

# **DESIGN DOCUMENTATION**

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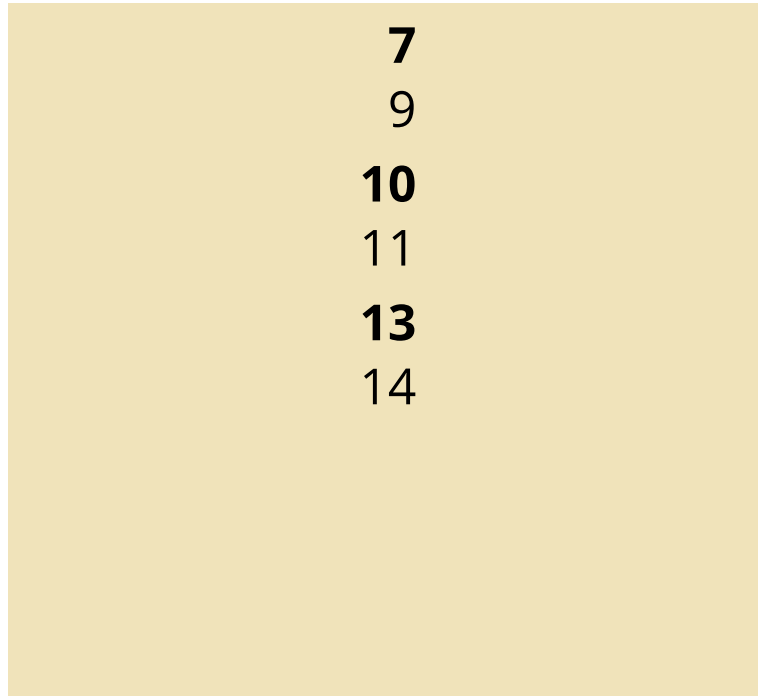
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# Introduction

As an organisation that has 14-25 year olds as their target audience, YFU experience that they are not known enough for young adults from 18-25. The way they are attempting to attract the young adults are not as successful as the younger target group of 14-18. Therefore we have analysed different parts of their identity and what they offer compared to their competitors.

The biggest problem was how to make YFU appealing to the target audience and how to get the YFUs message out in the world, because YFU has a less recognisable brand than their main competitors. In order to change that, we knew that we are gonna need to take risks and try something new. Especially to differentiate YFU from the competitors, that are offering similar or the same product and that have better brand recognition.

After interviews and survey with our personas, we decided to do a video campaign and do the necessary website redesign so its easier to access for young adults. We also researched where young adults spend their time online, and what social media they regularly use. We decided that the video would focus on humor, with several references to current pop culture, hoping to hit the target audience.

YFU has a great mission, to give people opportunity to discover the world and make it their home. Our idea of how they should move forward to reach more young adults have to do with creating a more fun and young environment; on their website, during presentations and for marketing purposes. The video we created for the website is also made for small ads on instagram and facebook to hopefully catch someone from the target audience, who then might “tag” someone else and spread it further. We believe that changes in how they speak to their audience will make a big difference for how they are being perceived.

# Typography

For typography, the most important parameter to consider was good readability. Therefore we chose the sans serif typeface Khula. We used its different weights depending on what kind of text block we wrote (naming Regular, Bold and Italic for quotes) It is simple, soft and contributes to a fluent, consistent overall look of the website.

## Khula Regular

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A B C D E F G H I J K L M N O P R S T U V W X Y Z  
a b c d e f g h i j k l m n o p r s t u v w x y z

## Khula Light

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A B C D E F G H I J K L M N O P R S T U V W X Y Z  
a b c d e f g h i j k l m n o p r s t u v w x y z

## Khula Bold

---

**A B C D E F G H I J K L M N O P R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p r s t u v w x y z**

# Color

For the campaign's purpose we decided to change the color of YFU's logo from purple to a yellow one. We also applied it on all other campaign elements.

We based this choice on test results we concluded after our trip to Roskilde, where we got a clearly positive feedback on the color change by the tested target audience. Users found the new color version more appealing, as they also suggested it is a right choice to relate with the concept of travelling. The chosen color #e4ad53 has proven to work well with white, grey and black text, which we used on our version of the YFU's website.

Our choice is also supported by how well it fits the minimalistic design of the website with several visual elements. The yellow tones are not distracting from the content, quite contrary, they highlight and enhance pictures and videos presented on the website.



RGB  
228 173 83  
#e4ad53



RGB  
127 140 151  
#7f8c97



Old logo



New logo

# WEBSITE

<http://kmjdesign.dk/m2/YFU/>

About YFU

Travels



Financing

Volunteer

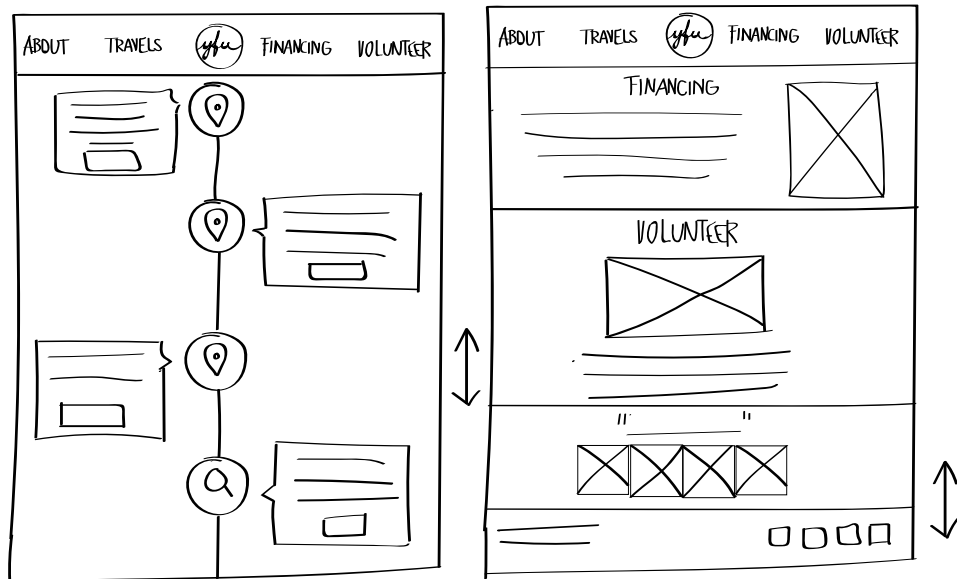
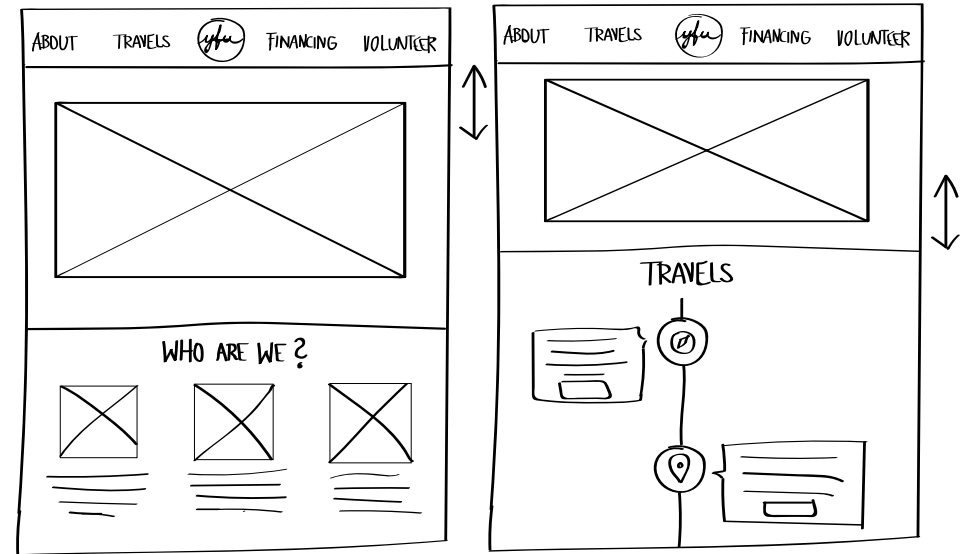
# MAKE THE **WORLD** YOUR HOME

Who are we?





# Wireframes



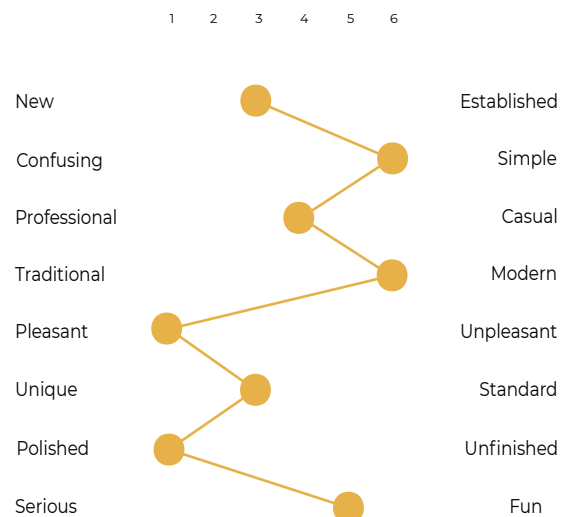
**TEST**

# Bert Test

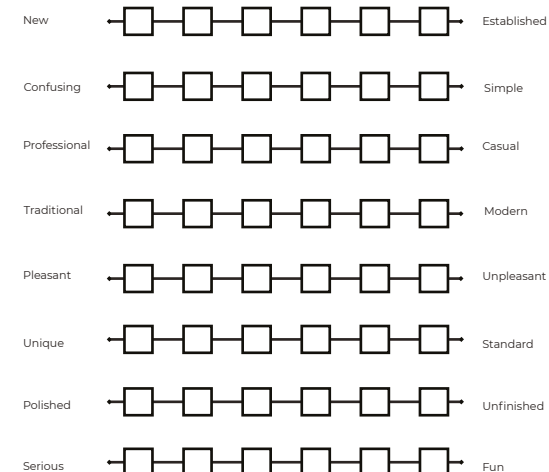
The BERT (bipolar emotional response test) focuses on retrieving information about how users from a target group interpret the aesthetics of a design. For the BERT test we used three different design ideas that we had in mind for our campaign website prototype for YFU, created in Illustrator. Firstly we decided what polar extremes we would ask our target audience, and then we visualized an optimal result for how we wanted our result to be.

We imagined for YFU to better target young adults from 18-25, it would be important for their website to attract them with inspiring and pleasing aesthetics, as well as organizing content in a simple way. We thought YFU's website should aim to be new, but recognizable, simple, casual and approachable, but still containing professional content, modern pleasant, unique, polished, with a fun touch to better hit the target group. Our target audience consists of young adults, so we asked a few different students from Roskilde to fill out the form shown below, to find what design the users thought fit our wanted result the most.

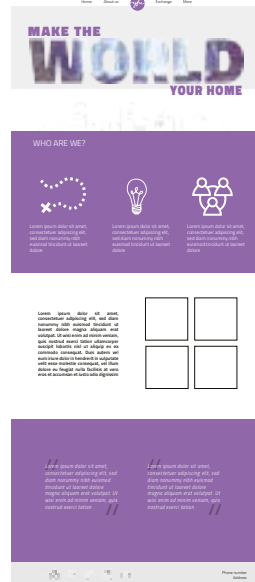
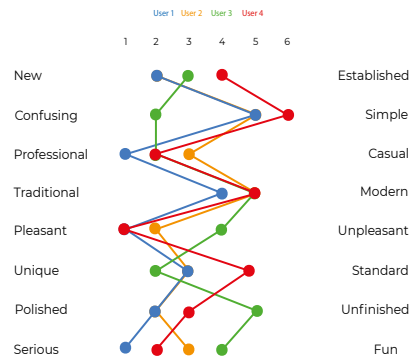
What do we want to achieve?



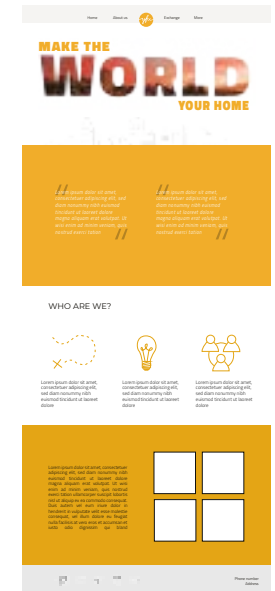
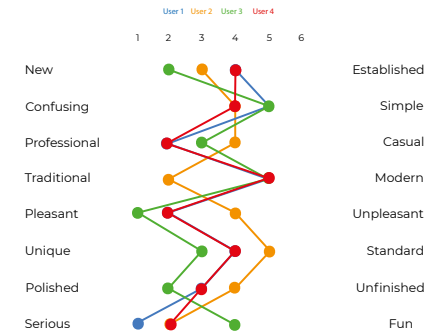
How would you describe the design?



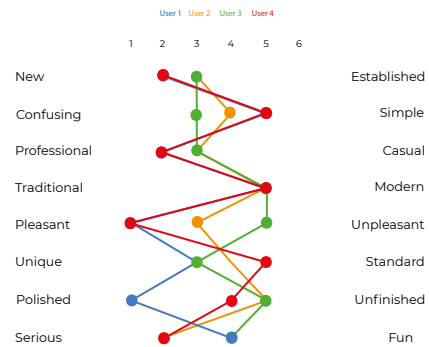
## DESIGN #1



## DESIGN #2



## DESIGN #3



# VIDEO

[https://www.youtube.com/watch?time\\_continue=7&v=twthqANuiwk](https://www.youtube.com/watch?time_continue=7&v=twthqANuiwk)

# Storyboard

**Frame 1**



Action/Plot:  
Animated logo of YFU

Sound:  
Rap music, no lyrics yet

Time:  
2 sec

**Frame 4**

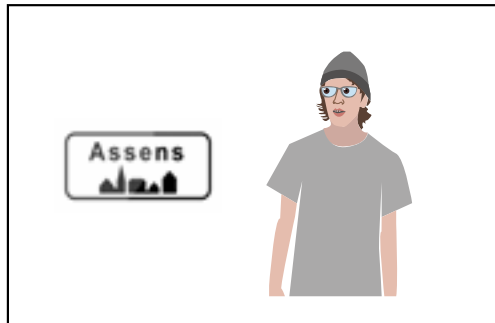


Action/Plot:  
Mihael is handed the diploma and appears in typical college graduation robe

Sound:  
Rap music.  
Verse: Was just about to graduate

Time:  
2 sec

**Frame 2**



Action/Plot:  
Mihael is bored to death in Assens.

Sound:  
Rap music.  
Line: I was bored to death in Assens

Time:  
2 sec

**Frame 5**

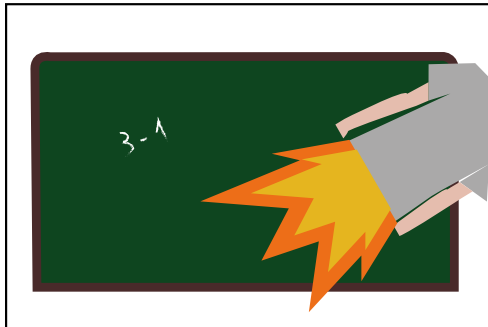


Action/Plot:  
Text describing that Mihael does not want to settle with graduating

Sound:  
Rap music  
Line: I didn't want that to decide on my fate

Time:  
2 sec

**Frame 3**



Action/Plot:  
Mihael is so bored of classes he flies out of it - rocket style

Sound:  
Rap music  
Line: Would do anything to get out of classes

Time:  
2 sec

**Frame 6**

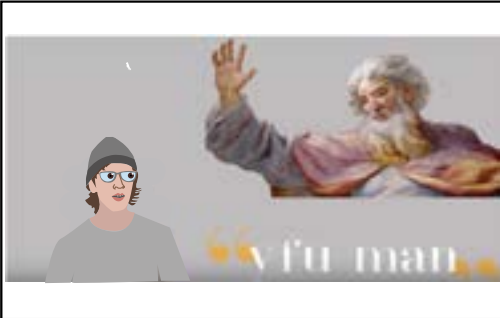


Action/Plot:  
Mihael is considering his future options

Sound:  
Rap music.  
Verse: Not sure of my future, had to see another culture ?

Time:  
2 sec

**Frame 7**



Action/Plot:  
Mihael finds out of YFU and feel it's fate

Sound:  
Rap music  
Line: Knew it was god's plan when I  
heard of YFU, man

Time:  
2 sec

**Frame 9**

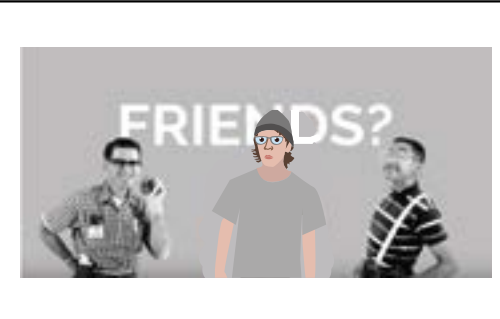


Action/Plot:  
Mihael wants to change his life so  
he's considering going to Paraguay

Sound:  
Rap music.  
Verse: Wanted to go out of my way  
So I dreamt of Paraguay

Time:  
3 sec

**Frame 8**



Action/Plot:  
Mihael loses his old friends and gets  
new ones

Sound:  
Rap music.  
Verse: Friends? I only have a few  
And I think it makes sense to  
finally meet someone new

Time:  
4 sec

**Frame 10**



Action/Plot:  
Mihael suggests that he is not we  
considers Chile

Sound:  
Rap music.  
Verse: Didn't have a milli, so may

Time:  
3 sec

**Frame 9**



Action/Plot:  
Mihael wants to change his life so  
he's considering going to Paraguay

Sound:  
Rap music.  
Verse: Wanted to go out of my way  
So I dreamt of Paraguay

Time:  
3 sec

**Frame 11**



Action/Plot:  
Mihael's girlfriend didn't care if  
he leaves, so he considers flying  
to the USA

Sound:  
Rap music.  
Verse: My gf didn't ask me to stay  
so I almost flew to USA

Time:  
6 sec

### Frame 11



Action/Plot:  
Mihael finally decides on going to China and really enjoys his experience

Sound:  
Rap music.  
Verse: last minute thought - I'm not a minor, so I went to China  
Immediately it felt like my bowl of rice  
everybody there was just so nice  
over a billion of families  
And now there is one I'm gonna miss

Time:  
11 sec

### Frame 11



Action/Plot:  
After a year of an exchange, Mihael decides that he wants to be a volunteer for YFU - THE END

Sound:  
Rap music.  
Verse: After a year, it became clear  
What I wanted to do was volunteer

Time:  
14 sec