

# TTC guide

## The Turing Club Design and Content Guide

### 1. Mission and Vision

- **Purpose:** Establish The Turing Club as a supportive community that empowers students to explore and excel in tech and design. Our mission is to bridge the gap between theoretical knowledge and real-world application, fostering innovation and collaboration.
- **Vision:** To be a recognized hub where students develop practical skills, build impactful projects, and connect with peers and industry professionals. TTC champions inclusivity, creativity, and a forward-thinking approach to learning.

### 2. Brand Personality and Values

- **Keywords:** Futuristic, Bold, Empowerment, Open-Source, Innovation.
- **Personality:** TTC is a tech-driven community that embodies boldness, innovation, and inclusivity. We aim to be friendly yet professional, accessible yet authoritative. TTC embraces a sense of community, ownership, and growth for all members.
- **Avoid:** Being overly formal, exclusionary, or rigid. TTC's communication and design should always feel welcoming, engaging, and inspirational.

### 3. Design Principles

#### The TTC 10 Commandments of Design

- **Purpose-Driven Design:** Every visual element should serve a purpose, aligning with TTC's mission and adding value to our community.
- **Futuristic Aesthetic:** Designs should be visually innovative, capturing the forward-thinking ethos of tech.
- **Clarity:** Ensure legibility and clear visual hierarchy, using the KISS principle—Keep It Simple, Silly.
- **Boldness:** Our content should make a strong impression. Utilize eye-catching colors (teal green, neon blue, black, white, red) and dynamic layouts.
- **Inclusivity:** Designs should appeal to a diverse audience, making tech and design feel accessible.
- **Balance of Content and Space:** Avoid overcrowding; let designs “breathe,” with negative space guiding the viewer's eye.

- **Font Consistency:** Use clean, readable fonts. Opt for a modern sans-serif with regular, medium, and bold weights.
- **Content Density:** Include only necessary information, avoiding clutter. Every element should have a reason for being there.
- **Interactive Elements:** Incorporate engaging, clickable elements like links, call-to-action buttons, or QR codes.
- **Visual Hierarchy:** Emphasize titles, key points, and CTAs to create a clear reading path for viewers.

## 4. Content Strategy and Pillars

### Content Pillars

- **Educational Resources:** Tutorials, guides, and workshops on topics like coding, UX/UI, data science, and machine learning. Aim to balance beginner-friendly content with advanced resources.
- **Career Development:** Content covering resume building, portfolio tips, internship advice, and industry insights. Feature career-oriented webinars and guest speaker sessions.
- **Community and Member Spotlights:** Showcase members and their projects, celebrating personal growth and contributions within TTC.
- **Innovation Showcases:** Feature ongoing projects or hackathon outcomes, highlighting solutions focused on sustainability, accessibility, AI, and social impact.
- **Event Highlights:** Document upcoming and past events, keeping the community informed and engaged.

### Interactive Content Formats

- **Q&A Sessions:** Host live or asynchronous Q&As with alumni, guest speakers, or club leaders. These sessions offer personalized advice and insights.
- **Member Polls and Feedback Surveys:** Regular polls to understand what content members want, guiding the creation of workshops and other initiatives.
- **Design and Coding Sprints:** Organize short, timed problem-solving challenges for members to collaborate and improve teamwork.
- **Hackathons and Competitions:** Facilitate hands-on experience and encourage friendly competition. Hackathons should focus on TTC's core themes.

## 5. Educational Model: Hybrid Learning Approach

- **Student-Led Initiatives:** Encourage peer mentorship and leadership roles, allowing experienced members to run workshops, tutorials, and project presentations.

- **Expert-Led Sessions:** Bring in professionals for masterclasses and structured sessions, offering up-to-date insights from the industry.
- **Mentorship Programs:** Pair members with industry professionals or alumni for personalized guidance, fostering professional connections.

## 6. Innovation Hub and Project Themes

- **Sustainability:** Promote projects focused on eco-friendly technology, energy efficiency, and sustainable product design.
- **Accessibility and Inclusivity:** Encourage members to create solutions that make tech more accessible for individuals with disabilities or underserved communities.
- **AI Solutions:** Support projects that leverage AI for positive impact in fields like healthcare, environmental science, and education.
- **Social Impact:** Inspire members to develop tech-based solutions addressing social challenges, such as access to education or healthcare.

## 7. Collaboration Strategy

- **University and Club Partnerships:** Collaborate with other tech and design clubs for inter-university events, enhancing knowledge sharing and networking.
- **Industry Partners:** Build connections with companies like Microsoft, Google, Adobe, and Figma for workshops, resources, and sponsorships.
- **Nonprofits and Social Impact Groups:** Work with organizations focused on social good, aligning TTC projects with real-world impact.
- **Alumni and Industry Mentors:** Develop a network of mentors to support members with career advice, project feedback, and internship opportunities.

## 8. Tone of Voice

- **Approachable and Friendly:** TTC's tone is inviting, motivating, and welcoming. Content should feel inclusive, encouraging, and supportive.
- **Inspirational and Professional:** While maintaining an encouraging tone, TTC should come across as knowledgeable and professional, especially for external communications.
- **Playful and Conversational:** Use a light, conversational voice for internal updates and community posts, building a relaxed environment for members.
- **Examples:** For inspiration, we look to brands like Notion or Figma, which balance warmth and professionalism in their communication.

## 9. Branding and Visual Style

- **Colors:** TTC's colors—teal green, neon blue, black, white, and red—represent its tech-driven, bold identity.
- **Typography:** A modern sans-serif typeface with three weights: regular, medium, and bold. Typography should always be legible, and title cases should have a strong visual presence.
- **Imagery and Icons:** Use icons and visuals that emphasize innovation, such as 3D models, tech-oriented symbols, and futuristic visuals.
- **Negative Space:** Incorporate white space to enhance clarity and focus on main content.
- **Logos and Symbols:** TTC's logo should always be used consistently, without modifications, to build a recognizable brand image.

## 10. Art Direction and Visual Vocabulary

- **Textures:** Minimal textures are used to add depth, with the focus remaining on clean, modern visuals.
- **Icons and Stickers:** Icons should be simple yet futuristic. Sticker designs can be used to add personality to graphics, reinforcing key messages.
- **Imagery:** Follow the Rule of Thirds for layout; imagery should complement the text, not overwhelm it. Emphasize strong visuals that capture TTC's tech-oriented identity.