

Carrillo

Des1110-Fall 2022

Yosemite sPark Discovery

Contents

Contents	1
Design Brief	 2
Persona	 3
Mood board	 4
Typography and color	 5
Project 1 - Logotype	 6
Project 2 - Poster	 7
Project 3 - Video Intro	8
Project A. Web Site	C



Design Brief

Project Research:

April 16: sPark Discovery National Park Week kicks off with a fee-free day to encourage everyone to find something new by visiting a national park, especially one that may be close to home, a park you haven't considered visiting, or one you never realized is a national park! What new national park will you discover? #sParkDiscovery

Since I've never been to yosemite, I want the first experience to be amazing and unforgetable. I want to explore and discover news things so I can be able to share my experience with my family.



Project Summary:

Promoting the idea of accessability for the family will be the objective. Families exploring around unfamiliar locations and learning new things will help form the idea of discovery.

I want to show these families exploring yosemite together, shopping, seeing the stars, having fun, and sharing stories.

The concepts will be shown using new and fresh logotypes, eye catching posters, interesting videos and good looking websites.

Target Audience:

The target audience will be families that are new to the idea of exploration and never had a chance to visit these parks. People who cherish happy first impressions, who are willing to share their experiences with anyone in their community.

Desired Message:

I want people to know that these parks are packed with new and interesting things, just waiting to be discovered. Just by participating during the week, are they allowing themselves to try out new things and seeing the wonders the park contains.

Look and Feel:

Using cool colors and eye catching panoramas will highlight the feeling of freshness and discovery.





Andrew Family



"Life is short, thats

why we must cherish

the good things"

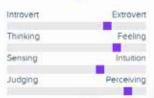
Age: 26

Work: Phyclatrist

Family: Married, Has 2 klds

Location: San Francisco, CA

Personality



Goals

- · Becoming a professional Photographer
- · Exploring and Learning Nature.
- · Improve health by eating more vegetables

Frustrations

- · Waiting in lines
- · Driving into traffic
- · Problems with summer heat

Bio

Andrew is an outside loving dad who wants only the best for his family. He is a phyciatrist who hopes one day to become a photographer to explore and catch aweinspiring photos with his camera. He enjoys going on trips with his wife and kids, usually to take small hikes and do some quick exercises. Bonding with his family is important to him, which is why they go out often.

Motivation

Incentive Fear

Growth Power

Brands & Influencers







Preferred Channels

Traditional Ads

Online & Social Media

Mood board

Carrillo, DES 1110, Fall 2022, Project 5 FINAL (Yosemite sPark Discovery)

Typography and color

H1-HEADS

H2-Sub-HEADS

P- Text is smaller, but still easy to read in large amounts.

Id eos qui inctur alicil ex et, sit et moluptur reiunt aut aut quis nonsequat dolupta turion estius, quasped quis etur aut rerum lam volum quiditas as peruntibero imaio debis ute netus eatatem. At voles nim ad ma que rehendistrum aut moloremqui sequid el et aborem ipicia sed moluptas cores et que dolupiciur, que porrovit hiciaspedic tem que plibusdant in nonet plignimo ea quate

-Freestyle script, 37 pt

-Source Code Variable, 18 pt

-Times New Roman, 12 pt

Pantone Green 0921 C

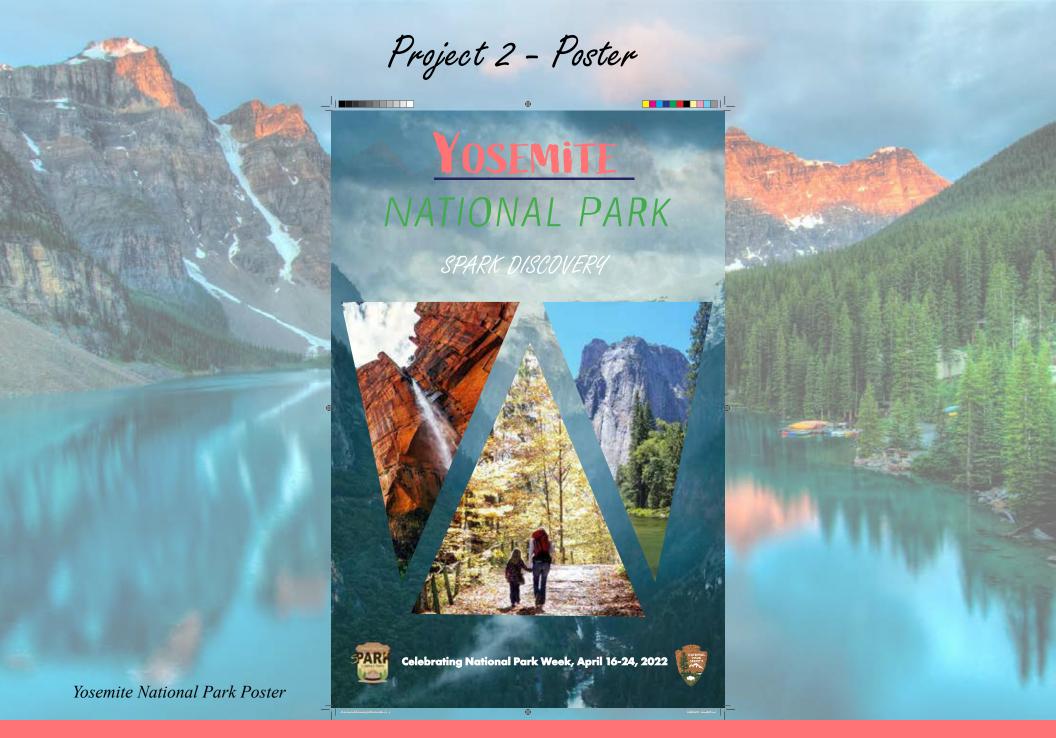
Pantone 805 C

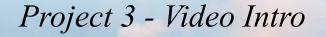
Pantone 7513 C

Pantone 803 C

Pantone 375 C











https://www.youtube.com/ watch?v=Bvykm3HkAWk&t=1s

Yosemite National Park Logo-type Promotional Video Intro screenshots



