

Market Analysis Research

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Client:

RISD (Rhode Island School of Design)



What is your market?

Students that want a degree in art and design, continuing higher education specifically in Art and design

Who is your user?

Bachelor's Degree, Undergrad, Master's degree

Higher education (22 years old and up)

Who are your competitors?

The logo for Pratt, featuring the word "Pratt" in a bold, yellow, sans-serif font.The logo for The New School Parsons, featuring the words "THE NEW SCHOOL" in black, uppercase, sans-serif font, with a horizontal line underneath, and the word "PARSONS" in a larger, bold, red, uppercase, sans-serif font below the line.The logo for RIT, featuring the letters "RIT" in a large, orange, serif font, followed by a vertical line and the words "Rochester Institute of Technology" in a smaller, black, sans-serif font.

Parsons New School



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THE UNIVERSITY THAT REIMAGINES THE FUTURE



Identifying Bias In Tech With Morgan Boals '23

Color Palette

#191919 - Black

#E42A1D - Red

#FFFFFF- White

#767676 - Gray



Parsons New School Typeface

Name:

Helvetica Neue
Neue Display

Sizes:

H1 Size: 70px, 73px

H2 Size: 20px, 22px, 35px

Body Size: 10px, 13px, 14px, 15px

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

0123456789

;!@?()[] , . - * +

THE
NEW
SCHOOL

A

A A A

B B B

C C C

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Thin

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

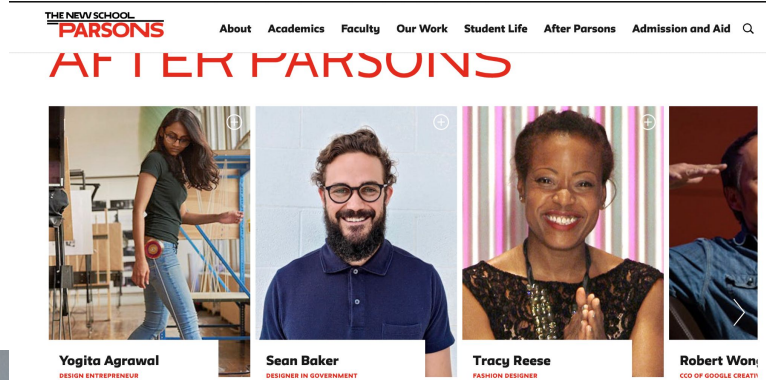
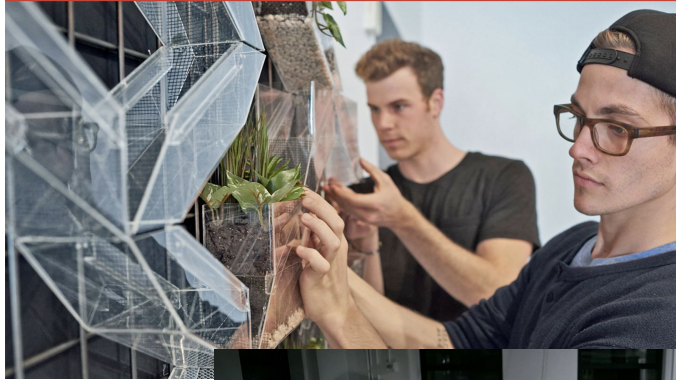
Helvetica Neue 75 Bold

Helvetica Neue 85 Heavy

Helvetica Neue 95 Black

List all the media types used (images, videos, audio, interactive embedded assets).

PHOTO, IMAGES, VIDEOS, INTERACTIVE, no audio



Identify their primary functions of their product

Create positive change and address issues in our time through art, to provide real world experience to get ready for a professional career.

SVA (School of Visual Arts)

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School of Visual Arts



◀ Accelerate Your Ingenuity ▶

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Color Palette

#4d4d4d - Black

#e61f00 - Red

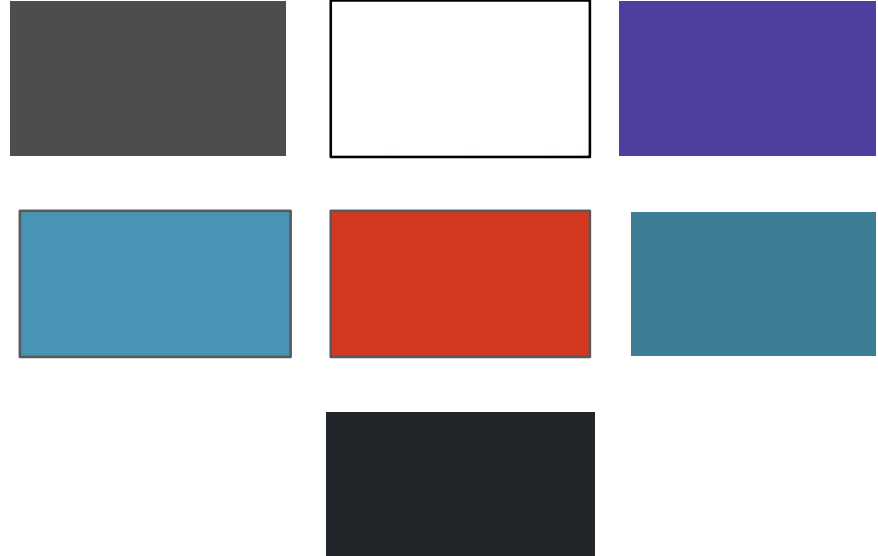
#FFFFFF- White

#1e7f99 - Blue Green

#1E96B8 - Blue

#4e3ea4 - Deep Indigo

#212529 - Black Pearl



SVA (School of Visual Arts)

Typeface

Name:

Ringside ExtraWide Bold, Size: 64px, 48px, 42px,
38px, 36px

Ringside Regular, Size: 24px, 16px, 15px, 14px

SentinelSSm Bold, Size: 41px

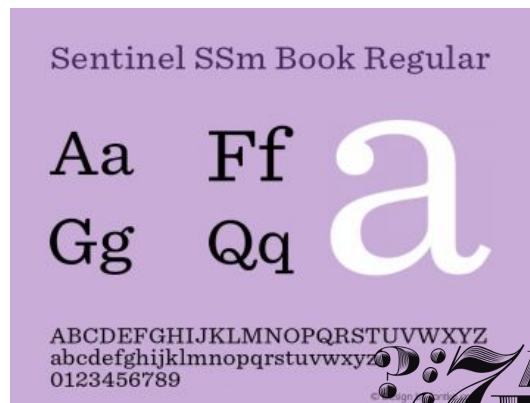
SentinelSSm Regular, Size: 20px, 17px

SentinelSSm Light, Size: 35px, 20px

SentinelSSm Italic, Size: 20px

Obsidian, Size: 38px

Ringside Extra Wide Bold



List all the media types used (images, videos, audio, interactive embedded assets).

Images, video, interactive embedded asset, carousel, audio



◀ **Ollie Yao** (BFA 2023 Computer Art, Computer Animation, and Visual Effects) directed and created "Your Health, Your Community, Your Callen-Lorde," an animated advertisement for the historic LGBTQ+ Callen-Lorde clinic. All aspects of the animation were created by Yao, with additional lighting help p video ▶



on art and space combine! The
dition is free and open to the public
September 20 at the SVA Gramercy
try. Exhibiting artists include: Allen
ng, Angela Wei, Annabelle Davis,
won Lee, Eleanor Leung, Emma
y, Flora He Tao, Ggotbyeol Kim, Han

Creativity doesn't just stop at the canvas,
but also through fashion and expressing
oneself through clothes. We absolutely
loved seeing everyone's unique style at
our Welcome Luncheon! Cheers to a new
semester, we're so excited to have you at
SVA!

Follow along BFA Fine Arts Fiber Arts Lab
Assistant Ziyen as she gives us a quick
tour of the lab!

Identify their primary functions of their product

Innovation and social responsibility, citizenship, diversity and inclusion, freedom of expression, professionalism and integrity.