facility is being remodeled. We aim to showcase their facility but will not have the opportunity. We have to get creative when it comes to creating intriguing video shots.

Steps to Completion:

For the media team, our completed project will consist of:

A series of videos:

One brand identity video

Four day in the life video mini-series - Volunteering, being an animal in the shelter, fostering a pet, and what it looks/feels like to work at HCHS.

Two informational videos: the adoption checklist and what to expect when you drop off an animal.

Photography that captures each animal's personality and the environment of HCHS.

Successfully educated HCHS on how to create effective and visually consistent social media posts.

For the class, my hopes for the completed project will consist of:

A visual brand consistency

New website with better functionality

Updated and more organized social media posts

A series of video that tell HCHS's story

We created a way for Mifflin County to buy-in

Better Pet-Finder profiles

Community Education

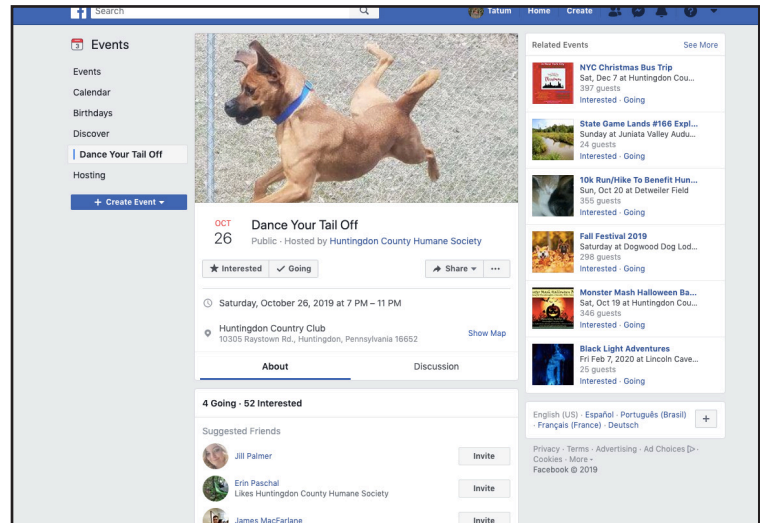
DEADLINES

WEEK	TIME FRAME	TASK
Week 1	9/16 - 9/22	Initial Partner Meeting
Week 2	9/23 - 9/29	
Week 3	9/30 - 10/6	
Week 4	10/7 - 10/13	Presentation to April and Vice President
Week 5	10/14 - 10/20	Post Client Meeting Reflections Due
Week 6	10/21 - 10/27	Design/Client Portfolio Due Marketing Photoshoot at the Humane Society Presentation to the HCHS Board
Week 7	10/28 - 11/3	
Week 8	11/4 - 11/10	
Week 9	11/11 - 11/17	Brand Identity Video Complete
Week 10	11/18 - 11/24	
Week 11	11/25 - 12/1	
Week 12	12/2 - 12/8	End of Semester Reflections Due
Week 13	12/9 - 12/17	Finish Brand Identity Video Individual Contribution Participation Due File Contribution Due

ASSESS

Visit the community partner site to evaluate the current assets and unique characteristics. Consider budgets for materials to be produced.

Assessment of materials:



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

Register with credit card at
www.huntingdonhumaneociety.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

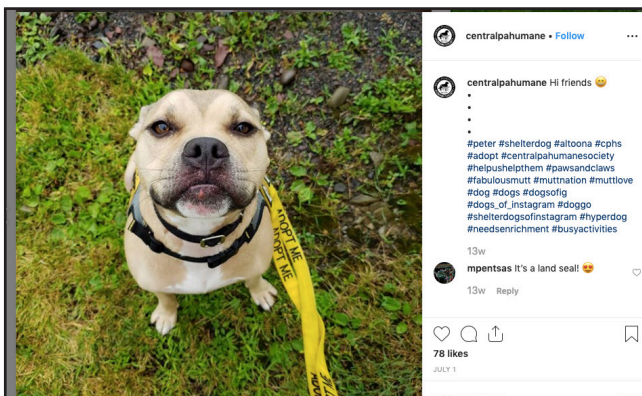
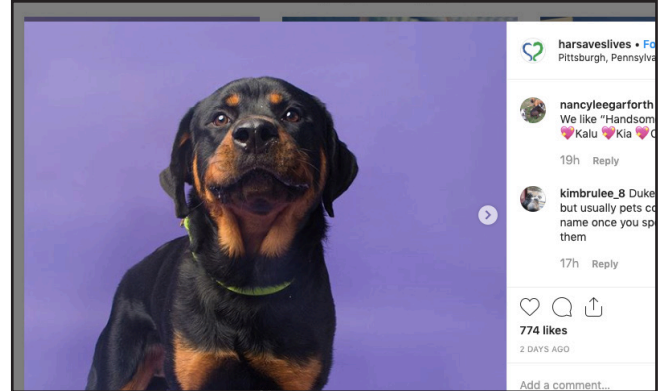
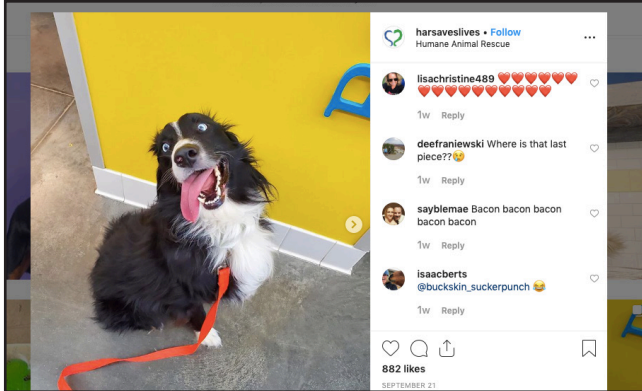
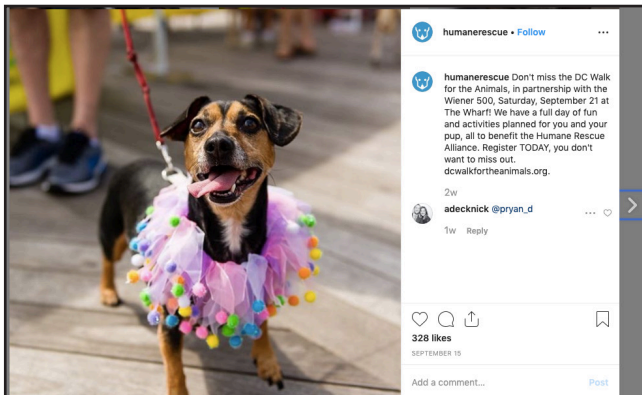
Leaving Peebles Parking Lot at 3:30 am
 Returning home at 12 am
 Traveling by Fullington Bus

PROCEEDS BENEFIT HUNTINGDON COUNTY HUMANE SOCIETY

RESEARCH

Research the community and begin the creative process by finding inspiration to identify a visual style. Begin creative process in close collaboration with partners.

Inspiration:



Video Inspiration:

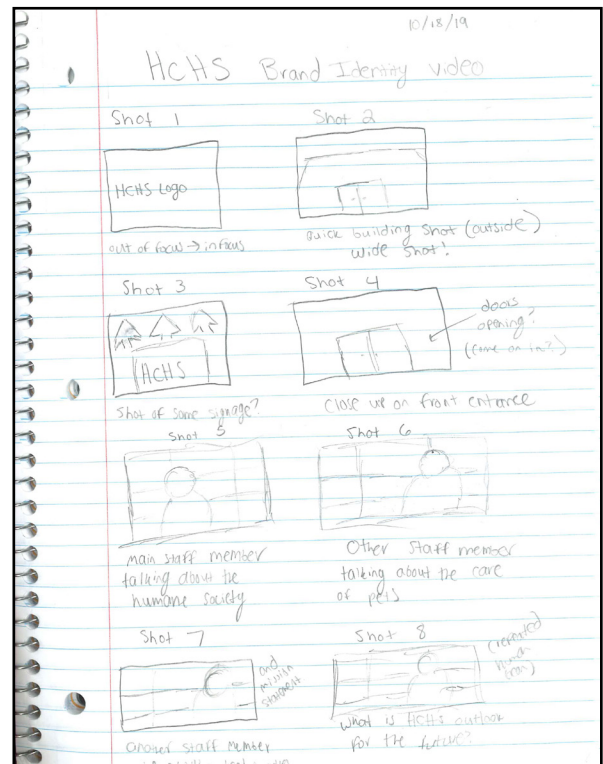
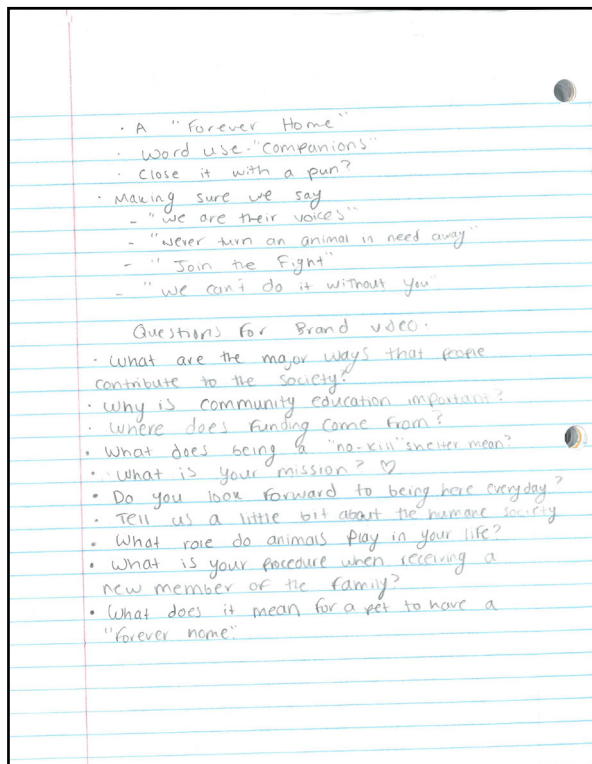
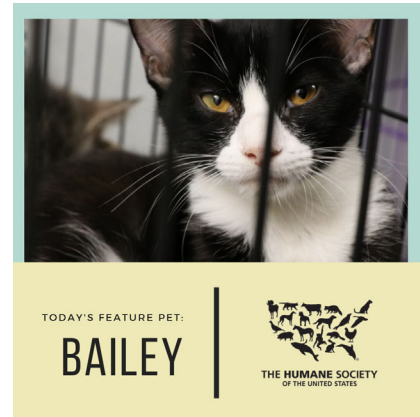
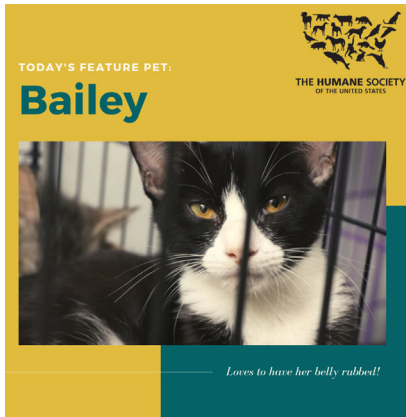
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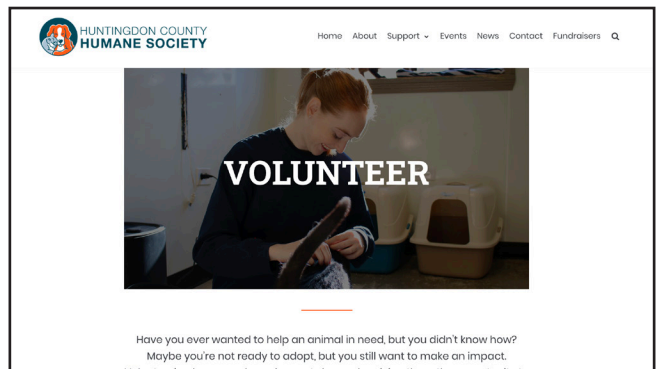
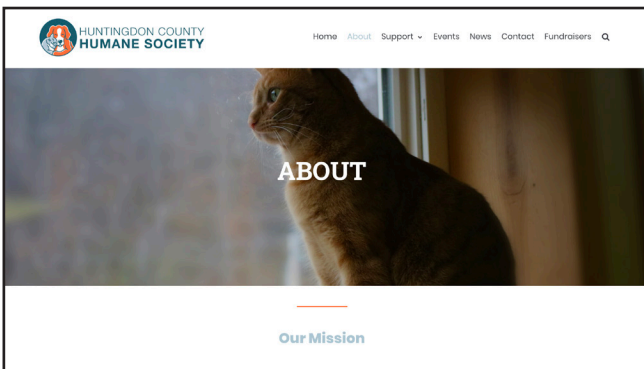
DESIGN

Create visual elements that are sustainable to update and maintain for community partners, volunteers, and future student led design teams.



DELIVER

Present to community partners, constituents, and community voices that are part of the team. Implement the materials in print, web, and social.



DELIVER



HOURS

<i>DATE</i>	<i>TIME</i>	<i>TASK</i>
9/16 - 9/22	3 hours	Research website and Facebook page. Made a list of things to fix
	.5 hours	Prepare information to ask April about while she is in class
9/23 - 9/29	4 hours	Find inspiration regarding social media posts and picture/video ideas
9/30 - 10/6	4 hours	Document current social media, create social media mockups
	2 hours	Prepare for presentation
10/7 - 10/13	3 hours	Prepare for presentation
10/14 - 10/20	1.5 hours	Meet with Media Team to decide how we plan to attack some video
	4 hours	Storyboard a brand identity video over fall break
	.5 hours	Write Midterm- reflection
10/21 - 10/27	2 hours	Prepare for community partner presentation
	5 hours	Prepare client research portfolio
	3 hours	Marketing photoshoot for the college
10/28 - 11/3	3.5 hours	Visit to the Humane Society for photography/video
11/4 - 11/10	5 hours	Visit to the Humane Society for photography/video
11/11 - 11/17	2 hours	Prepare for community partner presentation
	3 hours	Edit b-roll footage
	3 hours	Visit to the Humane Society for photography/video and signage measurements
11/18 - 11/24	6 hours	Create social media templates (Instagram/Facebook)
	4 hours	Color correct best photos
11/25 - 12/1	1 hour	Visit to the Humane Society for first round of interviews (had to re schedule)
		Thanksgiving Break
12/2 - 12/8	4 hours	Film Interviews for Brand Identity Video at the Humane Society
12/9 - 12/17	15 hours	Editing the Brand Identity Video
	5 hours	Reshoots at the Humane Society and final video edits

Total:

In Class Hours - 56

Workshop Hours - 10.5

Individual Hours - 74