

GD3

Introduction

'The most effective way to do it is to do it.' Amelia Earhart (the first woman to fly solo across the Atlantic Ocean). The desire to do something no one has done before, to climb, to fly, to sail, to explore and to experience something new or undiscovered drives people to attempt the most incredible feats. Whether it's Sir Edmund Hillary's ascent of Mount Everest, Darwin's five-year expedition on HMS Beagle, or Captain Robert Falcon Scott's ill-fated expedition to the Antarctic. We seem to have an innate desire to explore and to discover. On NASA's website it states 'Humans are driven to explore the unknown, discover new worlds, push the boundaries of scientific and technical limits, and then push further'. This can be applied to many other contexts.

Project aims

To develop appropriate research and fact-finding skills. To develop your ideas generation for concepts and proposals. To improve your skills in interpreting information and developing final solutions from them, which are relevant to the needs of the client and/or user. To further develop and improve personal visual, technological and time management skills.

Title: **Great explorers**

Assessment weighting: **100%**

Type: **Staff open brief**

Tutors: **JD ES HH KC JH TW NH SMC SM**

JN JR RN

Issue date: **28 September 2021**

The Brief

We would like you to research previous explorers/expeditions, select a target audience and create a piece of communication design that captures the content in a new and exciting way. You could choose a famous expedition from the past or you could look at something more contemporary. Think about the different mechanisms we have for communication today – we can follow groups or individuals' social feeds as they undertake their expeditions, the information we receive is essentially a live feed. There is no shortage of content available to work with on this project, the challenge lies in the interpretation and delivery of that content for your chosen audience. You could select to communicate using a typographic narrative, you may wish to utilise type and illustration/image to create a book or document/an exhibition/an experience. You may animate your content, you could make a short film – or you could combine your use of media to create complimentary outcomes of your choice. Please remember they must be appropriate to your identified audience. Explore, experiment, challenge yourself and try something new, if you push the boundaries you may achieve or discover something unexpected!

Additional Information

Shackleton's Journey, William Grill, Flying Eye Books. Great Expeditions, Levinson Wood, Collins <http://www.rmg.co.uk/discover/explore/exploration-endeavour/> Famous-expeditions <http://npg.si.edu/exhibit/earhart/>

Primary Research

They have given you some excellent references with which to start your research. Case studies, statistics and other information.

Delivery

The brief gives examples of what you might deliver in response to the problem. You are not limited to this but it is a good jumping-off point.

Context

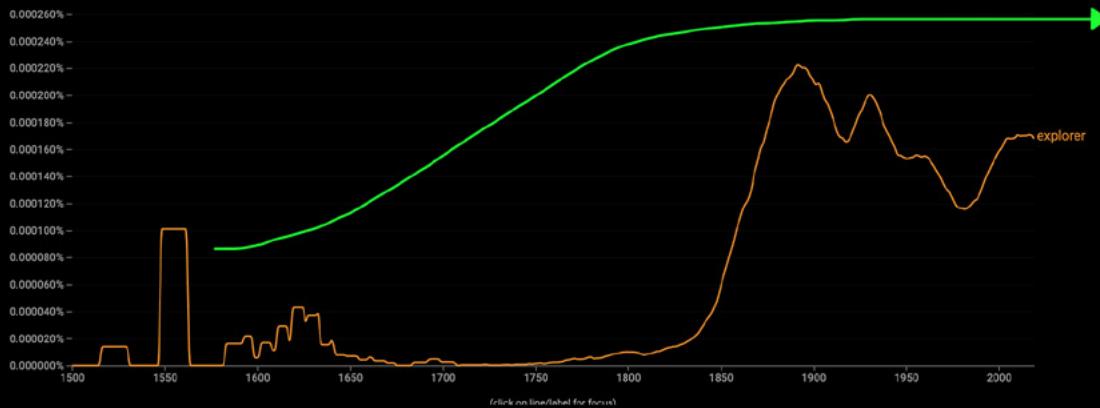
You are delivering this brief for 21GRAMS and their target audience. Their mission and aspirations should underpin your concepts.

Key Targeting

21GRAMS write here about skin cancer but in the context of black people specifically. The brief is all about highlighting and helping to combat inequality within cancer treatment.

What is an Explorer?

A person who explores a new or unfamiliar area. - Google



Use of the word *explorer* between 1500 - 2019

Different types of exploring:

Exploring new places

Exploring yourself

Exploring a building

Exploring a person

Exploring an idea

Exploring a thought

Exploring different methods

Exploring research

Exploring an app

Exploring a website---Internet 'explorer'

a person who travels to places where no one has ever been to learn about them:

- French explorers traded with the Indians in many parts of North America.

<https://dictionary.cambridge.org/dictionary/english/explorer>

Explore identity

Explore food

Explore religion

Explore music

Explore cultures

Synonyms

Investigate

Analyse

Search

Study

Tour

Research

Traverse

Search

Adventure

Seek

Inspect

Examine

to search and discover (about something):

- to explore space
- The best way to explore the countryside is on foot.
- The children have gone exploring in the woods.

<https://dictionary.cambridge.org/dictionary/english/explorer>

- 1543 – Jean Alfonse explores up the Saguenay River, believing it to be "la mer du Cattay".^[1]
- 1553 – Hugh Willoughby seeks a Northeast Passage over Russia; reaches either Kolguyev Island or Novaya Zemlya.^[43]
- 1556 – Steven Borough reaches as far as Kara Strait, between Novaya Zemlya and Vaygach Island.^[43]
- 1557–59 – Juan Fernández Ladrillero and Cortés Hojea explore the Chilean coast from Valdivia (39° 48' S) to Canal Santa Barbara (54° S); the former passes through the western entrance of the Strait of Magellan to its eastern entrance and back.^[2]
- 1565 – Miguel López de Legazpi discovers Mejit, Aluk and Jemo in the Marshall Islands, while his subordinate Alonso de Arellano discovers Lib in the same island group, as well as five islands (Oroluk, Chuuk, Pulap, Soro and Ngulu) in the Caroline Islands.^[35]
- 1568 – Álvaro de Mendaña reaches the Solomon Islands.^[3]

https://en.wikipedia.org/wiki/Timeline_of_European_exploration

SMART Vocabulary: related words and phrases

Travellers & visitors

bird of passage

caravan

carpool

daily passenger

day-tripper

drifter

emmet

expedition

flashpacker

globetrotter

itinerant

passenger

pioneer

sightseer

stayer

super-commuter

swagman

touristic

tripper

wanderer

[See more results »](#)

<https://dictionary.cambridge.org/dictionary/english/explorer>

to think or talk about something in order to find out more about it:

- Let's explore this issue/idea more fully.

More examples

- Divers exploring the wreck managed to salvage some coins and jewellery.
- Nice is an excellent base for exploring the French Riviera.
- We went on an expedition to explore the flora and fauna of Hornchurch Wood.
- Virtual Reality aims to give us artificial worlds to explore, outside normal space and time.
- A website may have many different web pages for you to click on and explore.

<https://dictionary.cambridge.org/dictionary/english/explorer>

Explorers



Steve Jobs
Explored new tech
New way of living
Had a vision of the future
and explored new ideas
to make it happen.



David Attenborough
Explored everything to
do with wildlife animals
and the environment.
Explored filmmaking.



Louis Theroux
Explores interesting
people and how they
choose to live their lives.



Pablo Escobar
Explored illicit business
scaled it massively for
huge personal gain.
Explored new ways to
take advantage of
people.



Albert Einstein
Explored science and
maths.



MLK
Explored new ways of
thinking.



Felix baumgartner
Explore science and how
far you can push the
human body. Record
breaker.



Pelé
Explored new style of
playing football.



Maureen Beck
One armed climber.
Explored new way of
thinking.
First to explore rock
climbing with one arm.

Research/ideas

Explorers



Nirmal Purja
Record breaking mountain climber.
Explored new risky ways to climb.
Climbed 6 of the world's tallest peaks in just 1 month.



Brian Kakuk
Ocean cave explorer.



Neil Armstrong
First man on the moon.
Explored space travel.



Alex Grey
Explores art inspired by the visuals he experiences while on the drug DMT.



Leonardo Da Vinci
Explored science, art, engineering etc.



Chris McCandles
Explored living the nomadic lifestyle in Alaska.



Leo Houlding
Exploring rock climbing around the world.
Adventured to Antarctica's Sceptre, the most remote mountain in the world.



Victor Vescovo
Deep ocean explorer, visited deepest points in each ocean.
Discovered new species.



Colin O'Brady
Set the speed record for the Explorers Grand Slam and Seven summits. Traversed the continent of Antarctica solo.

Research/ideas

Jacqui kennedy

Agoraphobic artist Jacqui Kennedy virtually travels the world from the comfort of her home. She uses google maps to travel around the world, and shoot pictures along the way.

Research/Photography



- Old people
- disabled people
- Kids
- People who can't or won't leave the house.
- App or website to help them explore.
- Create app that takes you to tourist locations on google maps, gives you a tour etc.
- Google maps holiday

Google Maps Photography

Taking my own google maps photography.



Experimentation

Why people explore

Explore the unknown
Discover new culture
Push scientific boundaries
Benefits society
Natural instinct
Curiosity
Take over other nations
Trading routes
Religion
Wealth
Foreign goods
Fame
Leads to knowledge and understanding
Adventure
Challenge yourself

Research/ideas

How it makes us feel:
Fulfilment
Excitement
Belonging
Joy
Adventure
Appreciation
Out of your comfort zone
Smarter
Self-aware
Inspired
A sense of accomplishment
Confidence

Manami Sasak

Research/ideas

Japanese designer Manami Sasak tops toast with colorful ingredients to create edible designs based on Japanese art and geometric patterns.

Inspired by traditional Japanese woodblock prints (Ukiyo-e). She pays homage to the traditional female figures in the prints by creating them as edible masterpieces.

<https://mymodernmet.com/creative-toast-manami-sasaki/>

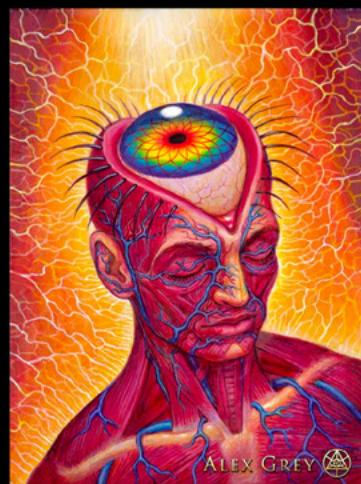


Alex Grey is an American visual artist, author, teacher, and Vajrayana practitioner known for creating spiritual and psychedelic paintings. He works in multiple forms including performance art, process art, installation art, sculpture, visionary art, and painting.

https://en.wikipedia.org/wiki/Alex_Grey

Grey said they take LSD about twice a year, never around their daughter. Mr. Grey also accompanies ecotourist groups to the Brazilian rain forest to consume a psychedelic plant called ayahuasca.

<https://www.nytimes.com/2002/01/03/garden/at-home-with-alex-and-allyson-grey-tuition-and-other-head-trips.html>



Visuals remind me of clubbing/raving. Could use his work to brand a new club or show, festival etc.

Turn his art into moving video to have on walls in club. Drug culture Make logo, leaflets, online adverts, website, moving video, video advert?

mind map

- Celebrate Craft

- Make a point about a certain craftsman.
e.g. weaving, brewing, bookbinding, knitting, woodturning

- Interview Sophie?

- What do I want to say?
- Use AE create an intro/adver
a video project.

Great explorers }

- Research on exhibition (big or small) Jungle, Everest etc.
- Select target audience.
- Create a piece of design that captures content in new exciting.
- Think about different mechanisms for communication today
 - * Create an app that tracks your exploration, compares it to other famous ones.
 - * Use it in an advertising campaign? (Go global)

It's about time

- Visual ways to express time.
- Investigate how different approaches influence our understanding.

Experimental forms

- Play with form, function and materials to package a chosen object.

→ Utilise senses

↑
Disturb the expected

↓
Think about object

Research/ideas

Food traveller page

Culture traveller page (idiot abroad)

Identity explorer

Brainstorm holiday plans idea

Watch lecture ✓

What demographic are most adventurous

- Space → Maybe

- Internet explorer → Old people ②

- Matrix

- Exploration in movies + music

~~Travel~~ - travel opps.

- YouTubers that hike

Explore food

- Cultures

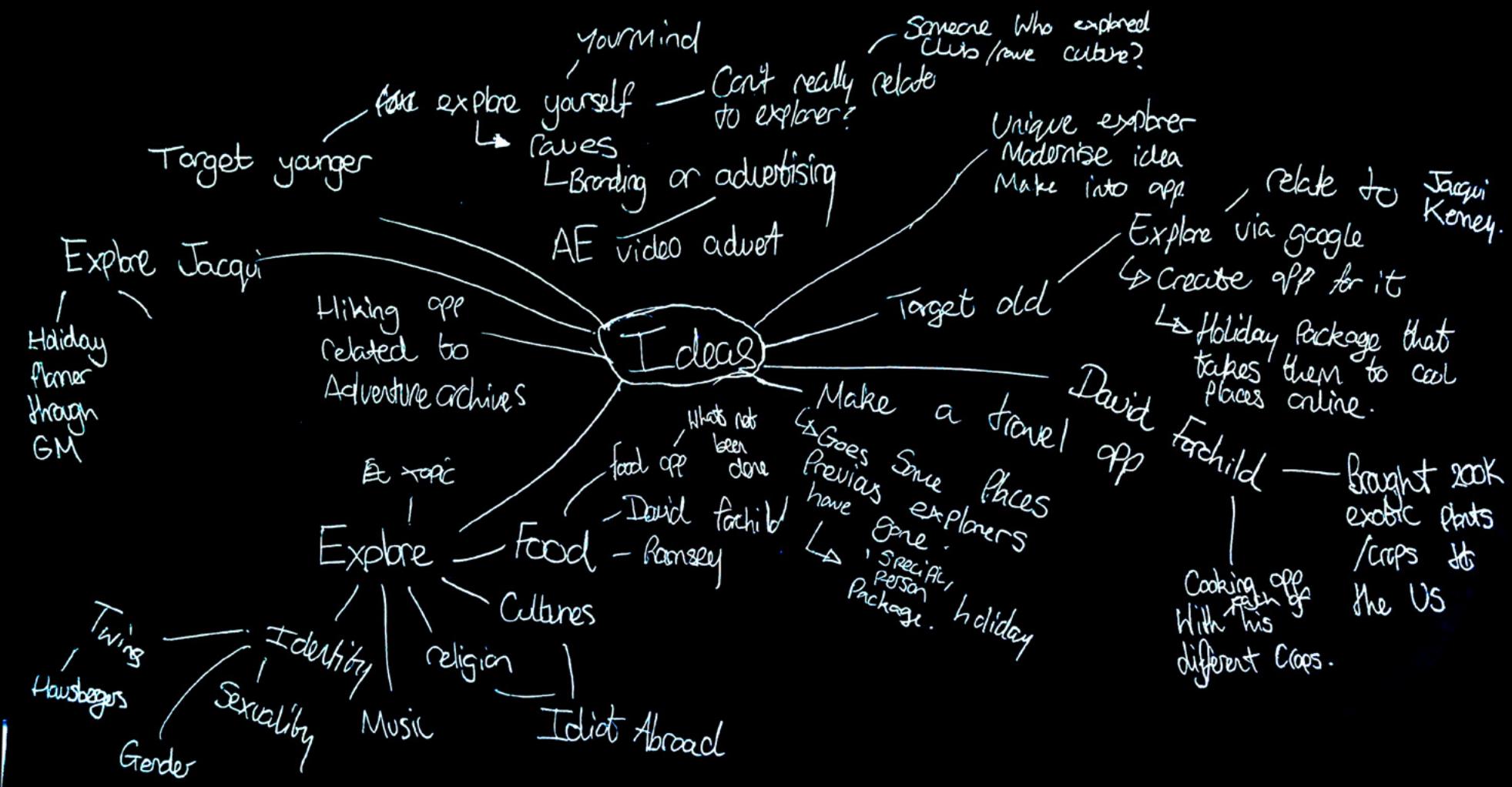
- religion

- Identity

- Look at identity explorer

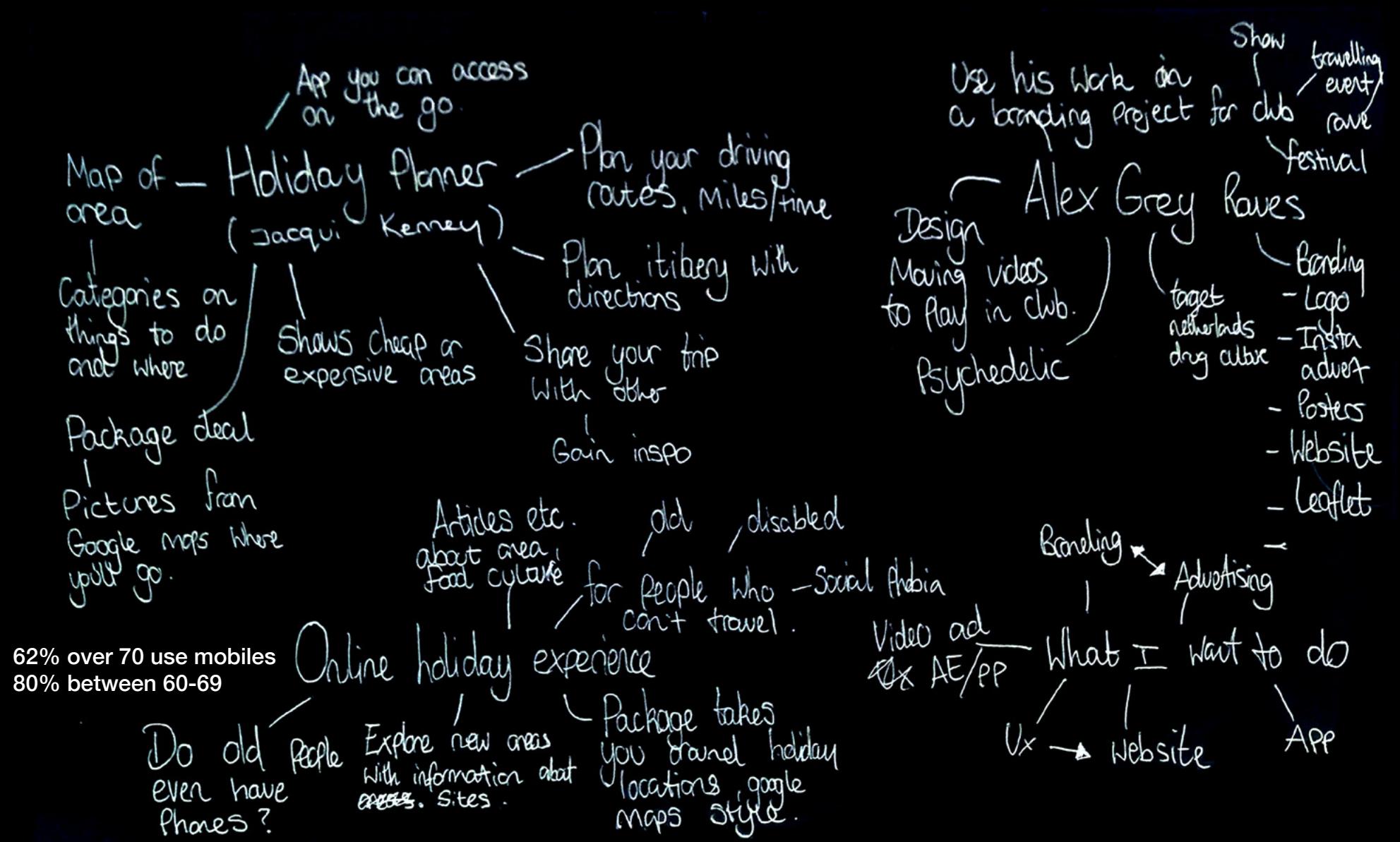
- Food explorer

(for each) Culture explorer



mind map

Research/ideas



Go outdoors

Research/ideas



Go outdoors advert trying to get people to be more adventurous, get outside, buy their products and explore.

Uses The Chemical Brothers' track, GO, to capture the thrill and excitement of getting outdoors.

Visit oregon

Research/ideas



Visit Oregon ad campaign 'Only Slightly Exaggerated'. Advert in anime style paints Oregon out to be a magical paradise, ending with the satirical line 'Only Slightly Exaggerated'



Decathlon playful Advert campaign, views playing and sports from the equipment's perspective encouraging people to get outside play and explore with them.

Aimed at families and younger audiences most likely.
Interesting premise to do with exploring new hobbies etc.

Jacqui Kenny



"I didn't really want to go out that much," she told Business Insider. "I found myself in the situation where I needed to find some way to stay connected with the world."

"I felt like I had so much more control in this world than I did in the real world at that point," she told Business Insider. "I could parachute into these countries with no fear of panic attacks, no fear of anxiety, no flying."

Agoraphobia & anxiety limit my ability to travel, so I've found another way to see the world.

I found a surprising and unique refuge in the creative possibilities of Google Street View. I began clicking through Google Maps to navigate to faraway countries like Mongolia, Senegal, and Chile. I found remote towns and dusty landscapes, vibrant architectural gems, and anonymous people, all frozen in time. I was intrigued by the strange and expansive parallel universe of Street View, and took screen shots to capture and preserve its hidden, magical realms.

'Jacqui Kenny' - <https://www.theagoraphobictraveller.com/about-the-agoraphobic-traveller>

- Her fav places are Peru, Mongolia and Chile
- She likes exploring the dessert, relates to the emptiness and loneliness, finds solitude in it
- Her photography captures how she is feeling, with muted tones and baron landscapes taking up most of the shot, often with a few pops of colour hinting at hope for her moving forward in the future
- She's collected 40,000 images (since 2016)
- Helped her gain confidence, started doing interviews and travelled for the first time (NY)
- Built a community of people who can relate to and enjoy her work, 136k on Instagram.

Research/ideas



The contact form on the website includes fields for 'Your Name', 'Your Email', 'Subject', and 'Message'. It also features a 'Spam Check' CAPTCHA field and a 'Send Message' button.

Her web-site has a contact section i could utilize for primary research.

"So many of the images I took were a reflection of what I was going through at the time," she said. "They feel quite isolated, but the colors are hopeful."

For the next two-and-a-half to three years, she became a full-time visual traveler. Kenny would open up Street View daily to travel to far-flung corners of the earth, sometimes for as many as 18 hours at a time.

Jacqui Kenny - Work Examples

Research/ideas



Other google street artists

Research/ideas



streetview_addict

23 posts 139 followers 129 following



housesofstreetview

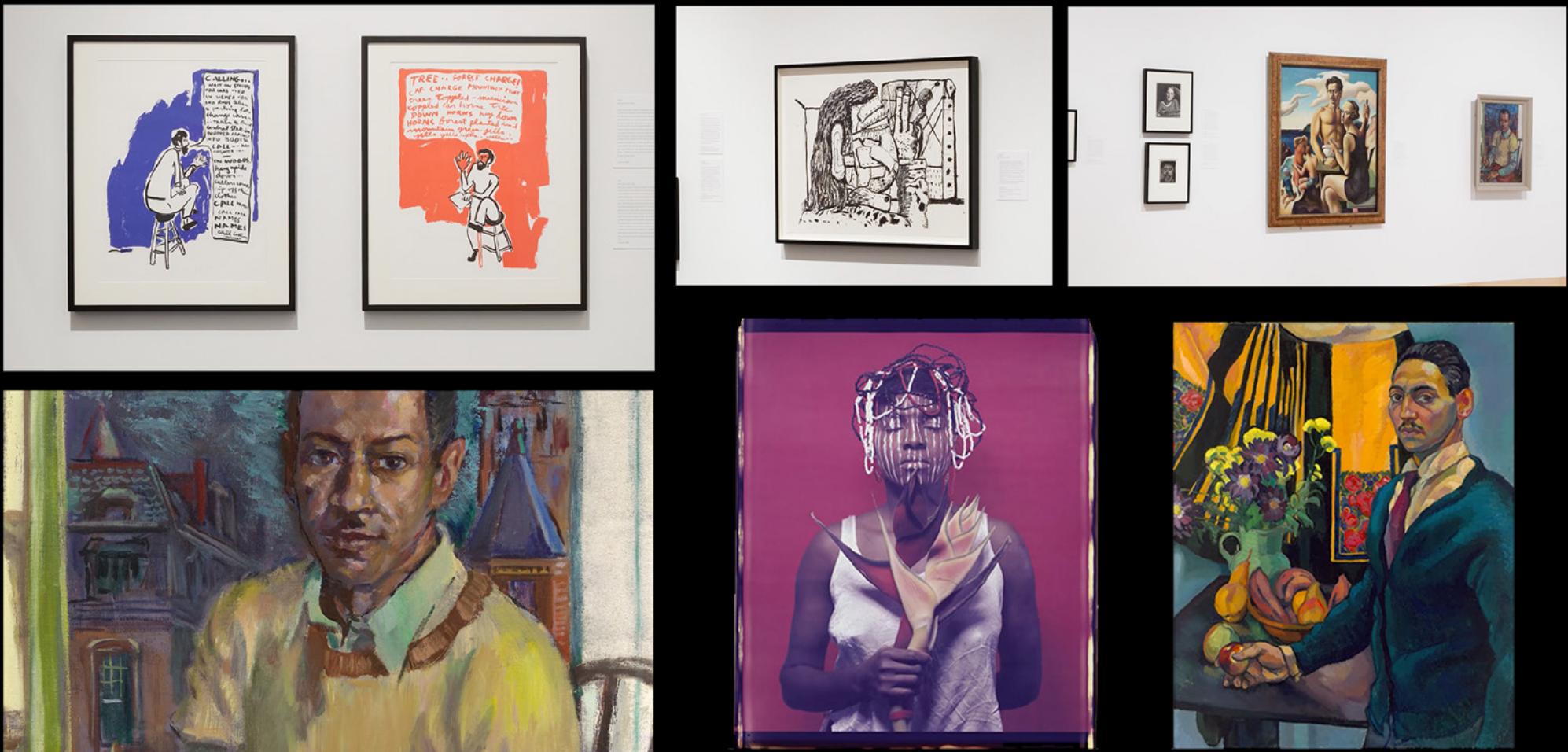
677 posts 2,285 followers 537 following



Virtual Exhibition - National Portrait Gallery

Research/ideas

A lot of museums and exhibitions have got virtual tours that can be accessed online. Since Coronavirus these have become more prevalent, it's an interesting idea that directly relates to my target audience of agoraphobic people. They can get the information and the experience that these places provide without having to leave their homes.

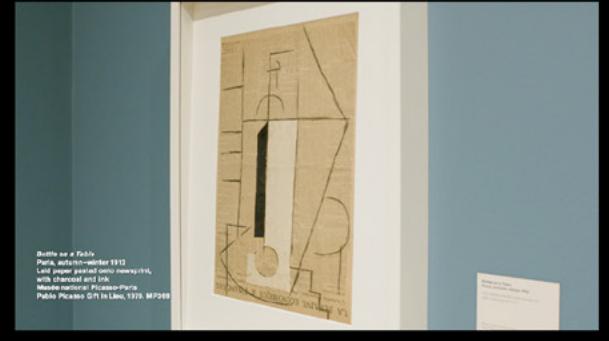


https://www.youtube.com/watch?v=DS47QDJRKT8&ab_channel=BocaRatonMuseumofArt

Virtual Exhibition - Picasso and Paper

Research/ideas

This online exhibition takes you around the building as if you were there in person, it's very immersive, giving lots of written information alongside the art.



a tightly condensed composition, appear in Picasso's sketches and drawings of 1908, the year art critic Louis Vauxcelles coined the term 'Cubism'. The style continued to evolve through various stages, eventually forming an essential component of the papiers collés and constructed objects of 1912-14.

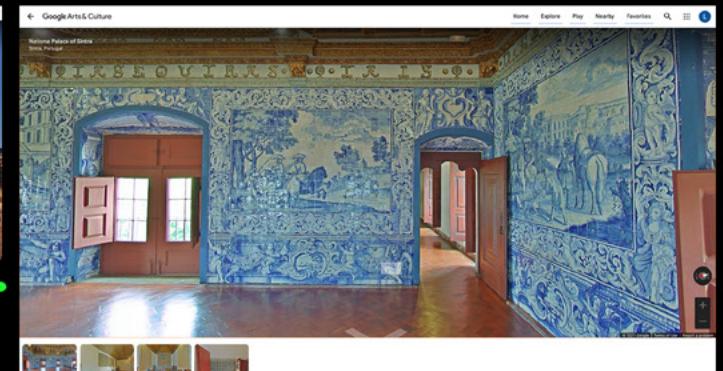
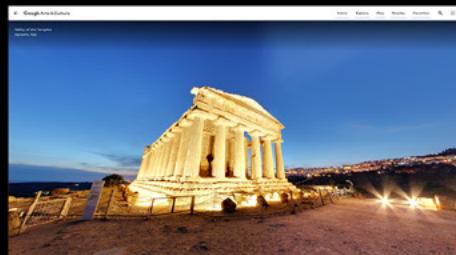
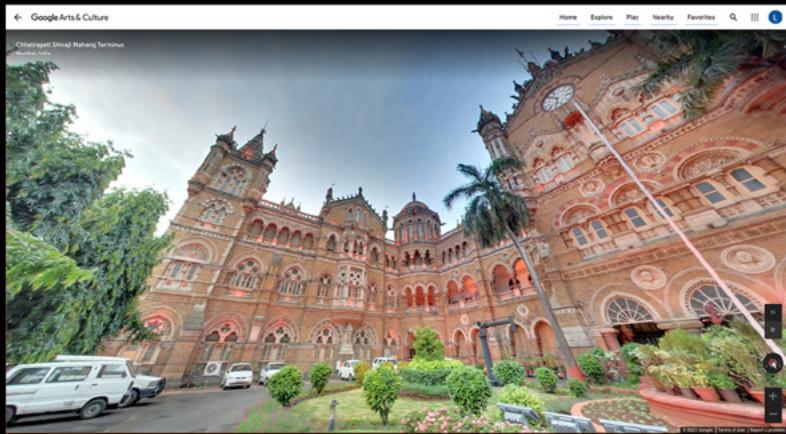
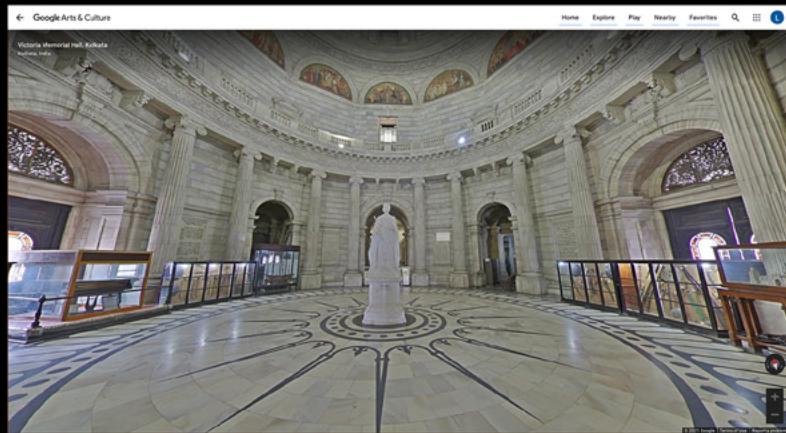
A fascinating dialogue emerged in Picasso's works across different media during this period. His drawings and photographs of Horta de Ebro share the same concern for constructing compositions based on a system of tightly integrated, planar forms.



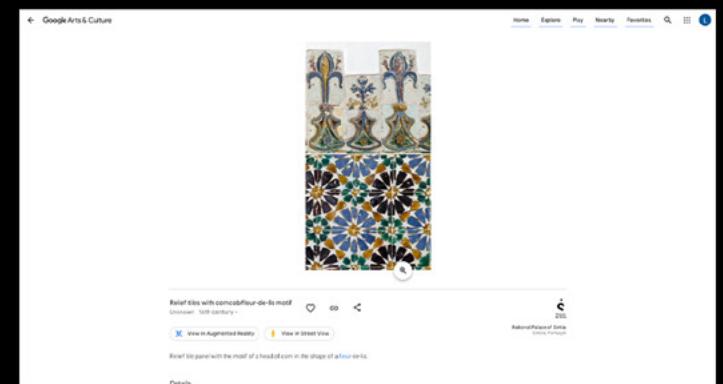
Google museum

Research/ideas

Google museum is a google platform that gives you the option to explore museums and interesting places digitally. It lists them out in a simple and easy to understand way allowing you to choose choose from thousands of places listed or search specifics.

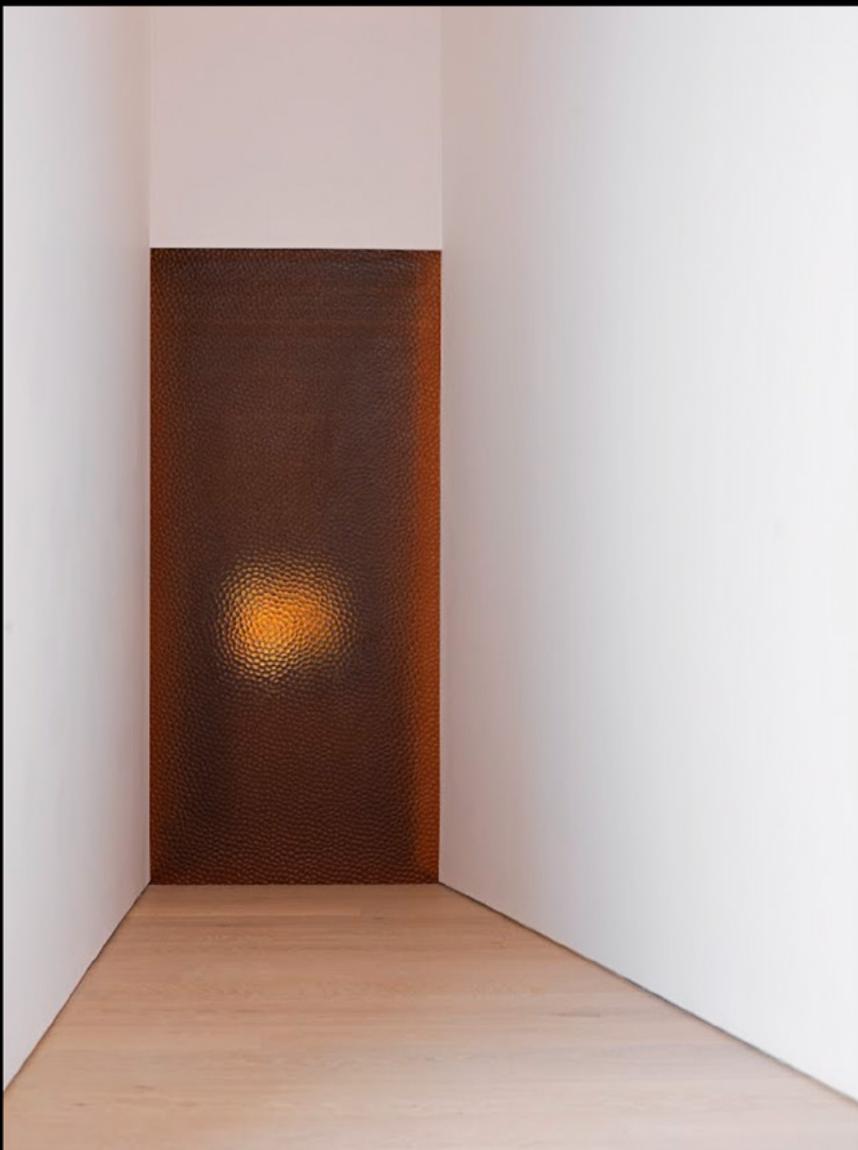


Details given on individual artifacts when clicked on.

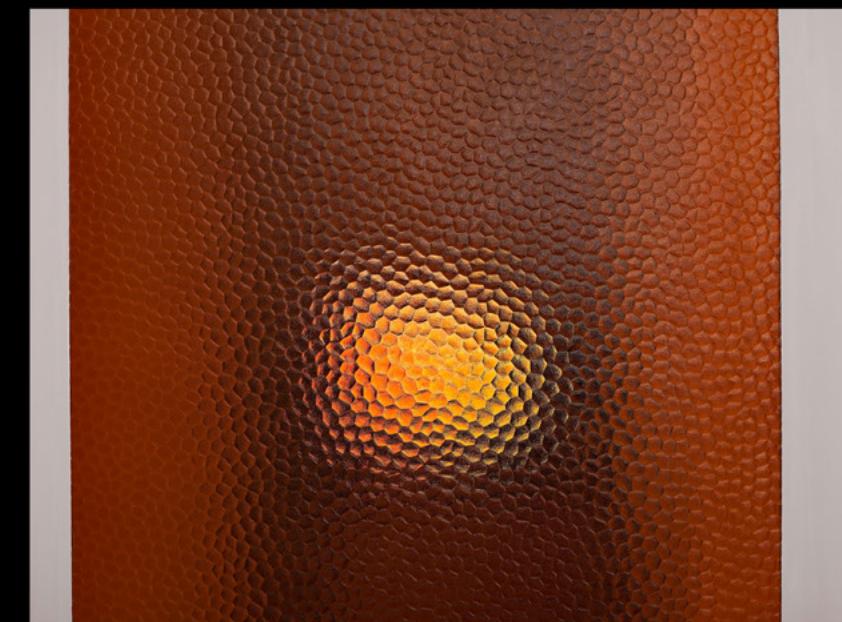


List of 4,214 museums or interesting cultural or artistic places. Can be clicked on and explored.





It offers a space of experience in which the claustrophobia of intimate, enclosed, small spaces coexists with the agoraphobia of stepping out, of moving beyond oneself. The main body of the project consisted of five pieces of furniture that embodied the five characters in the text, along with the pieces of glass embellished with geometrical motifs that were placed over the space's windows. The exhibition ended with a frosted glass door to an interior space that was not possible to open. <https://artsandculture.google.com/asset/GQF7nYIpK61l3A?childAssetId=0gHBwO7emmt67Q>



Good visualisation of how agoraphobic people feel, the door being this scary ominous thing that they can't open. This art piece does a good job at making the audience feel trapped and claustrophobic, similar to how a lot of agraphobic people must feel.

Agoraphobia

Agoraphobia is a fear of being in situations where escape might be difficult or that help wouldn't be available if things go wrong.

Many people assume agoraphobia is simply a fear of open spaces, but it's actually a more complex condition. Someone with agoraphobia may be scared of:

- travelling on public transport
- visiting a shopping centre
- leaving home

If someone with agoraphobia finds themselves in a stressful situation, they'll usually experience the [symptoms of a panic attack](#), such as:

- rapid heartbeat
- rapid breathing (hyperventilating)
- feeling hot and sweaty
- feeling sick

They'll avoid situations that cause [anxiety](#) and may only leave the house with a friend or partner. They'll order groceries online rather than going to the supermarket. This change in behaviour is known as avoidance.

What causes agoraphobia?

Agoraphobia usually develops as a complication of [panic disorder](#), an anxiety disorder involving panic attacks and moments of intense fear. It can arise by associating panic attacks with the places or situations where they occurred and then avoiding them.

A minority of people with agoraphobia have no history of panic attacks. In these cases, their fear may be related to issues like a fear of crime, terrorism, illness, or being in an accident.

Traumatic events, such as [bereavement](#), may contribute towards agoraphobia, as well as certain genes inherited from your parents.

Research/ideas

Treating agoraphobia

Lifestyle changes may help, including taking [regular exercise](#), [eating more healthily](#), and avoiding alcohol, drugs and drinks that contain caffeine, such as tea, coffee and cola.

Self-help techniques that can help during a panic attack include staying where you are, focusing on something that's non-threatening and visible, and slow, deep breathing.

How common is agoraphobia?

In the UK, up to 2 people in 100 have panic disorder. It's thought around a third will go on to develop agoraphobia.

Agoraphobia is twice as common in women as men. It usually starts between the ages of 18 and 35.

Outlook

Around a third of people with agoraphobia eventually achieve a complete cure and remain free from symptoms.

Around half experience an improvement in symptoms, but they may have periods when their symptoms become more troublesome – for example, if they feel stressed.

Despite treatment, about 1 in 5 people with agoraphobia continue to experience troublesome symptoms.

Diagnosing agoraphobia

- Do you find leaving the house stressful?
- Are there certain places or situations you have to avoid?
- Do you have any avoidance strategies to help you cope with your symptoms, such as relying on others to shop for you?

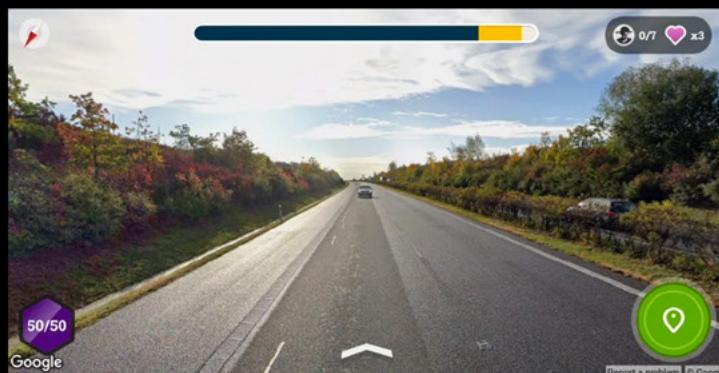
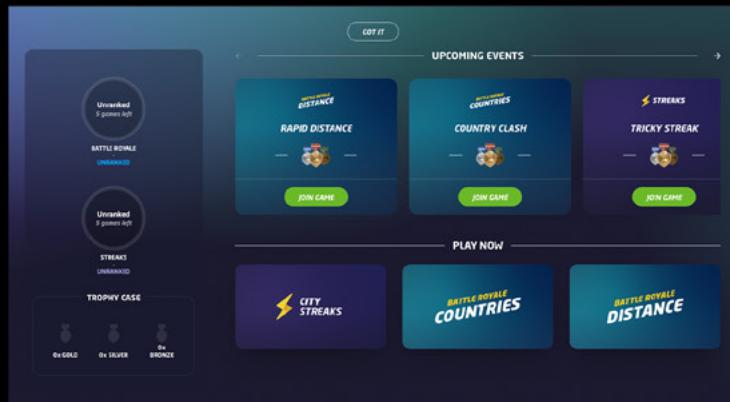
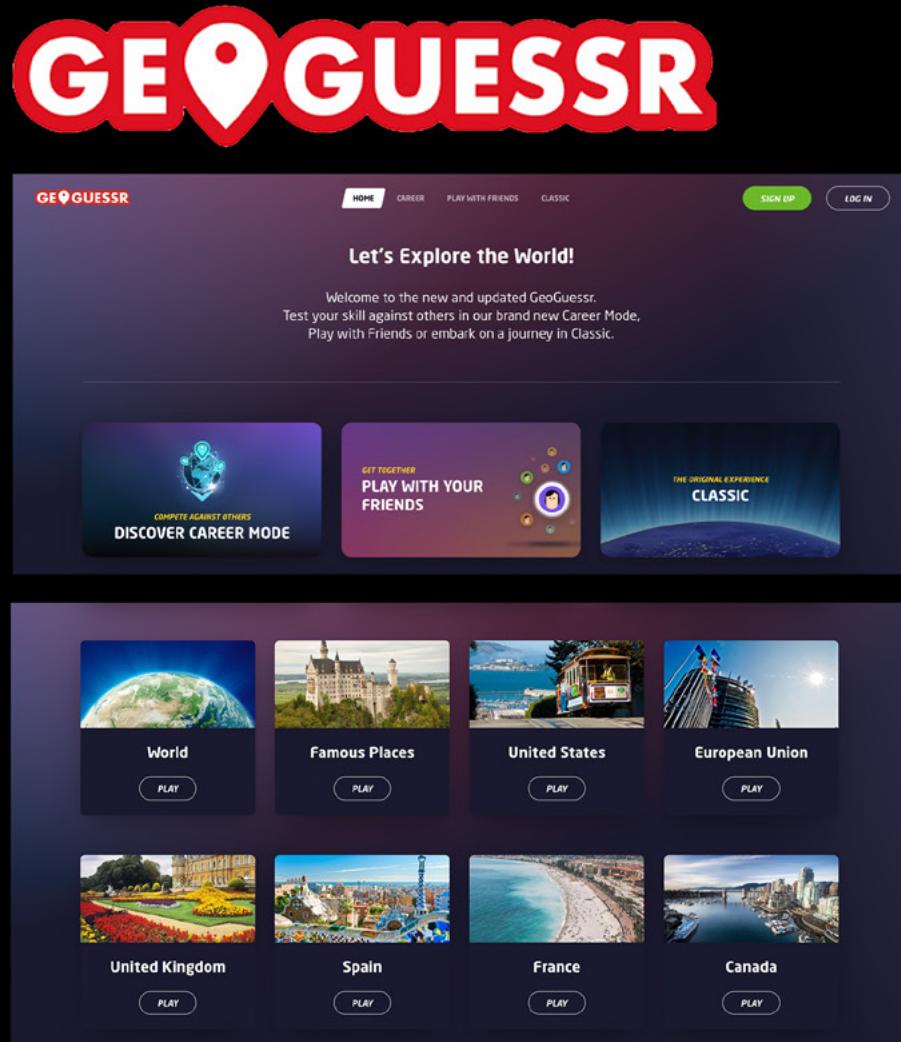
Agoraphobia

- Fear of leaving house
- Fear of having a panic attack in public places
- Fear of being in situations where escape might be difficult or that help wouldn't be available if things go wrong
- Feel better with trusted companion

GeoGuessr

Research/ideas

Geoguessr is an online game that allows the player to explore the world in a fun way from their homes. I think it would be perfectly suited for agoraphobia people looking to explore round the world without having to leave.



Players select from the world map which of the following countries they wish to try. Players then attempt to score as many points as they can by correctly guessing their location within the selected country, their final score is then ranked.

The idea for GeoGuessr came from Wallén's love of visiting faraway locations on Google Street View, and how it gave a visitor the sense of actually being there.

https://en.wikipedia.org/wiki/GeoGuessr#cite_note-Independent-4

What does agoraphobia look like?

Not easily seen, can vary in how severe it is.

How do you get it?

It develops from anxiety and panic disorder.

First discovered?

First reference was in 1871, as a fear of large open spaces, it has been developing since then.

Who's most likely to get it?

Woman more likely than men, can develop during childhood but usually develops in late teenage years and early adulthood in most cases before 35.

What triggers it?

Different things can trigger it for different people but for a lot it's panic attacks and associating certain places with these attacks making it scary and daunting to leave the house.

What have people done to raise awareness?

Charity runs, Interviews, fundraisers, communities

I can't find many companies or campaigns directly focused on agoraphobia, there's mental health charities such as mind who are talking about it though.

Treating it?

General lifestyle changes, exercise, eating healthy, avoiding drugs and alcohol, self help techniques such as breathing, focusing on non threatening things.

How common?

2/100 in the UK have panic disorder, 1/3 of those will develop agoraphobia. 1.7% of the world have it to some extent.

Side effects

Depression, weight gain, fatigue, trouble breathing, dizziness, sweating, feeling numb, chills, fear of dying, upset stomach

Notes

- Package sent to agrophobic people
- Home night, that → recipes
 - Movie
 - Online video
- Design website
 - QR
 - VR
- = Geoguessr
- Google Museum
- Focus in on agrophobia
- Exhibitions, google

- look at agrophobia
+
Artist
deets

- companies looking at ag support
- Ag brands
- Audience personas (more)
- Do word exercise
- Visual research?
- Mood board
- Colour schemes
- Sketch logo + develop
- How to target ag

- 1 * Mood boards + analysis on them?
 - Agrophobia interviews
- 3 * Do some visuals
 - Lino - Paint - Sketch
 - Drawings = String -
- + * Branding
 - Who, what, where, why, where
 - Colours - Branding
 - Grids - Values
 - Spaces - Tone of voice
 - 404 Page Use bri

- * Hatch process workshop and do it
- Do ethics quiz
- 7 - Use bright photos + simplistic design
- Research projects based on
 - Social anxiety
 - Adventure
 - e.g. Zine Project, talkathon, lens culture etc.
- Movies depicting agrophobia
- Interviews
- Compare to grading

Project Ideas

ideas

Create a brand inspired by Jacqui Kenny's work, aimed at agoraphobic people. The brand will be for an 'indoor holiday package' sent to the homes of those affected by agoraphobia. I will be designing the brand identity, including the packaging, website (using adobe XD) , social media advertisements, logo as well as any contents within the package(poster, leaflet, food menu etc.).

The package sent will be specific to what the user orders, for example there could be a Rome package, Hawaiian package, Japanese package etc.

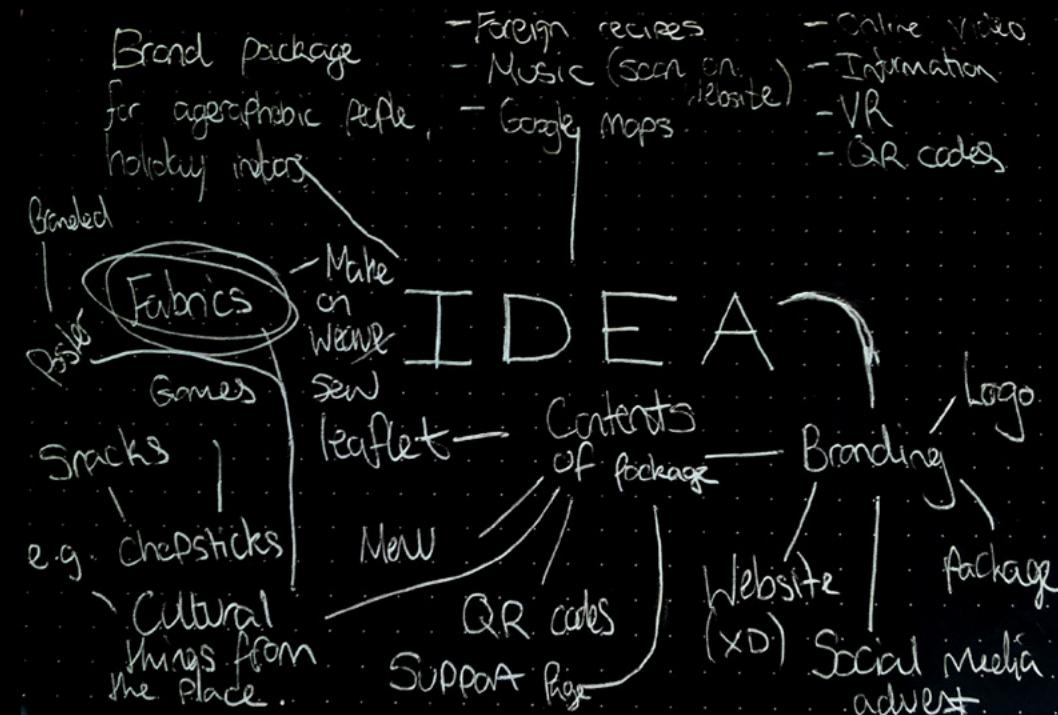
It will include:

Links to the website which will make it easy for the user to explore the place she has chosen via a google maps tour, information pages, and videos.

An easy-to-follow recipe page with a meal from that specific holiday destination.

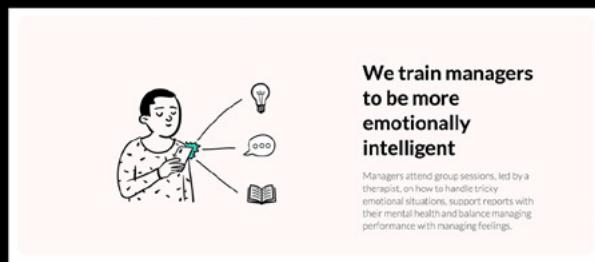
Cultural items from the area

A poster/Brochure



Mental health companies

Research

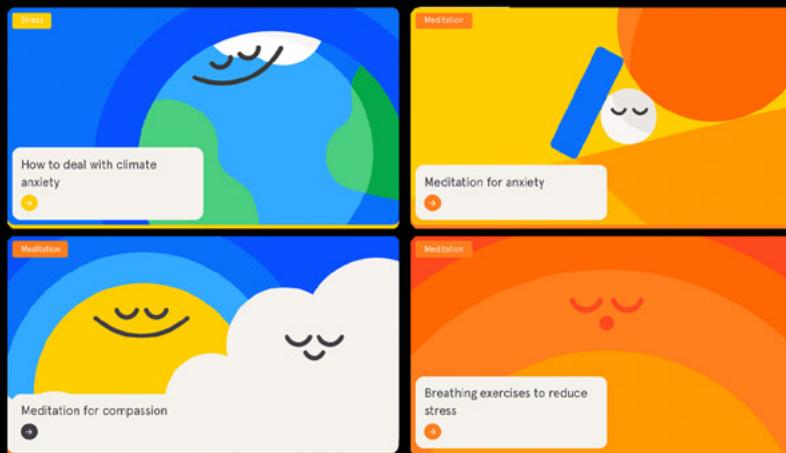


Whether you join as an individual, student or family member or even as a group or corporate member, we're here to help you.

[FIND OUT MORE](#)



[ACCESS THERAPY](#)



oxfordvr
Immersive technology for mental health

Home How we help How it works About us News Contact

Our mission is to deliver evidence-based psychological treatments using state-of-the-art immersive technology

What we do

MEE TOO
NeedHelp?

How MeeToo Works

"I actually didn't realise how much better this app can make someone feel I love being able to ask my own questions and just the experience of trying to help even one other person helps me to feel happier too."

A yellow rectangular area containing the user's profile picture and name.

We help you create an emotionally open culture

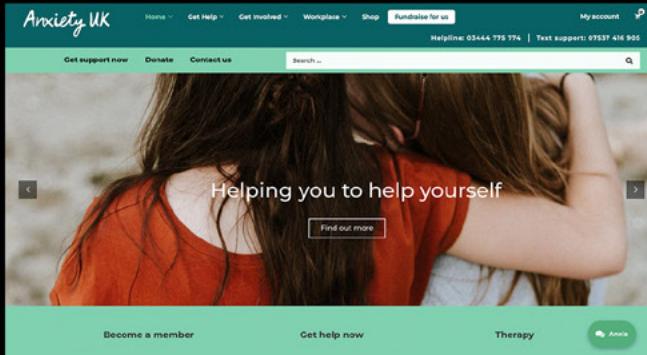
Therapy on Spill is used by over 50% of employees and our tools encourage employees to show vulnerability, express emotions and give each other validation.

A white rectangular area containing the user's profile picture and name.

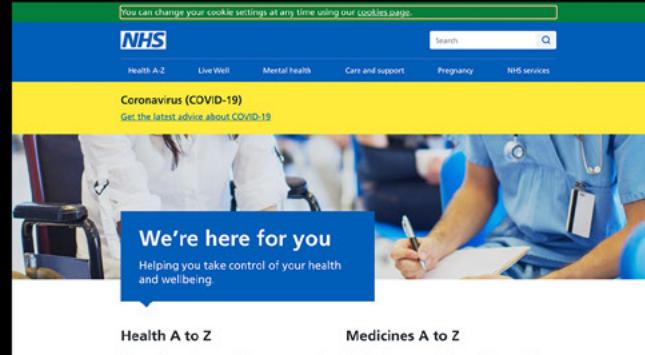
The majority of websites and companies surrounding mental health, anxiety, agoraphobia etc. lean heavily on illustrations as part of their branding. They are used to convey a particular emotion and in this case it's friendly, playful and comforting.

Mental health companies

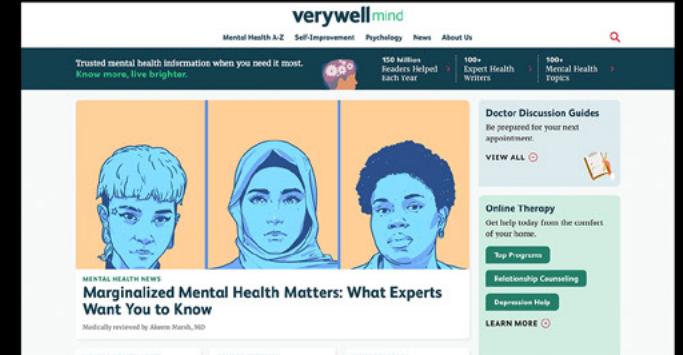
Research



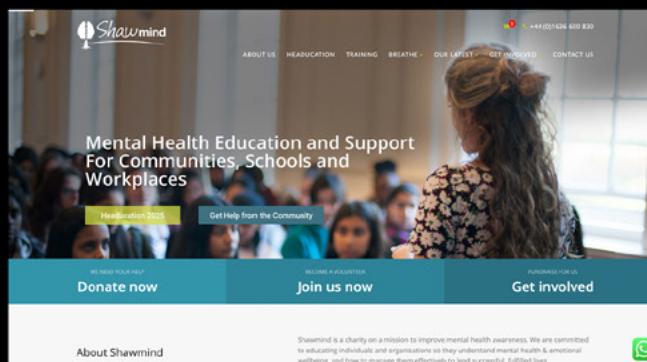
The Anxiety UK website features a large banner with a woman in an orange top, with the text "Helping you to help yourself". Below the banner are buttons for "Become a member", "Get help now", and "Therapy". The navigation bar includes links for Home, Get Help, Get Involved, Workplace, Shop, Fundraise for us, My account, and a search bar.



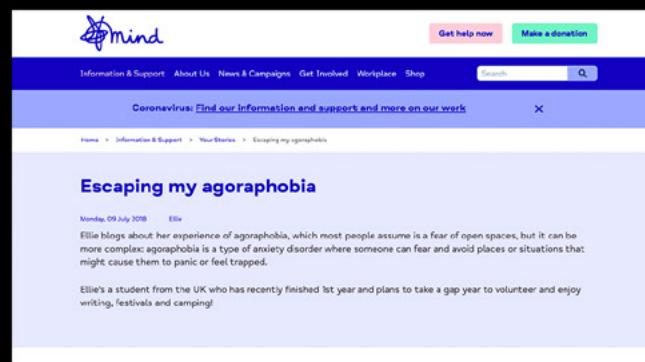
The NHS website has a yellow header with links for Health A-Z, Live Well, Mental health, Care and support, Pregnancy, and NHS services. A central banner says "We're here for you" and "Helping you take control of your health and wellbeing". Below the banner are links for "Health A to Z" and "Medicines A to Z".



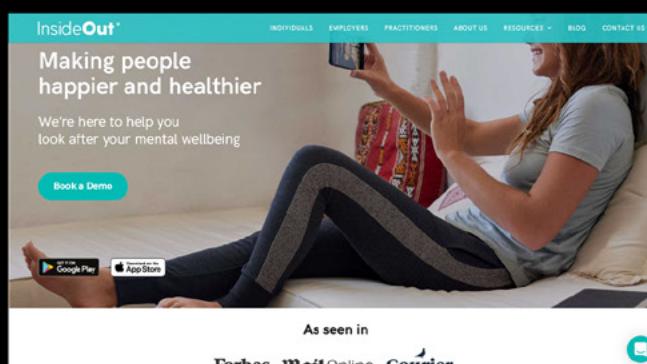
The verywellmind website has a blue header with links for Mental Health A-Z, Self-Improvement, Psychology, News, and About Us. It features a banner for "Marginalized Mental Health Matters: What Experts Want You to Know". Other sections include "Doctor Discussion Guides", "Online Therapy", and "Top Programs".



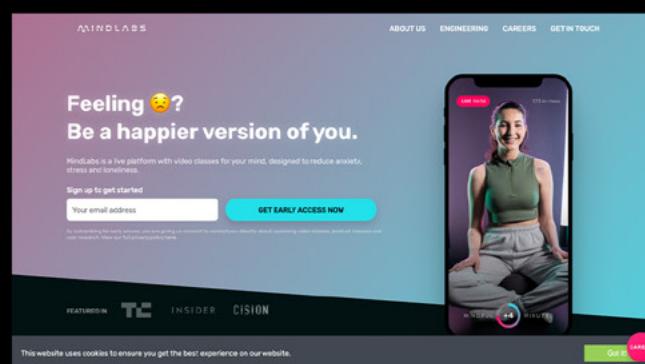
The Shawmind website features a large image of a person in a classroom setting. The navigation bar includes links for About Us, Head Education, Training, Breathe, Our Latest, Get Involved, and Contact Us. Buttons for "Donate now", "Join us now", and "Get involved" are also present.



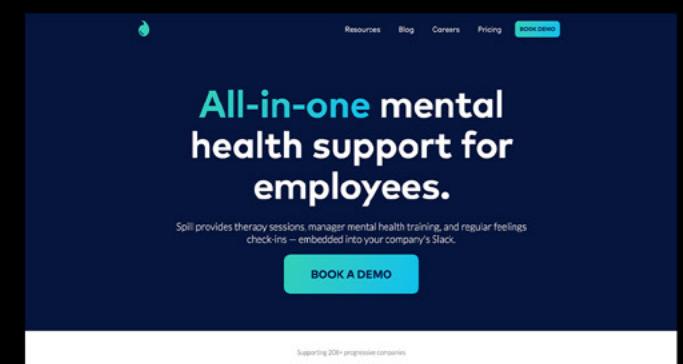
A Mind website article titled "Escaping my agoraphobia" by Ellie. The article discusses her experience with agoraphobia and how she has overcome it. It includes a photo of Ellie and a quote from her.



The InsideOut website features a woman doing yoga. The navigation bar includes links for INDIVIDUALS, EMPLOYERS, PRACTITIONERS, ABOUT US, RESOURCES, BLOG, and CONTACT US. Buttons for "Book a Demo" and "As seen in" (with logos for Forbes, Mail Online, and Courier) are also present.



The MindLabs website features a woman on a smartphone screen. The navigation bar includes links for ABOUT US, ENGINEERING, CAREERS, and GET IN TOUCH. A banner says "Feeling 😊? Be a happier version of you." and includes a "GET EARLY ACCESS NOW" button.



The Spill website has a dark blue background with white text. It features a large banner for "All-in-one mental health support for employees." Below the banner, it says "Spill provides therapy sessions, manager mental health training, and regular feelings check-ins – embedded into your company's Slack." A "BOOK A DEMO" button is at the bottom.

Pretty much all of the mental wellbeing websites I researched used the same colour scheme. Warm blues, teals, greens and in some cases oranges and yellows.

Green is a colour often associated with mental health(green ribbon), and blues a warm social colour.

All the colours use are associated with calmness.

Target Audience Persona

Rich Smart

Driven Anxious

Age: 52
Work: Author
Relationships: Husband
Location: Essex
Character: Introvert



"I've always wanted to travel but my agoraphobia has been stopping me since it developed in my late 20s."

Motivations

Fear



Power



Social



Goals

- Finish writing her book series
- Improve her social life
- Travel around Africa

Frustrations

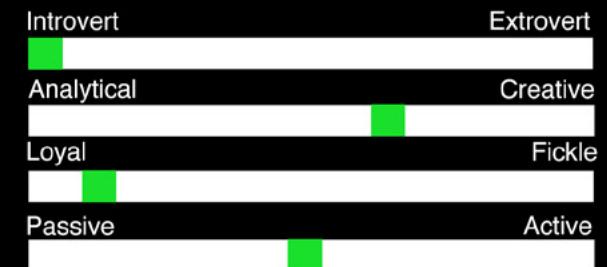
- Wastes too much doing nothing in the house
- No social life
- Hasn't been able to see the world

Bio

Janet is a popular science fiction author living in Essex with her husband. She enjoys her work and is very good at it, however it has meant she has always worked from home and in turn developed agoraphobia in her late 20s. She wants to be able to travel the world one day but does not feel ready due to her phobia. Janet wants to be able to experience the world without leaving the house. Her social life has also been greatly affected by this and she only has her husband now. She spends a lot of time talking to people and her fans on Twitter, as well as watching a lot of Netflix and tennis.

Research

Personality



Preferred Channels



Brands



NETFLIX

Target Audience Persona

Smart Analytical

Intrigued Nervous

Age: 24

Work: Cyber Security

Relationships: Single

Location: London

Character: Nerd



"I really enjoy working from home, but it has made me feel anxious about going outside"

Motivations

Fear

Power

Social

Personality

Introvert

Extrovert

Analytical

Creative

Loyal

Fickle

Passive

Active

Goals

- Find a girlfriend
- Go travelling around Asia
- Meet more like minded people

Frustrations

- Scared to leave the house
- Feels he doesn't fit in with friends
- Hasn't been able to experience other cultures

Bio

Lewis has always been a tech nerd and now makes a good living as a cyber security engineer. He works from home and has noticed he's finding it harder and harder to leave the house where he feels safe. He spends most of his free time cooking, knitting or gaming. He wants to meet more people around the world, find a girlfriend and has a big interest in Asian cuisine but doesn't know where to start, the thought of travelling terrifies him.

Preferred Channels

Social Media

Mobile

Email

Traditional Ads

Brands



Words describing my brand

- Fun
- Curious
- Optimistic
- Convenient
- Efficient
- Impactful
- Powerful
- Likeable
- Professional
- Safe
- Welcoming
- Dynamic
- Helpful
- Sincere
- Caring
- Adventurous
- Unique
- Empathetic
- Futuristic
- Fresh
- Revolutionary
- Smart
- Accessible
- Helpful
- Forward thinking
- Modern

- Trustworthy
- Cutting edge
- Functional
- Progressive
- Reliable
- Sleek
- Progressive
- Wholesome

Friendly
Adventurous
Inspiring
Modern

Touch Points

- Website
- Leaflets
- Packaging
- Leaflets
- Brochure
- Advertisement

Audience

- Socially anxious
- Agoraphobic
- Disabled + elderly

Home Holiday PackagePurpose

- Help agoraphobic experience travelling around the world virtually + physically.
- Help agoraphobic feel comfortable exploring before they are able to do it for real.
- A means of entertainment + help for agoraphobes.

Product

- A brand that sends a holiday package to agoraphobic people. (includes virtual + physical experience)

Mojo/feel

- Welcoming
- friendly
- Adventure
- Modern
- Inspiring

Brand Feeling and Words that Relate

Experimentation

familiar beneficial sociable
good humoured kind
favorable **Friendly** loving
peaceful helpful confiding
approachable welcoming

considerate significant practical
applicable valuable accessible useful important
constructive **Helpful** sympathetic
convenient suitable supportive
friendly accomodating
productive usable caring

foward research
explorer audacious examine
bold **Adventurous** search
courageous Brave travel
resolute venturesome inspect

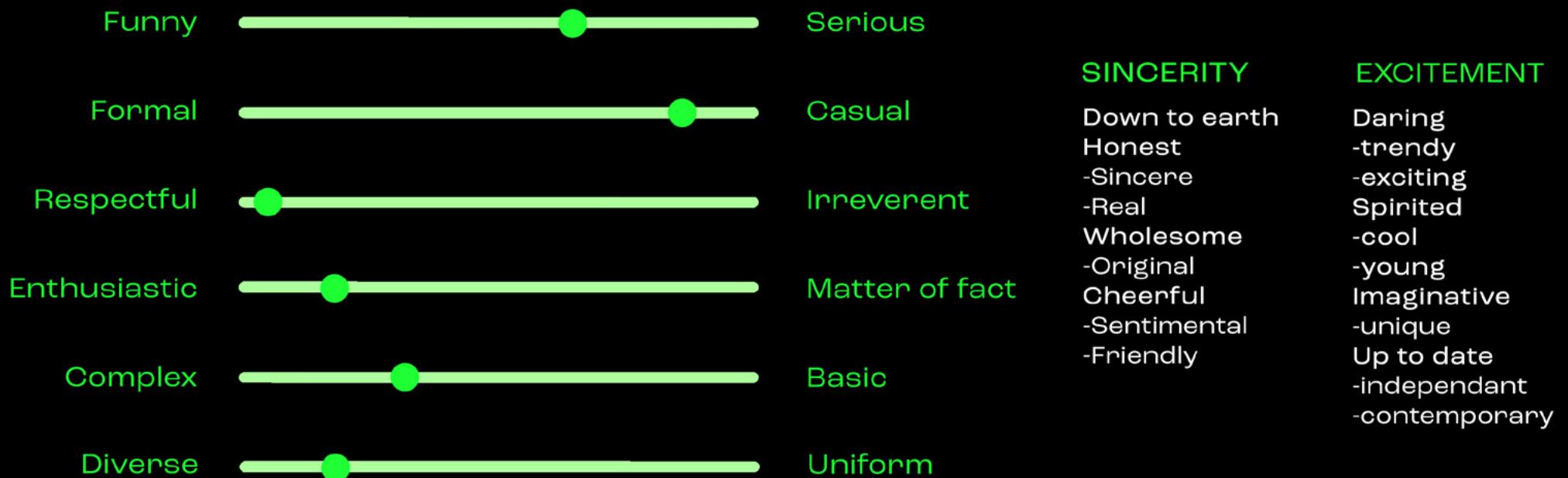
stimulating heartening
exciting exhilarating motivating
encouraging **Inspiring** refreshing
uplifting moving inspirational
provoke persuade

fresh present
prevailing latest state of the art
contemporary current
now modernized
present day recent

Modern

Tone of voice

Research



Tone of voice

Who are we?

A company that helps people suffering from agoraphobia experience the world from home.

Audience we communicate with?

All age, gender, race etc.
Agoraphobic
Socially anxious
Elderly

Media used

Social media adverts
Branding
Website
Packaging

Brand goal

Help agoraphobic people experience the world and hopefully make them feel more comfortable leaving their house and experiencing new cultures in person.

Brand in 3 words

Helpful
Inspiring
Adventurous

What type of person would my brand be?

Fun, outgoing, adventurous and caring
A traveller, someone who likes to explore new things
Has lots of friends and loves meeting new people
Is tidy, neat and presents himself well and respectfully

BRAND VOICE CHART

Voice characteristic	Description	+Do	-Don't
Inspiring	We want people to be inspired to see the real world when they use our service.	Use strong, thought provoking words.	Be wishy washy, use passive tone.
Adventurous	We want the consumer to feel like they've experienced something new and exciting.	Be playful, expressive, be unexpected	Lose sight of audience, use obscure references
Modern	The idea is modern, relies on technology and hasn't been done before. We want the branding to represent this.	Think about current trends and tone of voice.	Be boring, use too much slang, be too simplistic
Helpful	We want to be helping people and giving them the tools to help them with their fears.	Be mindful of audience. Friendly tone.	Don't be condescending or treat them like kids.

Mission Statement

To help those suffering with agoraphobia to overcome their fears, exploring the world in a new way that suits them.

Self Reflection

GD3

Name:

Assessment element: **Term 1 project 1**

Assessment weighting: **Formative self**

Tutor:

Date: **26 October 2021**

Areas of strength

- I think I have a strong idea that I can develop and do a lot with.
- I've researched my target audience, and it's helped me to start creating a clear tone of voice for my brand. |

Areas for development

- Need to think about primary research.
- Manage time better, I need to start exploring different visual ideas and responses.
- Haven't really got any visual research.
- I think I could do deeper research on what agoraphobia means, how it feels etc.
- More informative analysis

Module Learning Outcome	First (Excellent)			Upper Second (Very Good)			Lower Second (Good)			Third (Sufficient)			Fail (Insufficient)			0	
	Exceptional 1st	High 1st	Mid 1st	Low 1st	High 2.1	Mid 2.1	Low 2.1	High 2.2	Mid 2.2	Low 2.2	High 3rd	Mid 3rd	Low 3rd	Marginal Fail	Mid Fail	Low Fail	
Investigate, critically evaluate and evidence a variety of relevant primary and secondary research sources.																	
Synthesize research findings to initiate and inform a variety of visual ideas and responses.																	x
Demonstrate and evaluate how current global design debates and discourses have informed your personal direction.																	
Investigate and explore imaginative design directions, critically evaluate and apply to your work.																	
Synthesize and utilize relevant problem-solving strategies to develop effective visual language and creative responses in your work.															x		
Investigate, explore and experiment with a range of media, materials, technologies, and techniques to produce original work.																	x
Apply and define your personal direction through the selection of appropriate briefs.											x						
Evaluate project requirements and organise and plan time in order to complete projects to the appropriate professional level.												x					
Create a professional portfolio to realise and promote your professional/ academic direction.													x				
Employ effective presentation skills by selecting appropriate media and techniques to craft and present ideas and outcomes to a professional standard.														x			



PRESTO[©]
PRESTO



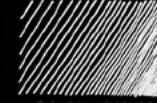
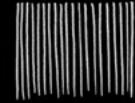
THE LOST



WORLD
WIDE
SKATE



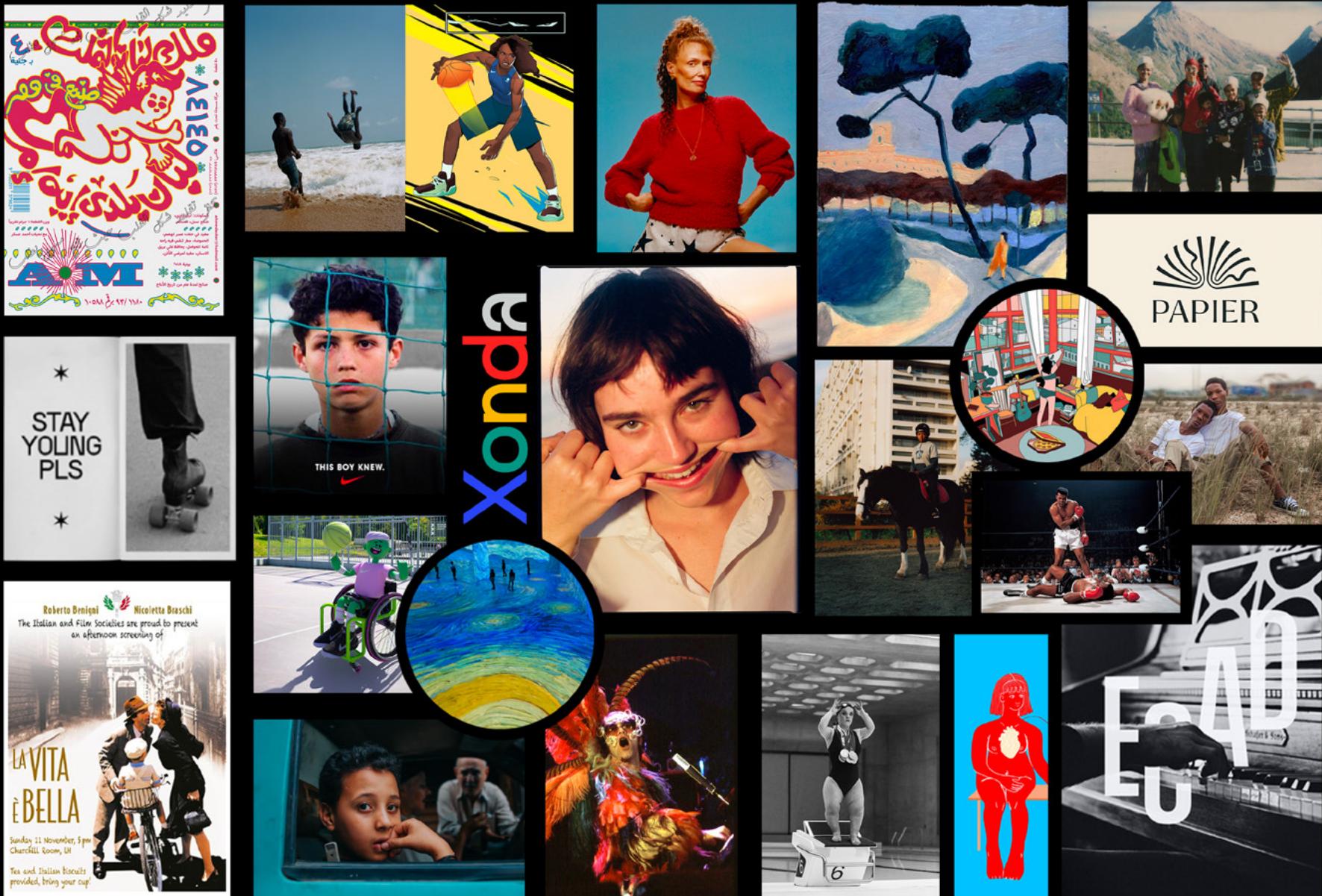
LOLLYLOLLO



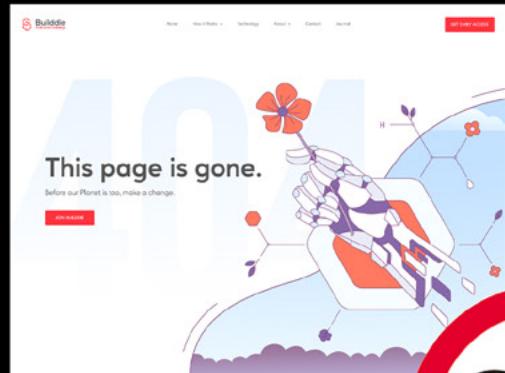
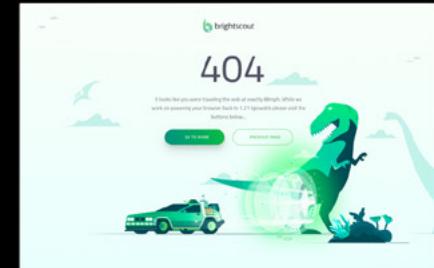
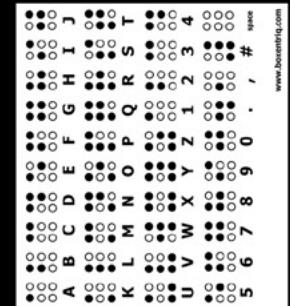
Adventurous



Modern

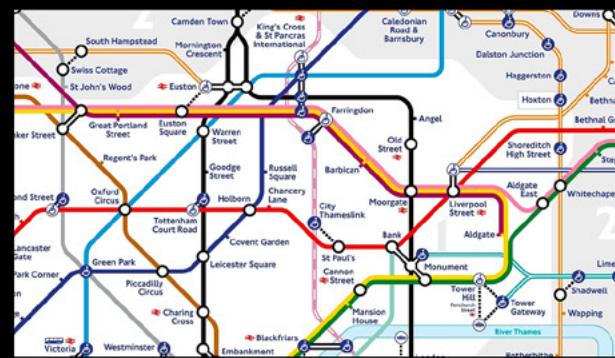


Inspiring



REALM

30

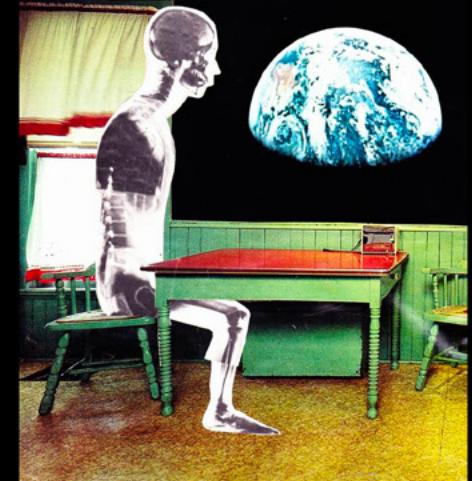


Helpful

Solitude paintings

I wanted to look at examples of artwork touching on solitude and agoraphobia from over the years. I find it interesting that almost all of these paintings have a somber and depressing tone when I don't think solitude or staying inside is always a bad thing, and a lot of people are probably perfectly happy staying inside their comfort zone and avoiding the outside world.

Research/ideas

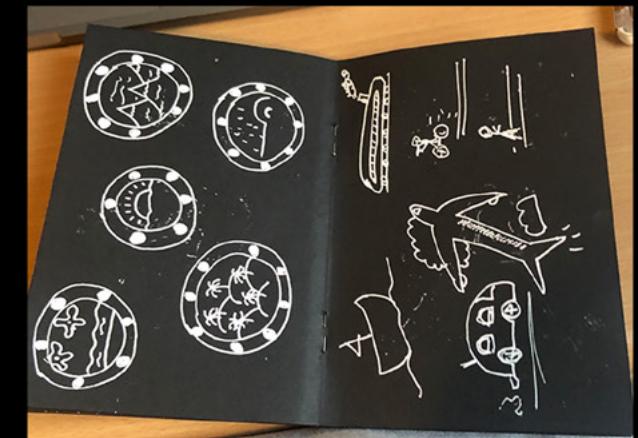
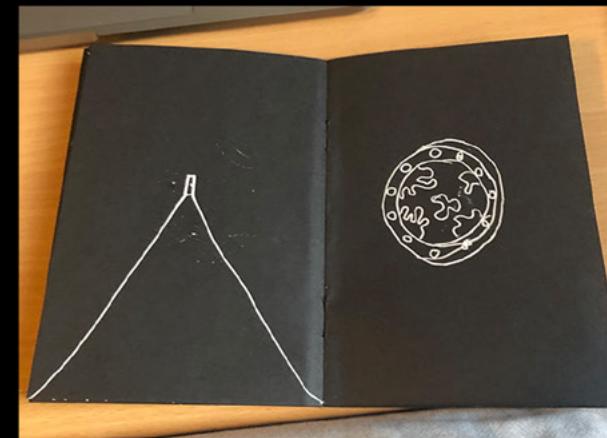


Sketchbook



Throughout the project so far I have been keeping this mini sketchbook and just doing random doodles with agoraphobia in mind every now and then. The drawings have developed with my understanding of the topic. I chose to use black paper with a white pen because when drawing it makes the page feel like a much smaller space to me, it made me feel trapped, similar to how agoraphobic must feel.

Checklist of things to look at

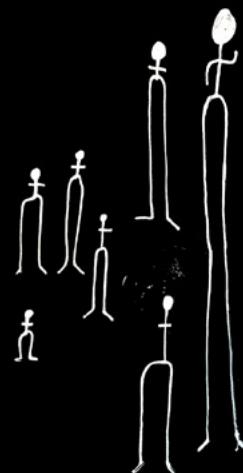
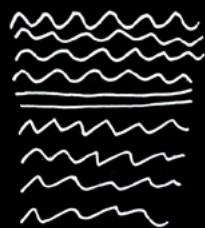
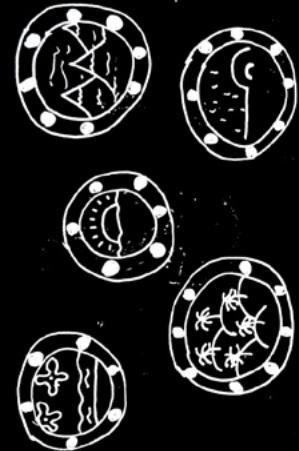
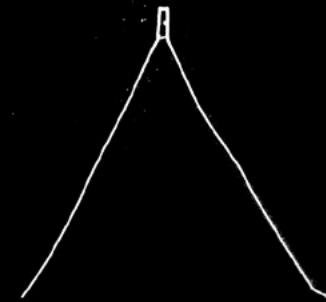
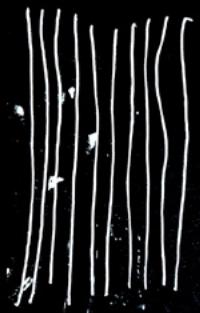


Research/ideas

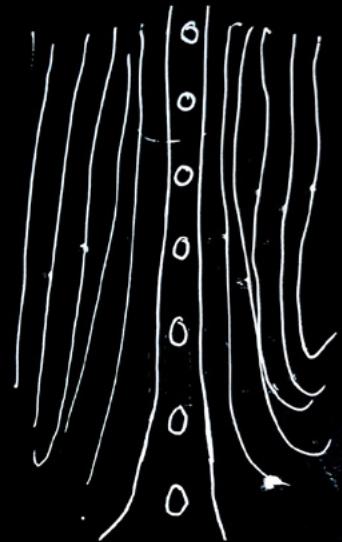
- visual things, clay etc.
- ~~Process workshop~~
- Movies about agoraphobia
'Music' books ^{↳ Horror}
- Interviews
- Message artist (website, dm, etc)
- Start sketching and brand
- Look at lensculture, previous projects.
~~questions~~ ^{→ book}
- Effects of isolation on creativity.
↳ Solitude Paintings
- Look at reddit community
- Alice in Wonderland

Sketchbook scanned

Research/ideas



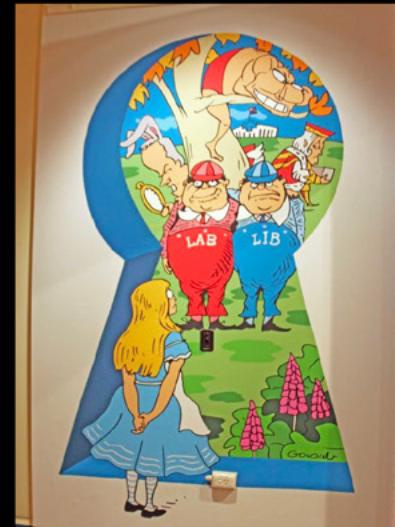
Sketchbook scanned



Research/ideas

Through the key hole

I really like the imagery of the key hole/door in Alice in Wonderland. in the scene, alice looks through the key hole to see the a new magical world and builds up the courage to step out of the door and explore this new unknown area, I think this can easily be related to agoraphobia and could inspire some of my visuals.



Reddit community

I found a community on reddit for agoraphobics to share their experiences and help each other. Thought it was really interesting to see how people cope with their agoraphobia, and it allowed me to get a better insight into how they felt.

Made it to dental appointment. I cancelled it multiple times out of fear and anxiety, but made it this time.



Taken today, been battling for over 6 years now. It's been almost 2 years since I was in a shop feel incredible

You guys... I went to the grocery store. By myself. It's so stupid and so easy and yet so hard- BUT I DID IT ! And I don't really have anyone else to share it with lol.

Research/ideas

The screenshot shows the homepage of the r/Agoraphobia subreddit. At the top, there is a teal header with the subreddit name "Agoraphobes unite!" and a "Join" button. Below the header, the title "r/Agoraphobia" is displayed. The main content area features several posts:

- A post titled "Mini achievement post! Got out to the farm w my two kids & my little brother. With little anxiety throughout the day. Feeling so proud of myself rn." includes a photo of a woman with red hair and glasses, a man, and a child outdoors near a fence.
- A post titled "I use humor as a coping mechanism" includes a photo of two men in an office setting. The caption reads: "People thanking me for staying indoors during a pandemic" and "Me, with agoraphobia, who was going be indoors anyway".
- A post titled "I am tube-fed due to a combination of various medical conditions and chronic illness. Every month, I have to drive an hour and a half to the nearest clinic to have my tube replaced. Today was the day, and although anxiety tried its best to stop me, I pulled through and did it anyways. Progress!" includes a photo of a woman with a nasal cannula.
- A post titled "Went for a walk for the first time in about 5 months. All by myself too! (had my dog with me though)." includes a photo of a sunset over a field.
- A post titled "My ancestors, who fought off wild animals, watching me having a panic attack in the grocery store" includes a photo of a man with his hand to his forehead, looking stressed.

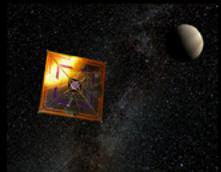
Brand name ideas

Research/ideas

Agobox



Hikes



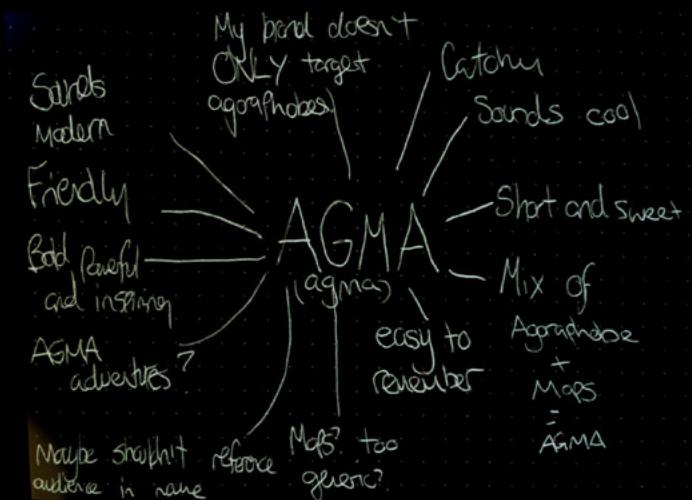
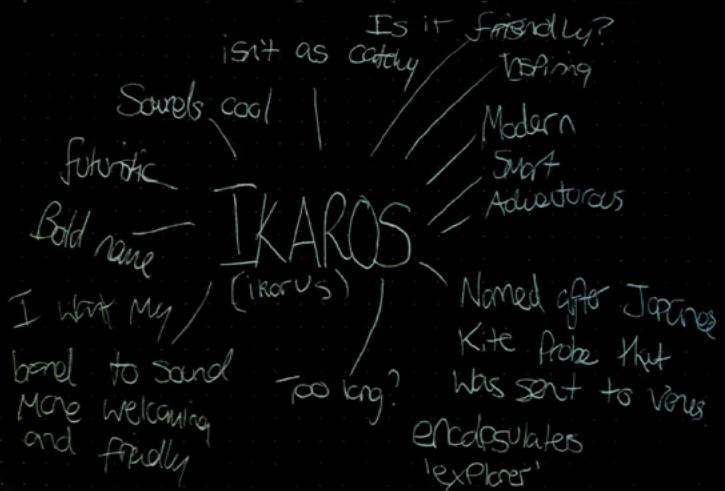
Ecation---Etion

Etrip

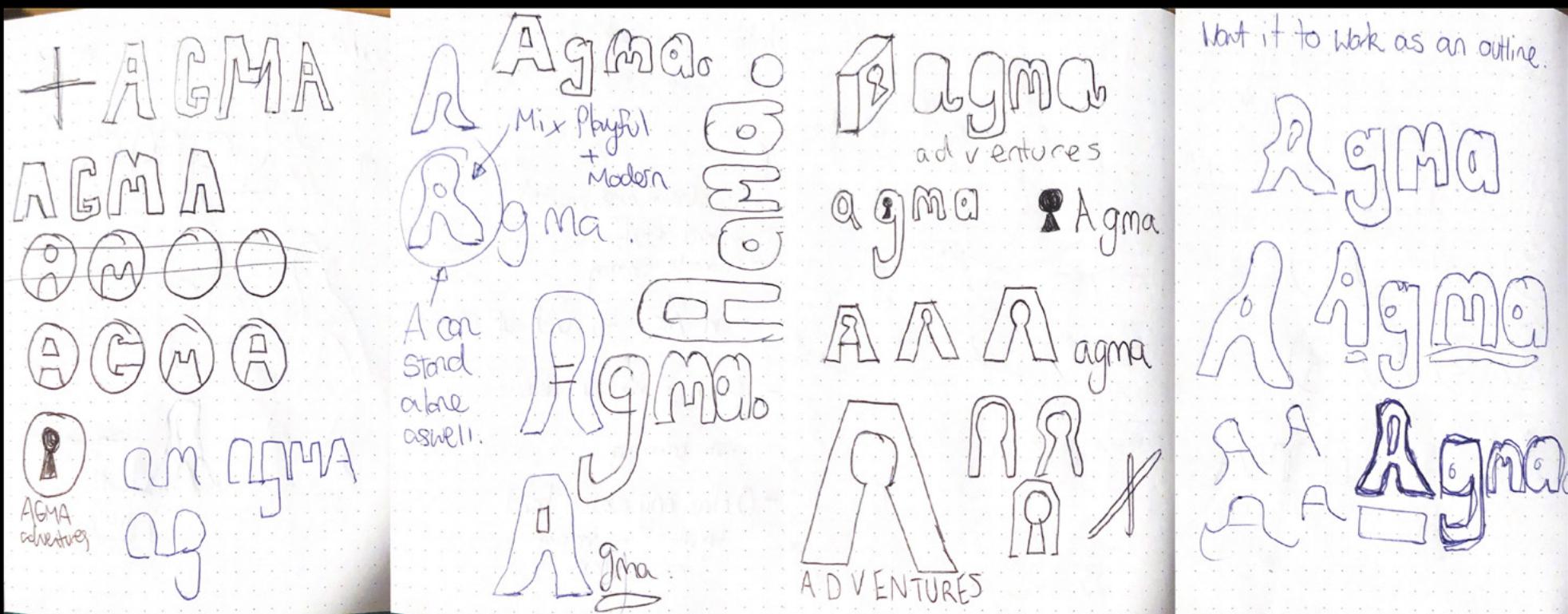
Ikaros

Disocial

Agma (agoraphobia +map)



Logo work

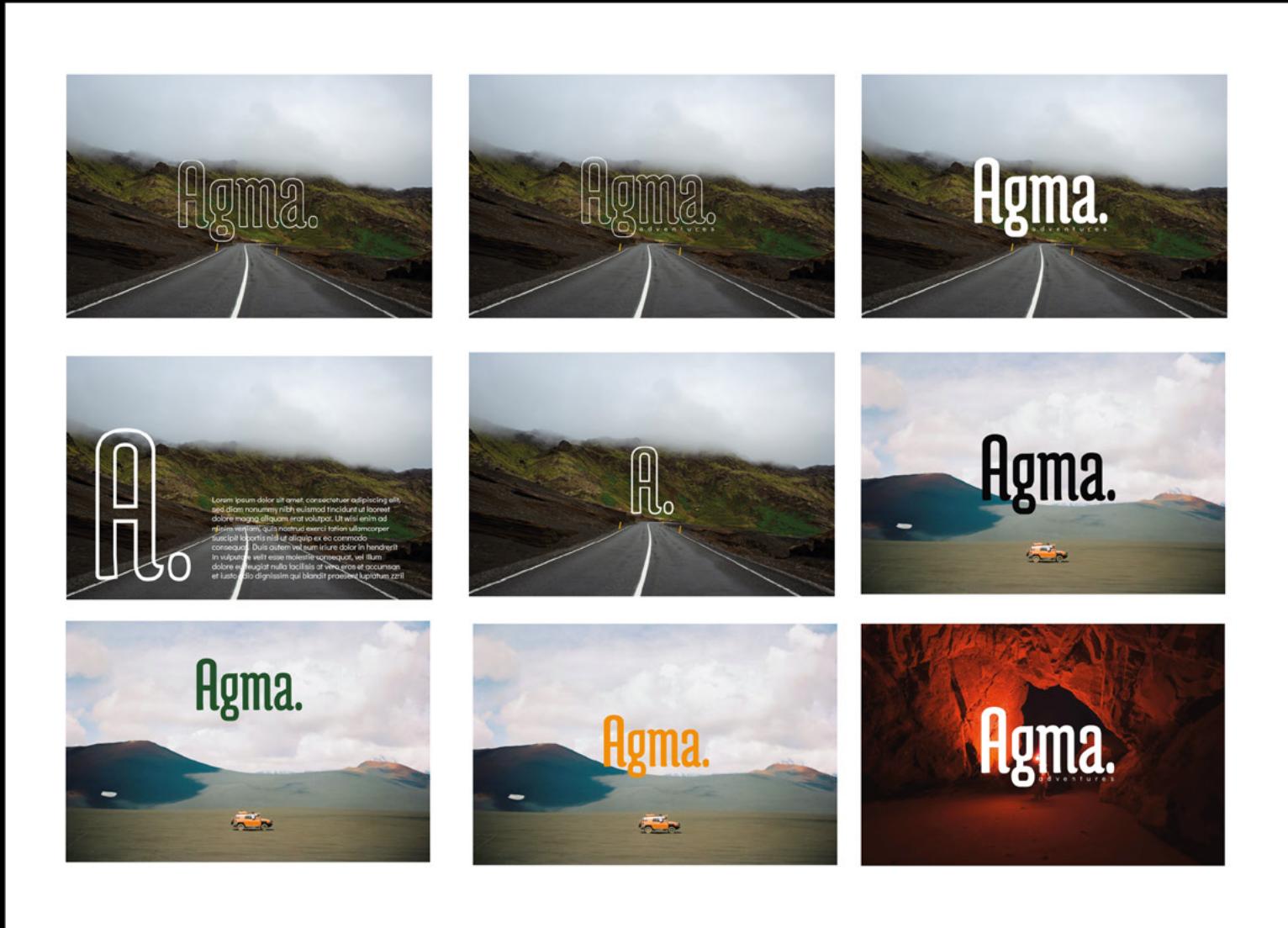


Initial sketches for logo, looking at keyholes and windows, playing with shapes and making the A stand out.

Logo work



Logo work



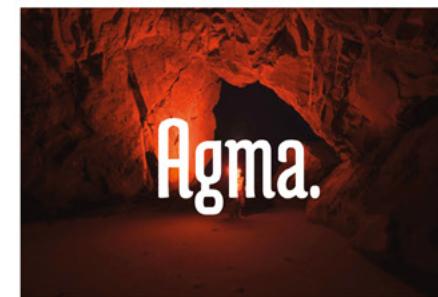
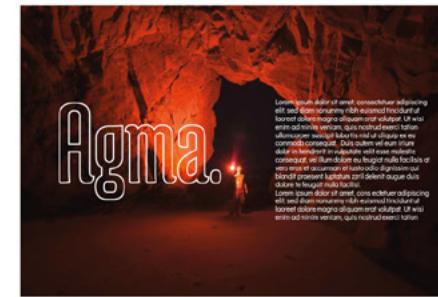
Exploring photography that fits with my brand feeling.

Looking at incorporating a tagline within the logo and playing with colour.

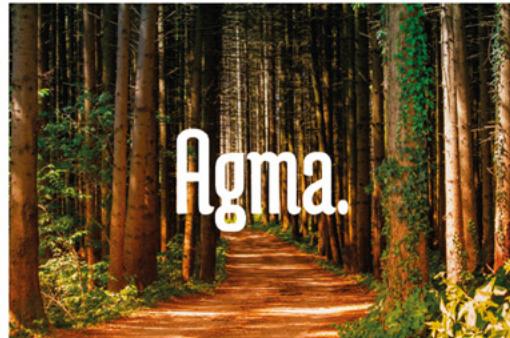
Playing around with the 'A' and using it as a stand alone logo.

Looking at using the logo's stroke as a stand alone logo as well. I like this, it can be played around with more and used to emphasize different photos etc.

Logo work



Logo ideas



A. Agma.

A. A. A.

Agma. Agma.

Agma. Ngma. A. Agma.

Looking at
turning the A
into a window.

Tilting the A/
playing with
the crossbar.
To look like an
arrow, moving
forward, going
up, helping with
their anxiety.

Colour scheme



Colour schemes

10



60



30



Red. Power, passion, danger, importance

Orange. Playful, energetic, cheap

Yellow. Cheerful, friendly, attention-seeking

Green. Natural, safe, fresh

Blue. Calm, reliable, trustworthy

Purple. Luxury, romantic, spirituality

Pink. Feminine, youth, innocence

Black. Sophisticated, edgy, mysterious

White. Cleanliness, purity, health

Gray. Neutral, formal, sophistication

Colour schemes

Natural colour scheme that's been exaggerated and made brighter. The yellow is cheerful, friendly and attention grabbing, while the green represents getting out in nature, and the freshness of the brand. If i was going to use the 60,30,10 rule I would use 60% white, 30% Grey blue, and 10% colours.

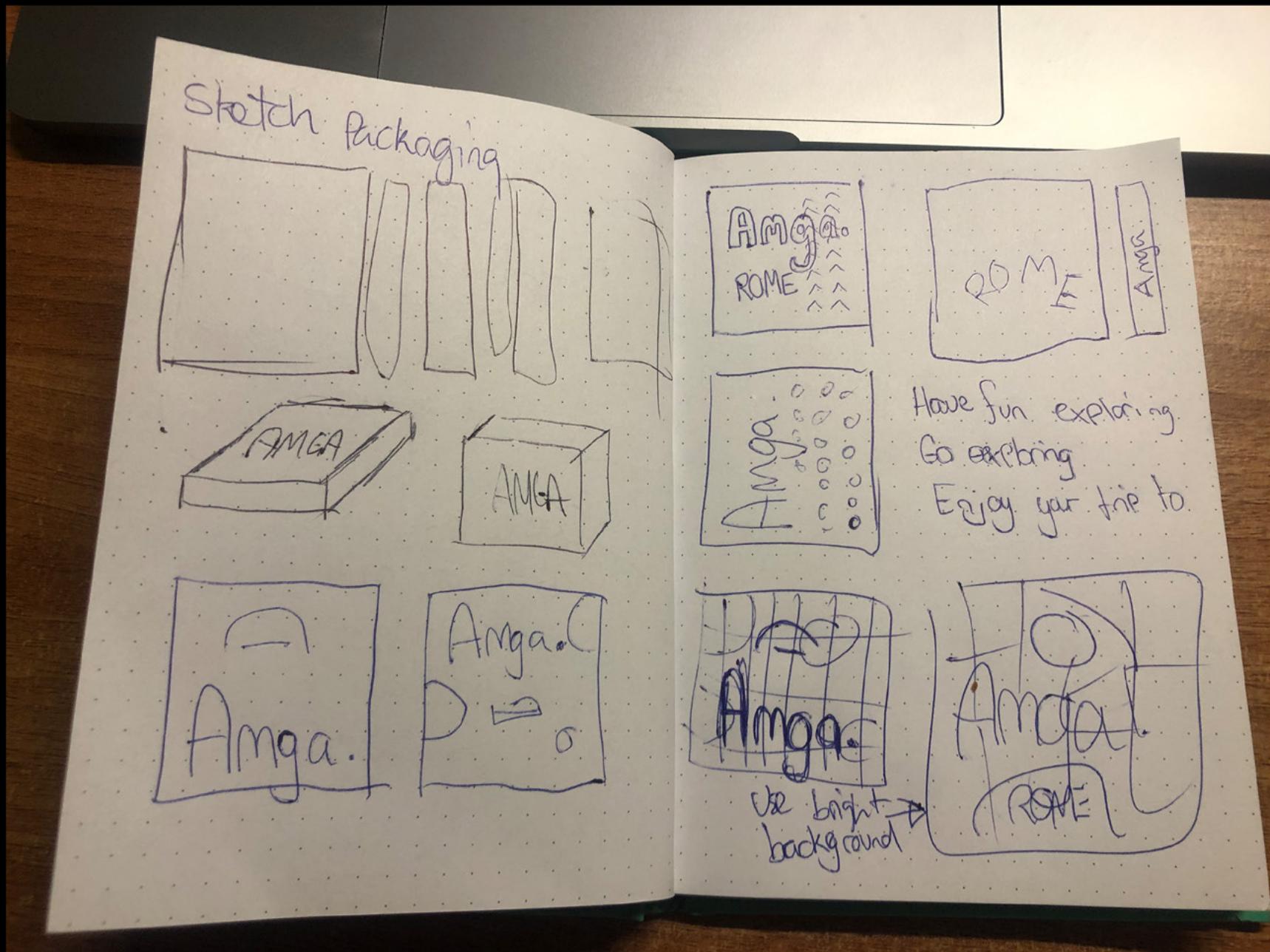


Colour moodboard

Agma. colours



Rough Package sketching



Rough sketches for packaging

Packaging mockups photoshop

Experimenting with colour, shape, gradients. Seeing if it looks better minimalistic or not.



Packaging mockups



Developments, I like the colourful one, want my brand to be fun and friendly.

I don't think they represent travel, exploring etc. they're more abstract.

Packaging mockups



Packaging mockups

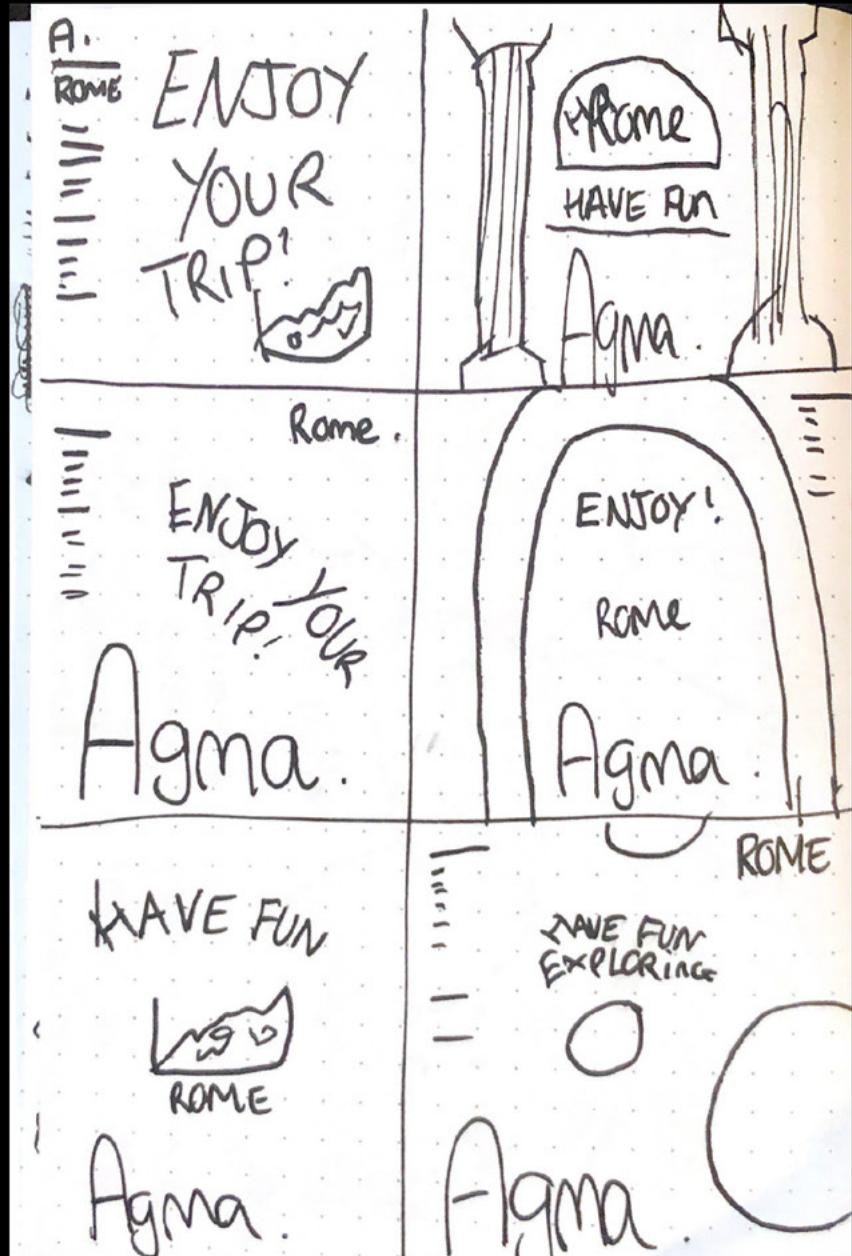


Packaging mockups



Too broad? I like the colour but dont like how minimal it is. want it to be more fun.

Packaging development



Looking at incorporating a window into the package, could it be a sleeve with a hole? User can see through the window, like how an agoraphobic person looks out. Opening the box is like taking the first step outside.

ROME
ROME

Rome.

Enjoy your trip!

ROME
ROME



Final Packaging

Packaging I like at the moment, it can be changed to green or dark blue aswell.
It's fun and I like the feeling it gives out but is it meaningless design?
I could do something more with that circle? cut it out. I might come back to the package.



Brand Development - Illustrator

Illustrator document showing some of my journey and developments to the agma brand.



Brand board

Colours, fonts, mockups, how I want to use the logo and the type of photography to use within the branding.

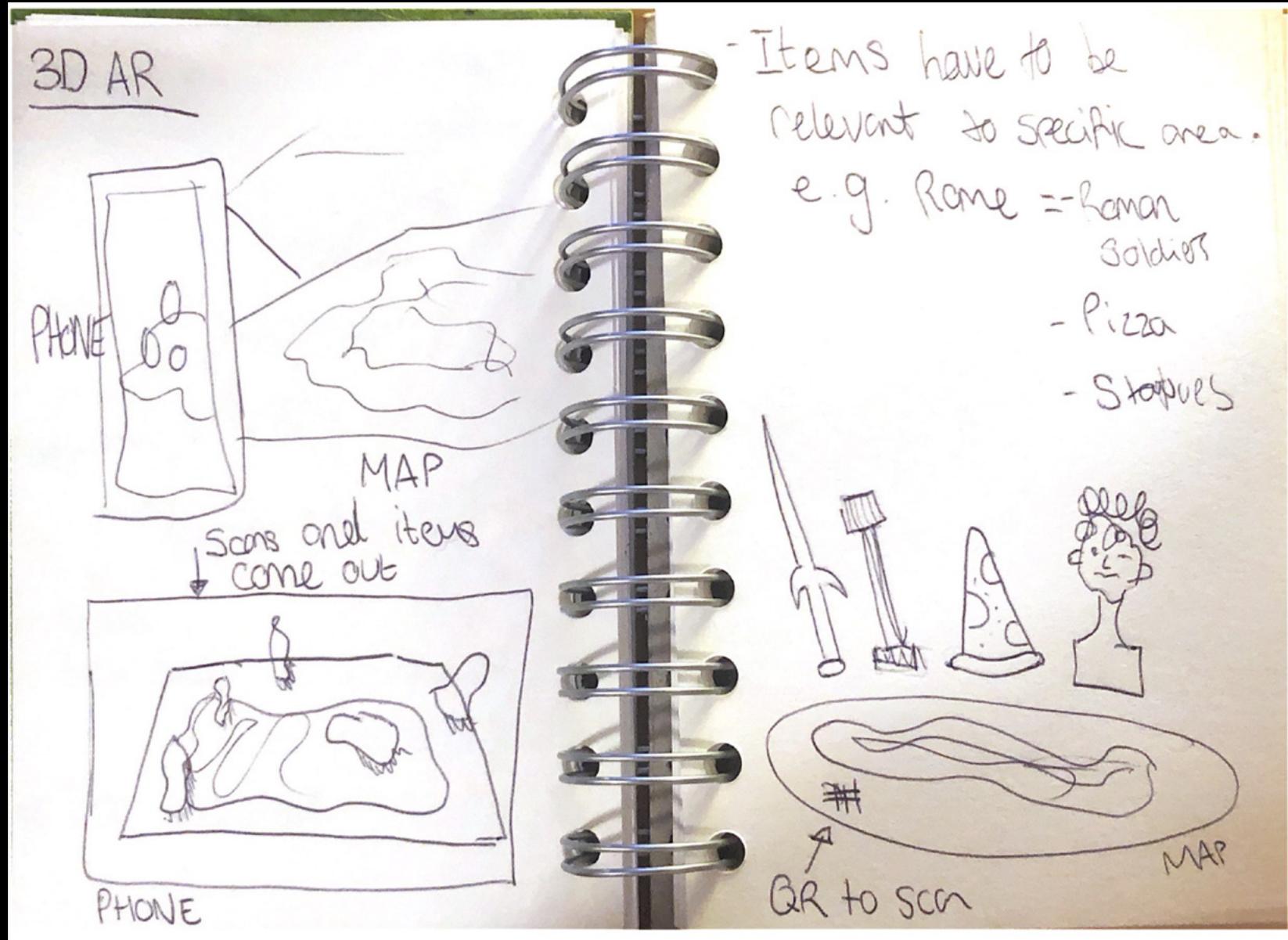


Matlock Bath



I visited Matlock Bath because I wanted to experience a small place with a lot of culture that I could include in my project. Matlock Bath is a small village in England but is famous for its motorcycle culture, fish and chip shops, arcades, and cliff views. All of this gives it a strange feeling similar to a seaside town.

Map, AR mockup



Modelling for AR + rough mockup

I want to create an AR experience for my users. This will be in the form of a map that comes in the package. The map can be scanned with your phone which will trigger things to come out of the app in certain areas. This clay mockup demonstrates examples of what could pop up in different areas. I plan to use Blender to refine this.



Packaging Mockup



Baguette

France



Meatball

Sweden



Moped

Italy



Igloo

Greenland



Taxi Sign

New York



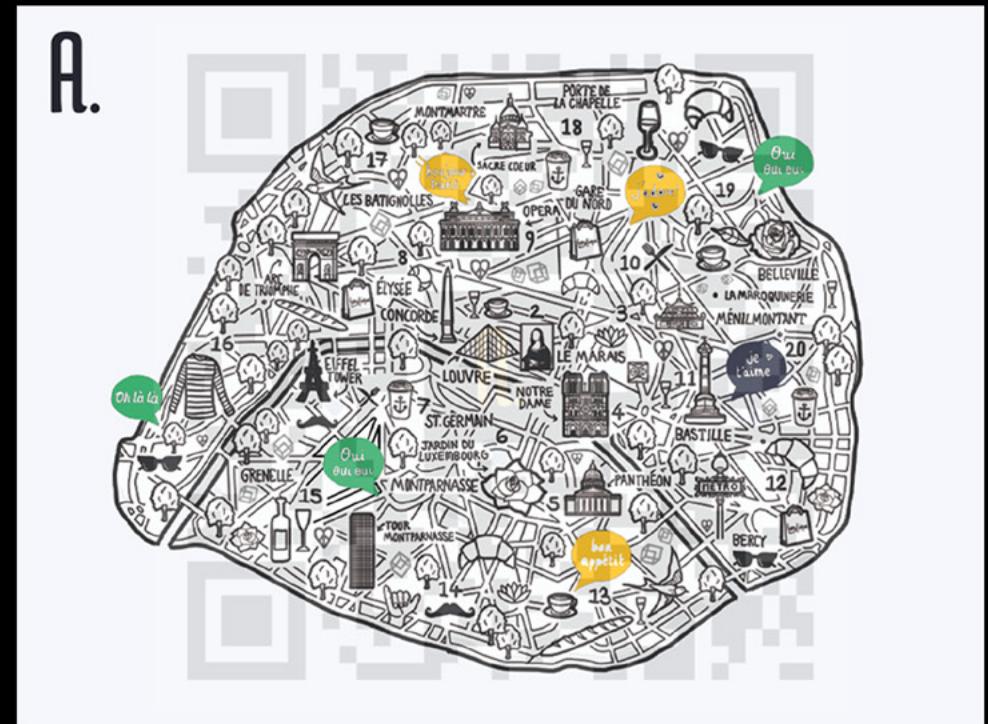
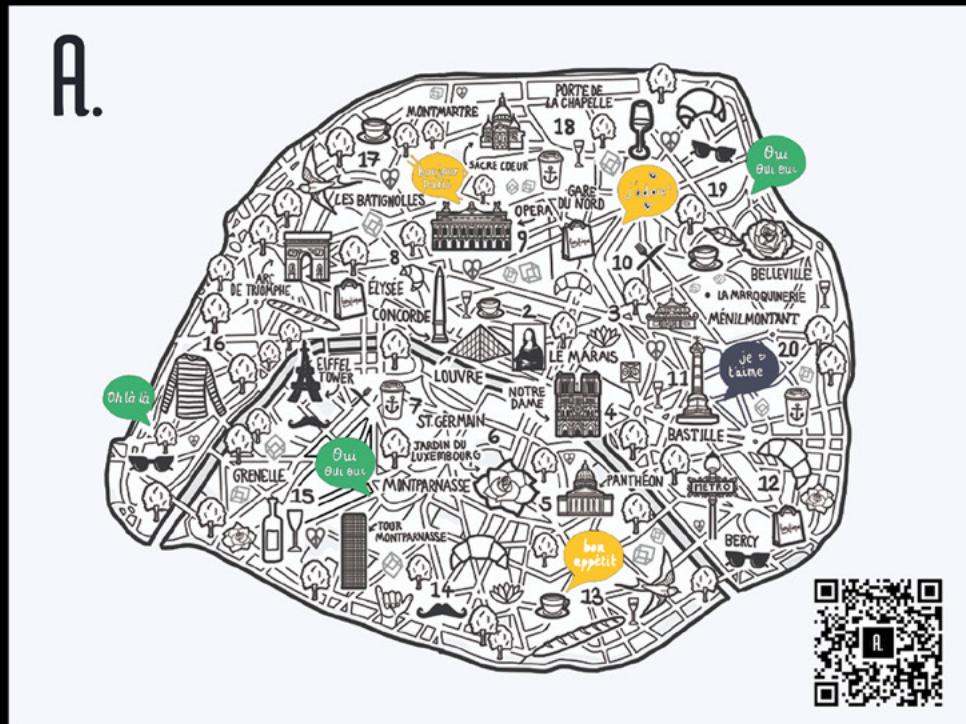
Snake in Basket

Monocco

Map

In the box I want to include a map of the specific area with a qr code. The QR code can be scanned with an app on the users phone which will make models pop out of the screen, creating a fun augmented reality experience.

This is a mockup of how it could look, I edited one of the maps from <http://www.rosie-apps.com/shop?category=maps> to make it fit my branding.



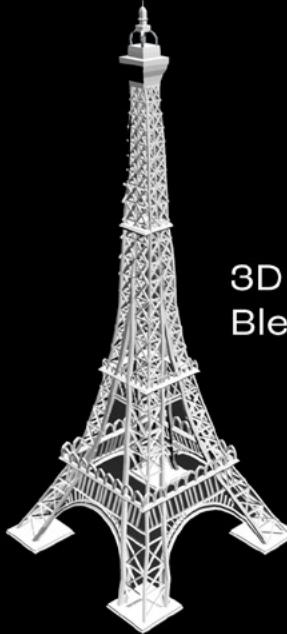
Map, AR mockup



Mocking up clay models on map to look 3D like they will when the user puts their phone up to bring the map to life. Map is of Paris and the clay models don't all fit the area.

Blender

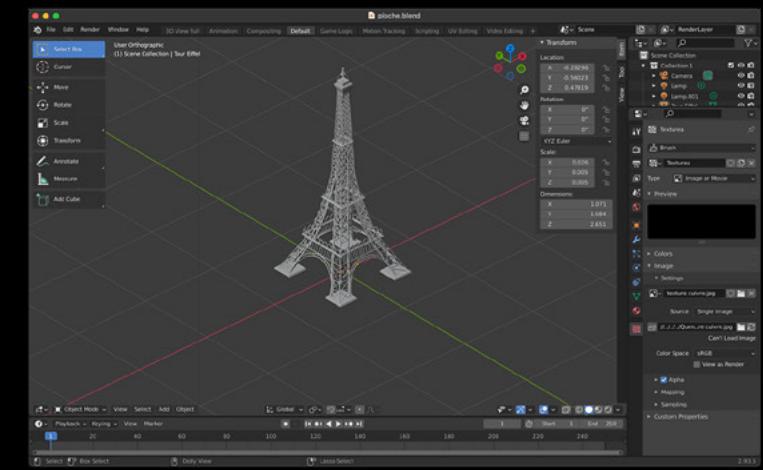
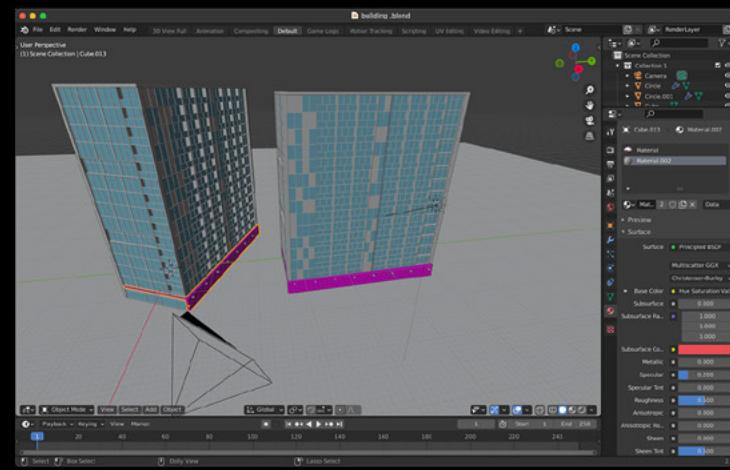
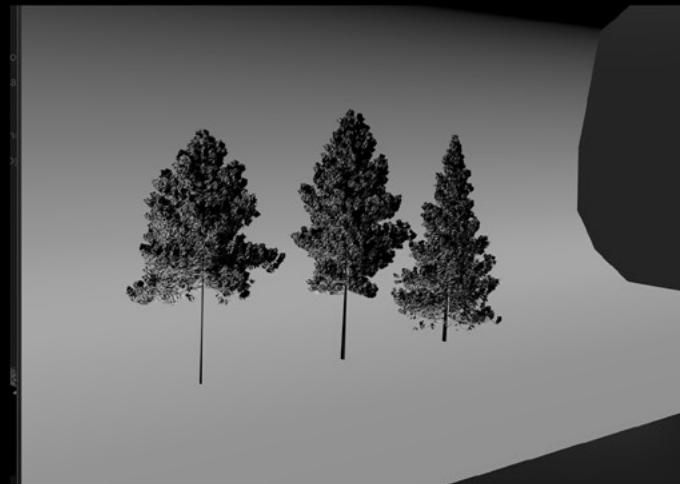
Looking at using blender to make 3D models. I'm not very experienced using this software and found it challenging. There's a learning curve for sure.



3D model from
Blender

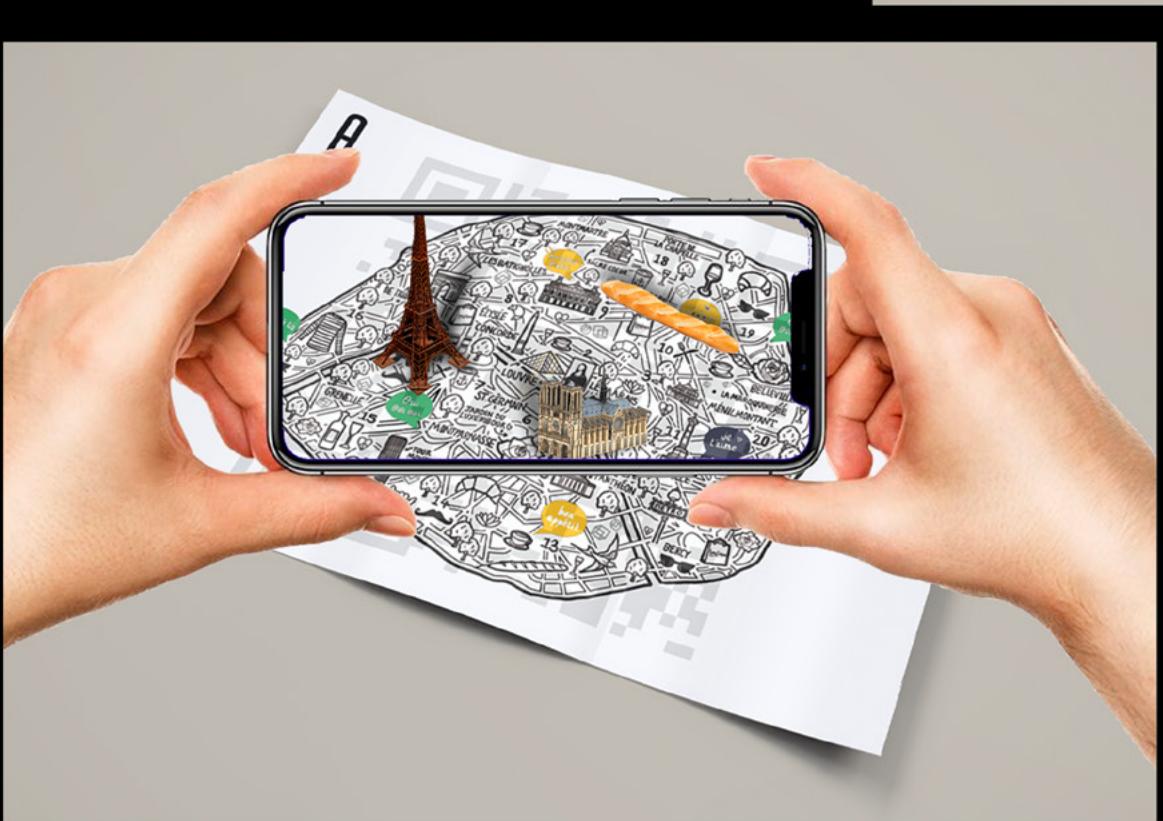
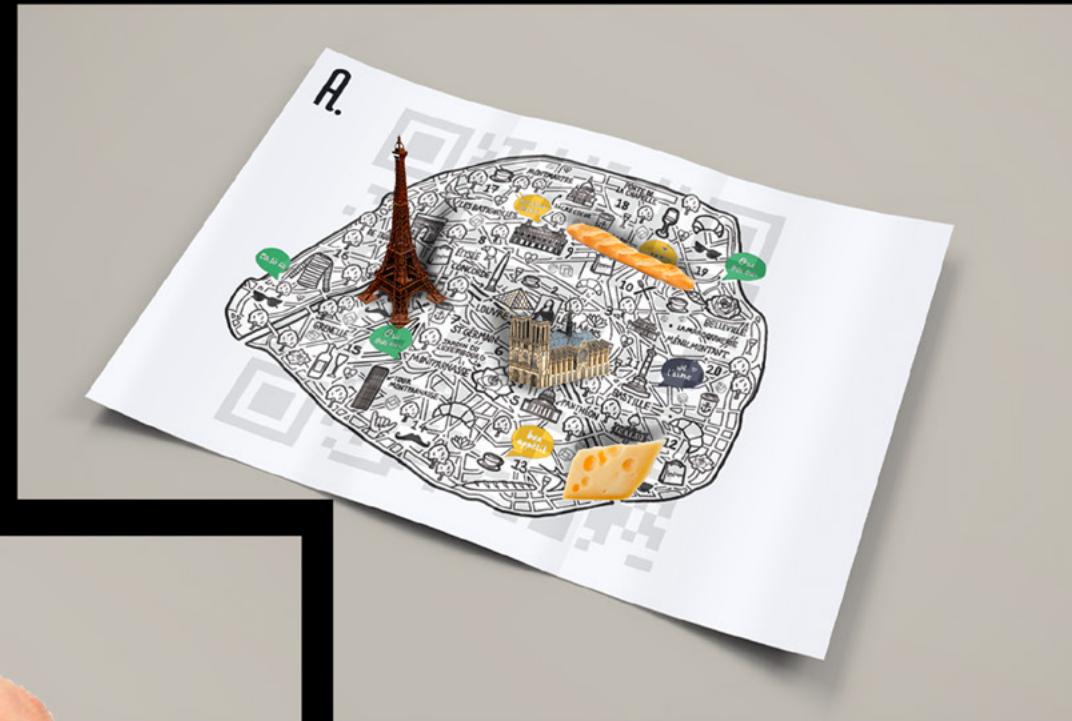


Added texture



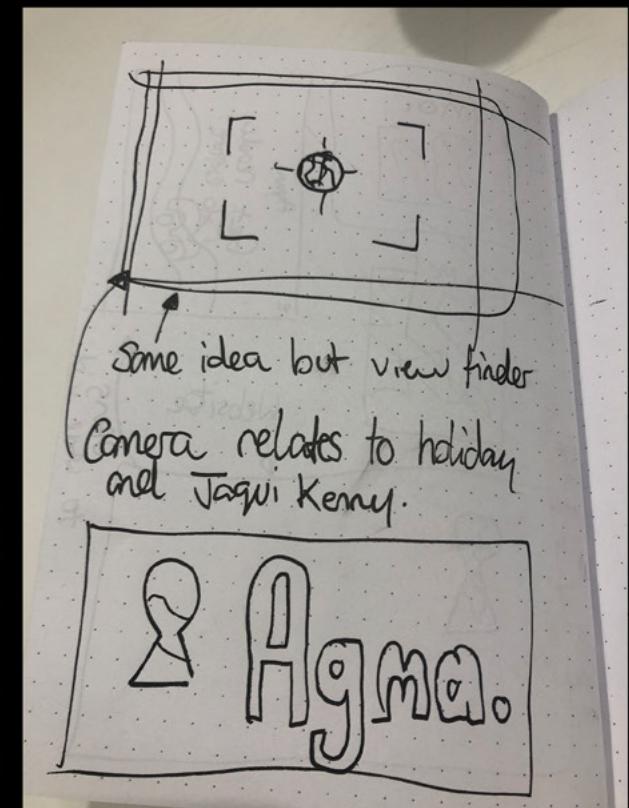
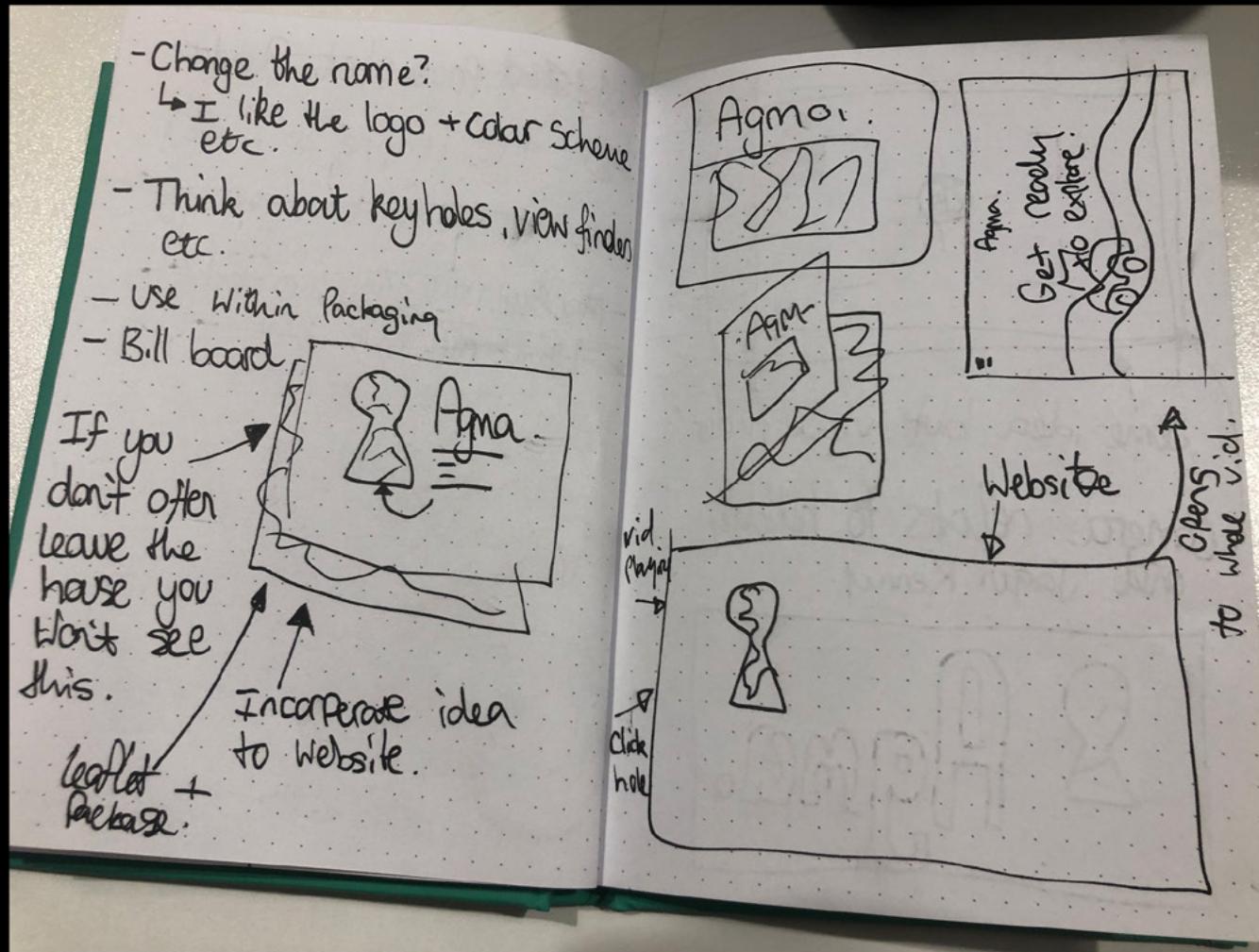
Map, AR mockup

Rough examples of how the AR could look.
Testing using Paris.

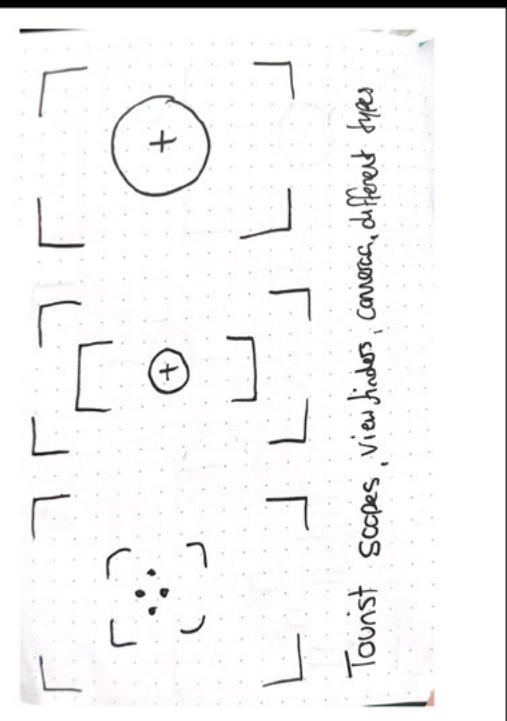
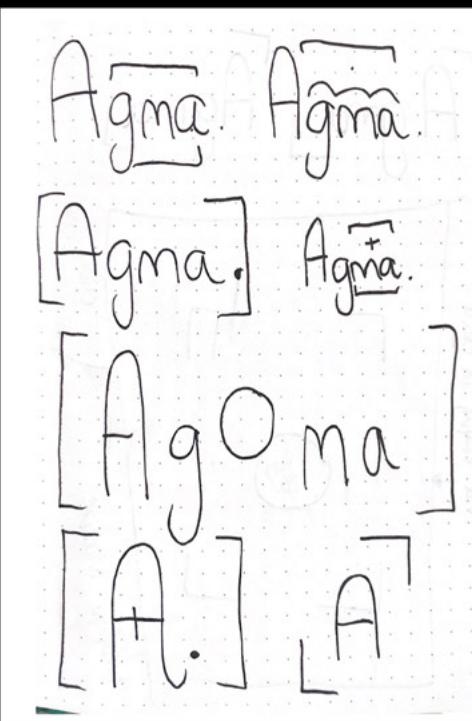
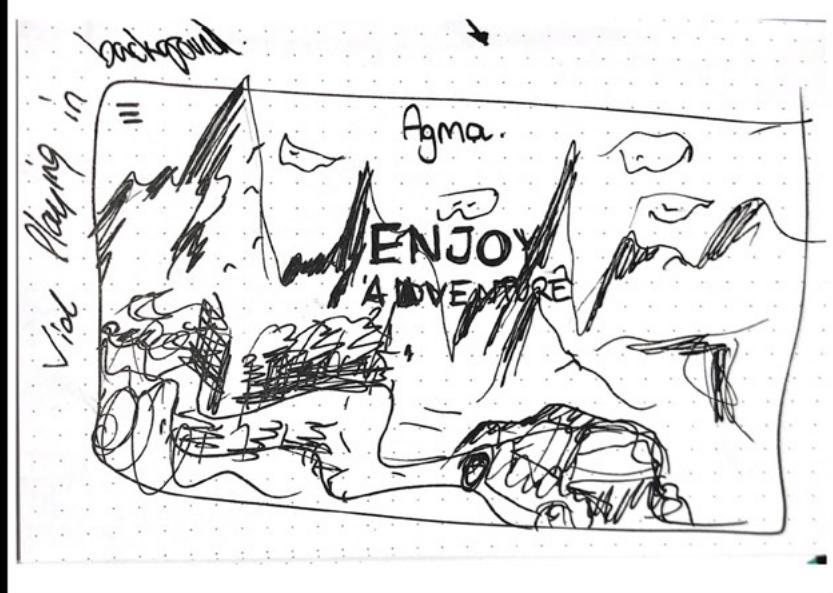
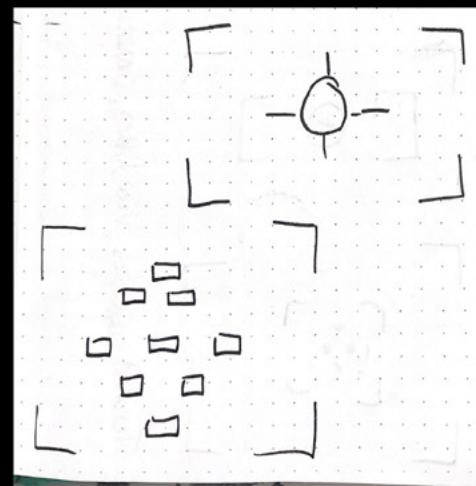
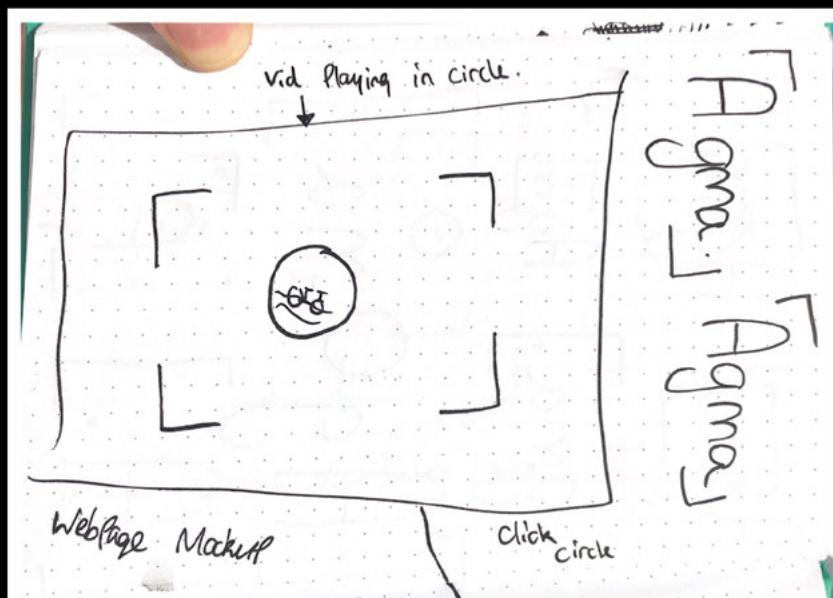


Sketchbook/New idea

Ideas for website



Sketchbook/New idea



Cameras/Viewfinder

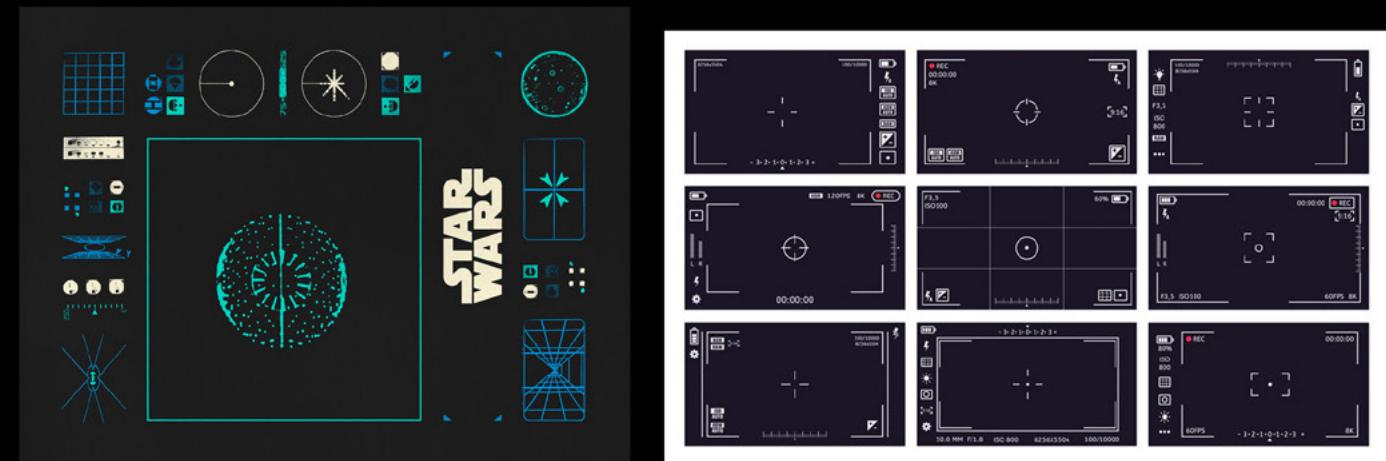
Cameras are something I strongly associate with travelling and going on holiday.

I thought it would be interesting to use it in my branding as it not only represents travel but looking through the view finder could be used as a metaphor for my whole idea.

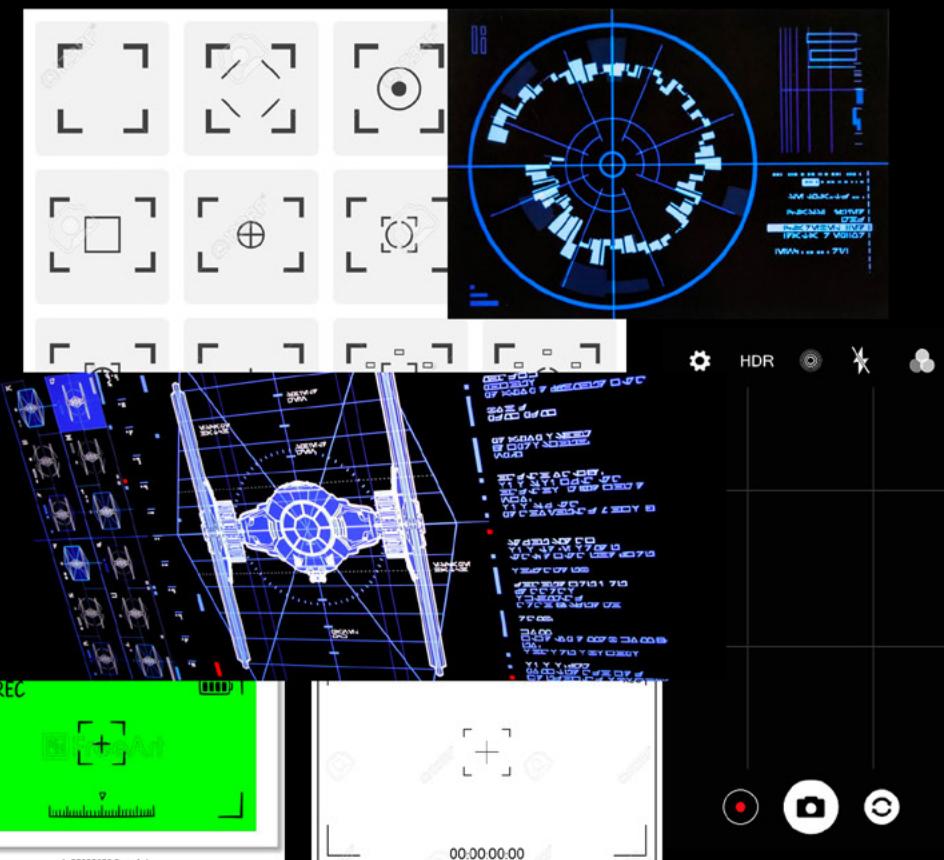
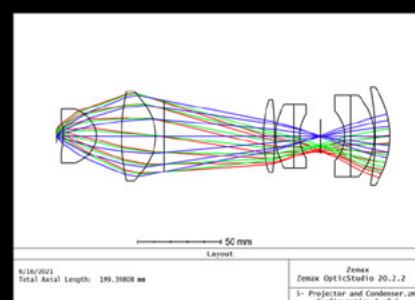
Travelling through the lens of someone else.

Good but pictures never do the experience or views justice.

I think (like the key hole) the view finder can be used and played with to show a lot of things visually about my brand.



Rough mockup of website idea Click on viewfinder to open up website.



Cameras/Viewfinder

It's not just viewfinders and keyholes that I can use for this, anything such as binoculars, telescopes, night vision goggles etc. could have the same visual effect.



Answering questions about the brand

How much will each box be?

£8. I don't want the box to be too expensive as it's main purpose is to help people. Making it cheaper will mean more people can access it and it targets a wider audience.

What will be in the box?

DVD's, CD's, materials, cookbook, a map to be scanned for AR, a leaflet, board/card games. All of these items will be specific to the country the user has ordered.

Where will the product be advertised?

Social media and mostly online, letter box leaflets, agoraphobic people don't leave the house often so they won't be able to see OOH ads, so most of the advertising will have to be brought to the user inside their house's.

Will the box be bad for the environment?

No, the box and all its contents will be 100% recyclable.

Fonts

Display

Agma.

Explore

Explore

EXPLORE

Explore

EXPLORE

EXPLORE

EXPLORE

Explore

Body

Agma.

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Brainstorm

I like the name but i'm not sure it still makes sense as i'm not just targetting agoraphobes. I still like my branding and the logo for the most part, I think I could incorporate a keyhole/viewfinder idea into it.

[PEEK]

Peek. [peek]

Looks like view finder?



Peep. [peek] [Peek] Agma

Keyhole, squared
bottom, rounded top

Square represents
view finder

PEEK. [PEEK]

[Agma] Agma

Brainstorm

Agma

Agma

Agma

Agma



Agma

Agma

Agma

Agma

Agma

Agma

Agma

Agma.

Keyhole behind text or just window?

Target audience + Name update

At first I just wanted to only target the company towards agoraphobic people. Through developing my work, designs and ideas I have realised that this idea could appeal to a much wider audience. Everyone who experiences anxiety surrounding going outside, meeting new people etc. People who don't have friends to travel with, people who can't afford it, those who think it's a cool idea, those travelling soon that want to get a brief idea of where they're going, people teaching their kids about the world, people that just want to learn about the world.

There's a load of different reasons to use this service and I'm not going to focus too much on just targeting agoraphobic people.

The name of my brand (AGMA.) is made up of the words agoraphobic + maps, although i'm not just targeting agoraphobic people I want to keep the name as I believe a brand name doesn't have to rely on meaning and there is a lot more that can make it stick. It is simple, easy to pronounce, memorable, unique, It's short and sweet and can easily be searched for online. Besides the meaning behind a name is irrelevant once the name becomes a brand.

Before making this decision I tested a few different names such as peek and peep, but I didn't think they suited the idea,



Examples of made up brand names that have no meaning.

Logo edits

Agma.

Agma'

Agma]

[Agma

Agma.

Agma'

[Agma]

Agma]

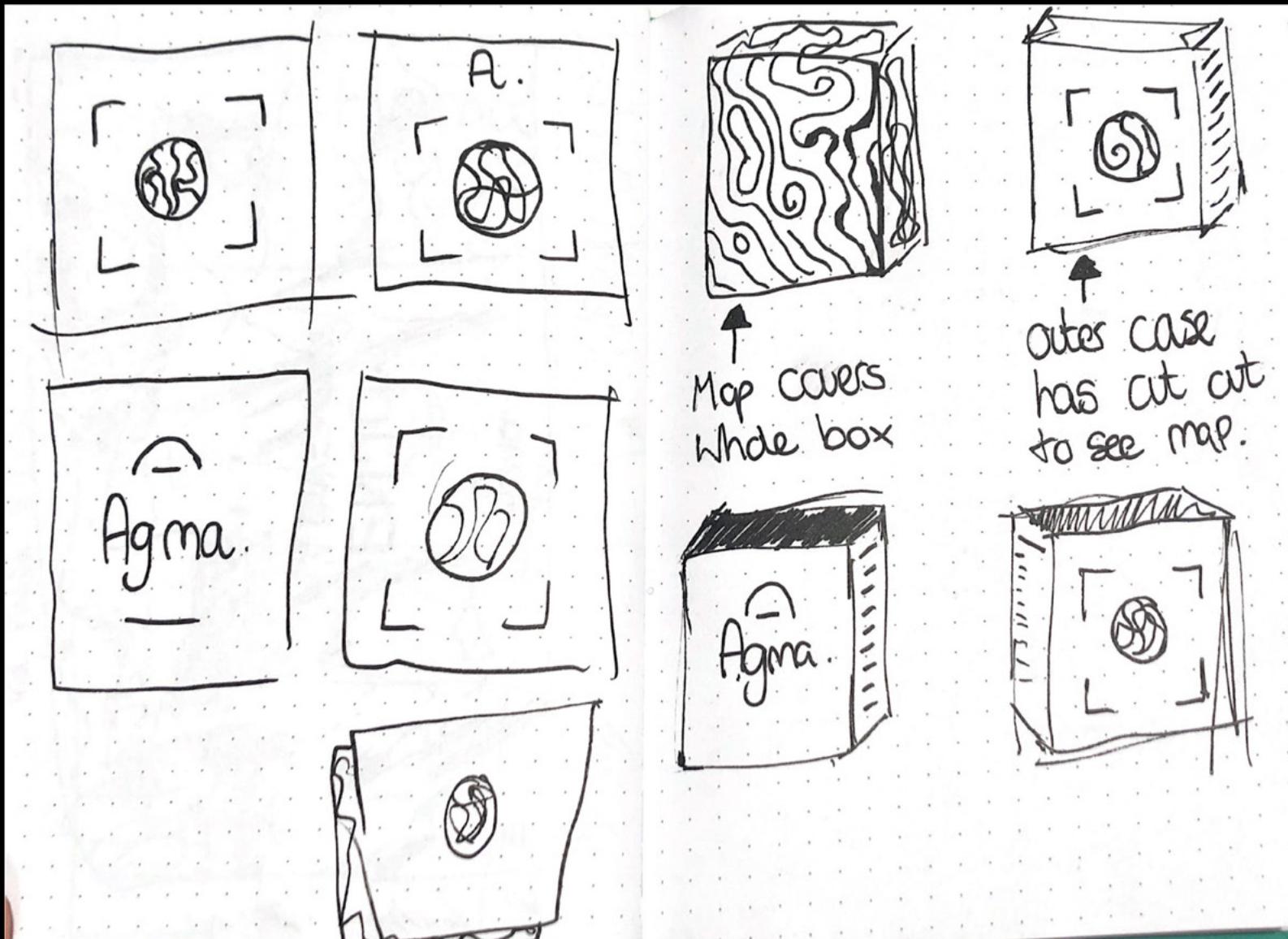
Could the logo be more relevant to the brand? Looking at incorporating viewfinder within it.

Logo edits

The image displays a grid of logo edits for the brand Agma. The top row consists of five color swatches: green, yellow, dark grey, medium grey, and white. Below these are four main sections:

- Section 1 (Left):** A large green gradient background featuring the Agma logo in white. To its right is a photograph of a yellow building with two dogs on a sidewalk.
- Section 2 (Middle Left):** A green square containing a white stylized letter 'A'.
- Section 3 (Middle Right):** A white product box for 'Agma' with a yellow lid, showing the word 'ROME' repeated vertically and a small orange circle graphic.
- Section 4 (Right):** A column of text starting with 'Roc Grotesk' and three paragraphs of placeholder text (Lorem ipsum).
- Section 5 (Bottom Left):** A white square with a diagonal 'Agma.' logo, a circular orange graphic with 'Enjoy your trip!', and a faint watermark of the logo.
- Section 6 (Bottom Middle):** A white square featuring the Agma logo in black.
- Section 7 (Bottom Right):** A yellow square displaying three instances of the Agma logo in different styles: a stylized 'A' in black, a bold 'Agma' in black, and a stylized 'Agma.' in black.

Package sketches



Packaging Net



Rough idea of what would go under the packaging.

Packaging Net



Hole on back in the style of view finder, has cut out onto map underneath

Packaging Net

This would go under the outside sleeve.



Packaging Net

Outside sleeve with hole.



Packaging Net



Inner package shows a map of the area you're exploring. logo outlined on front. subtle.

Packaging Net



Final packaging
Outer sleeve + Inner package

Websites

Looking at how webpages are tied together, how things interact and the users journey.

The image displays a 3x2 grid of website screenshots, each featuring a large, bold title and a central image. Red arrows indicate the flow of a user's journey from one page to the next, primarily from the main content area to the sidebar navigation.

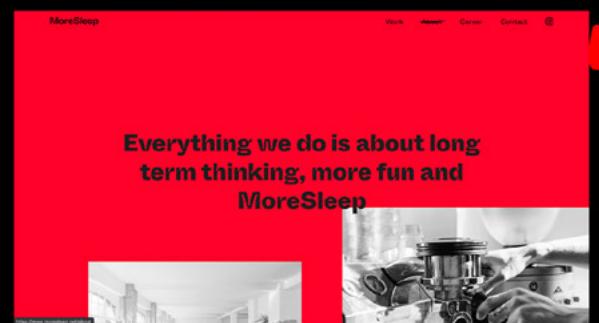
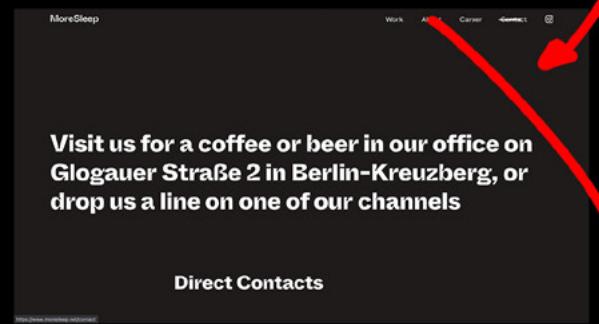
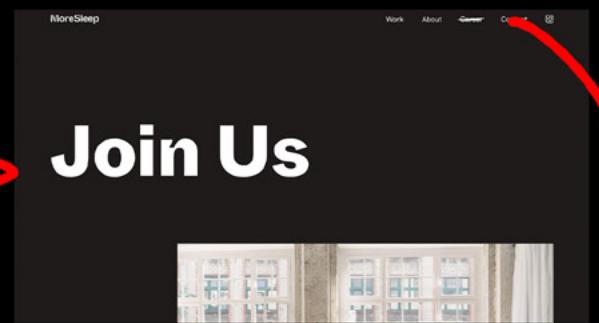
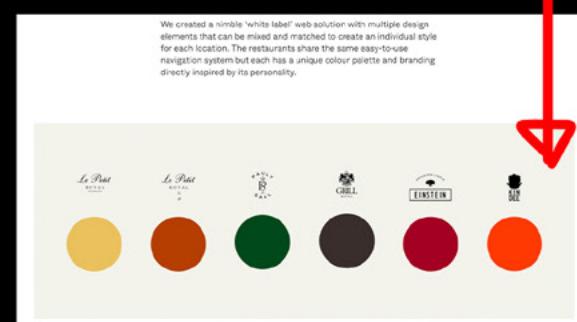
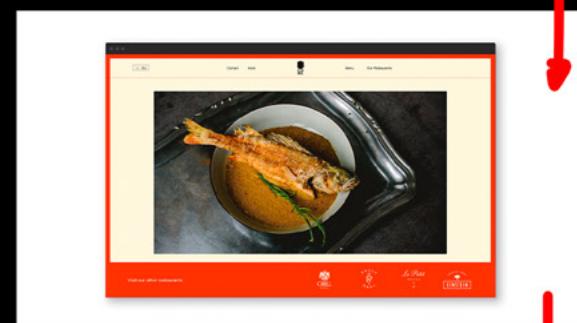
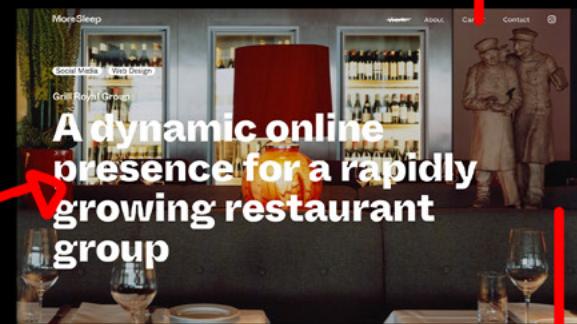
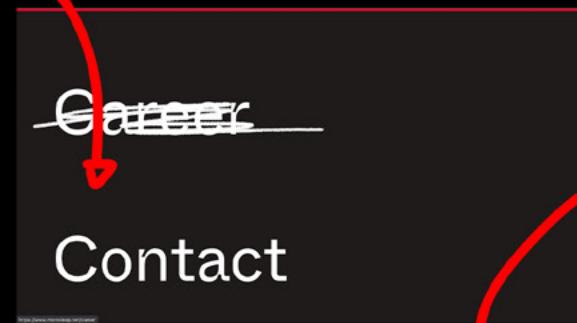
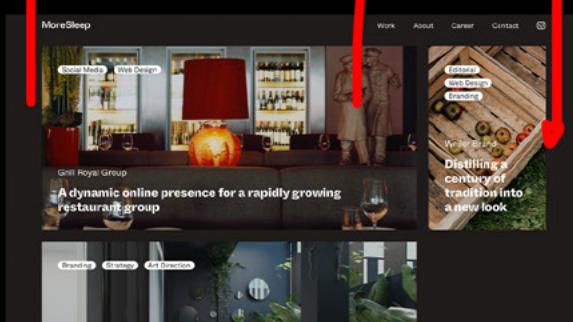
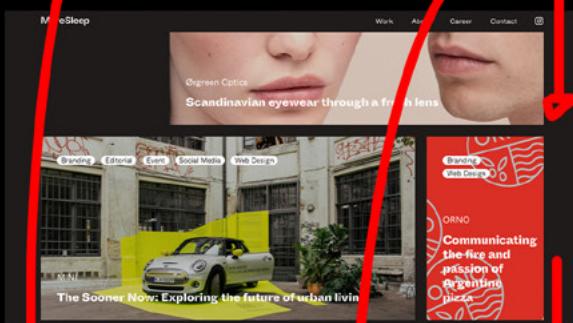
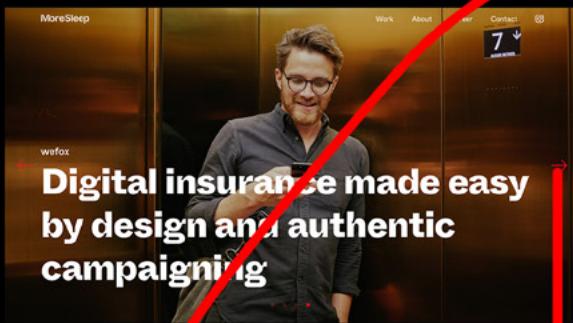
- Top Row:**
 - Left:** Title "ALL TIME SECOND" in green, subtitle "FOR THOSE WHO'VE COME SECOND, BECAUSE WE DON'T ALL BE FIRST." Below it is a sidebar with three cards: RAYMOND POULIDOR, THOMAS WILLIAM BURGESS (highlighted by a red arrow), and LARRY DOBY.
 - Middle:** Title "THOMAS WILLIAM BURGESS" in white on a blue background. Below it is a sidebar with three cards: RAYMOND POULIDOR, THOMAS WILLIAM BURGESS (highlighted by a red arrow), and LARRY DOBY.
 - Right:** Title "LARRY DOBY" in blue on an orange background. Below it is a sidebar with three cards: RAYMOND POULIDOR, THOMAS WILLIAM BURGESS (highlighted by a red arrow), and LARRY DOBY.
- Middle Row:**
 - Left:** A detailed description of Thomas William Burgess's swim across the English Channel.
 - Middle:** A detailed description of Larry Doby's career as the second African-American player in Major League Baseball.
 - Right:** A detailed description of Larry Doby's career as the second African-American player in Major League Baseball.
- Bottom Row:**
 - Left:** A sidebar navigation with cards for BUFFALO BILLS, NANCY LOPEZ, CAPTAIN LOUIS RUDD, PETE CONRAD & ALAN BEAN, ROBERT FALCON SCOTT, and MARTIN KLEIN. The card for CAPTAIN LOUIS RUDD is highlighted by a red arrow.
 - Middle:** A sidebar navigation with cards for BUFFALO BILLS, NANCY LOPEZ, CAPTAIN LOUIS RUDD, PETE CONRAD & ALAN BEAN, ROBERT FALCON SCOTT, and MARTIN KLEIN. The card for CAPTAIN LOUIS RUDD is highlighted by a red arrow.
 - Right:** A sidebar navigation with cards for BUFFALO BILLS, NANCY LOPEZ, CAPTAIN LOUIS RUDD, PETE CONRAD & ALAN BEAN, ROBERT FALCON SCOTT, and MARTIN KLEIN. The card for CAPTAIN LOUIS RUDD is highlighted by a red arrow.

Websites

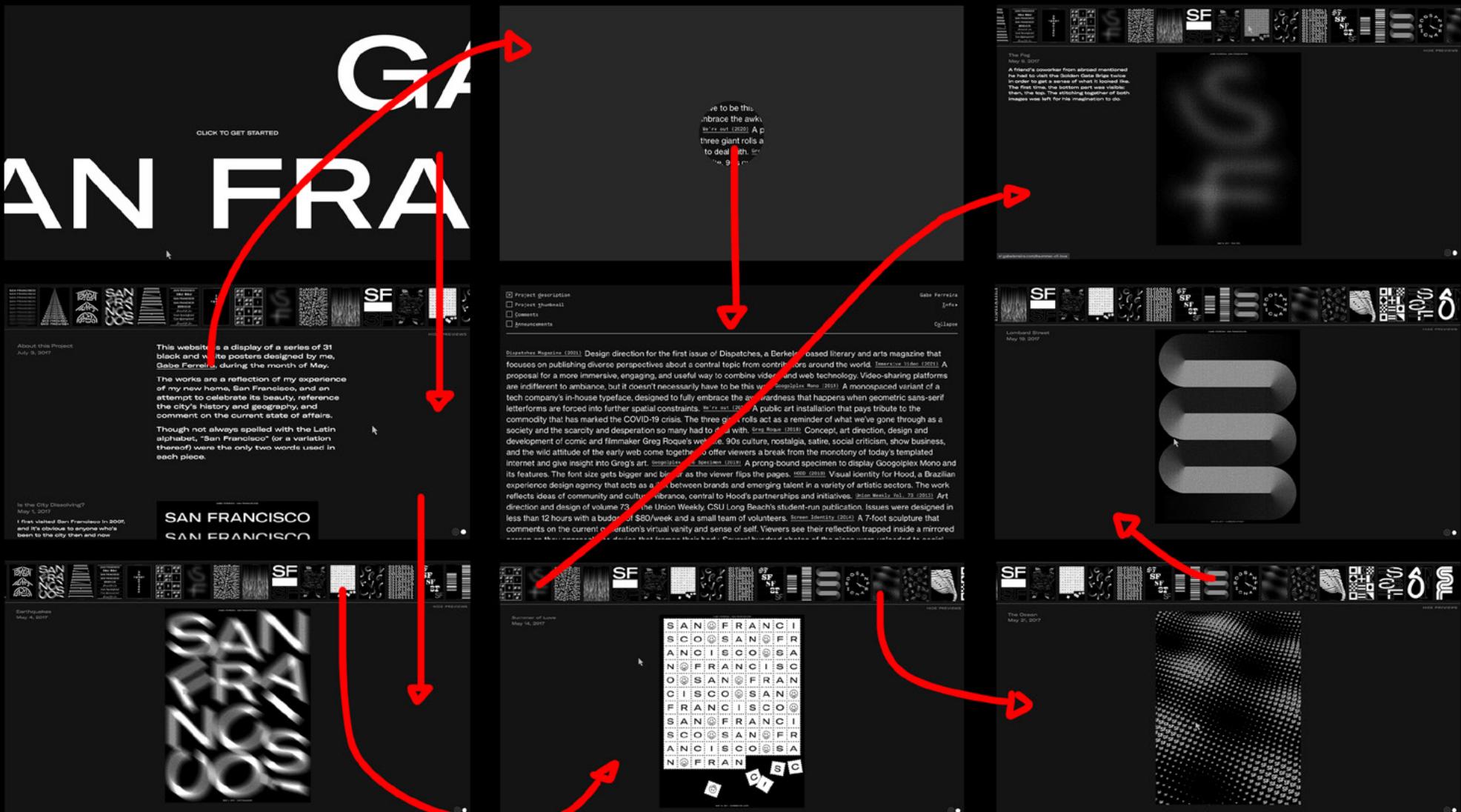
The image displays a network of website snippets from JS2 PR, connected by red arrows:

- JS2 PR Home Page:** Shows the company's logo, "Whatever It Takes" tagline, and a "We Are Unstoppable" section.
- Tell Us About Yourself:** A contact form with fields for Name, Last Name, Email, Subject, and Message, plus a "REQUEST A MEETING" button.
- Recent Placements:** Headlines from **THRILLIST**, **VegOut**, **DAILY BULLETIN**, **EATER LOS ANGELES**, **PMQ PIZZA MAGAZINE**, and **FSR**.
- Shake Shack Case Study:** Features images of burgers and a "VIEW CASE STUDY" button.
- Finless Foods Case Study:** Features images of sushi and a "VIEW CASE STUDY" button.
- Social Media Services:** A detailed page listing services like Channel Launch + Establishment, Social Media Strategy, Active Community Engagement, Qualitative and Quantitative Messaging, Multi-Platform Media Monitoring, Organic Social Media Care, Content Development, and Organic Third-Party Integration, with a "VIEW OUR CASE STUDY" button.
- Meet The Team:** A page featuring profiles of team members: Pao Escalante (Associate), Casey Moore (Associate), Suzanna Tan (Associate), Alex Azouz (Associate), Kelsey Koster (Associate), and Kevin Prevall (Associate).
- Other Pages:** Includes a "Join the JS2 Community" sign-up form, a "Flower Burger" page, a "Shake Shack" page, a "Bacari Silver Lake" page, a "Finless Foods" page, and a "Candy Club" page.

Websites



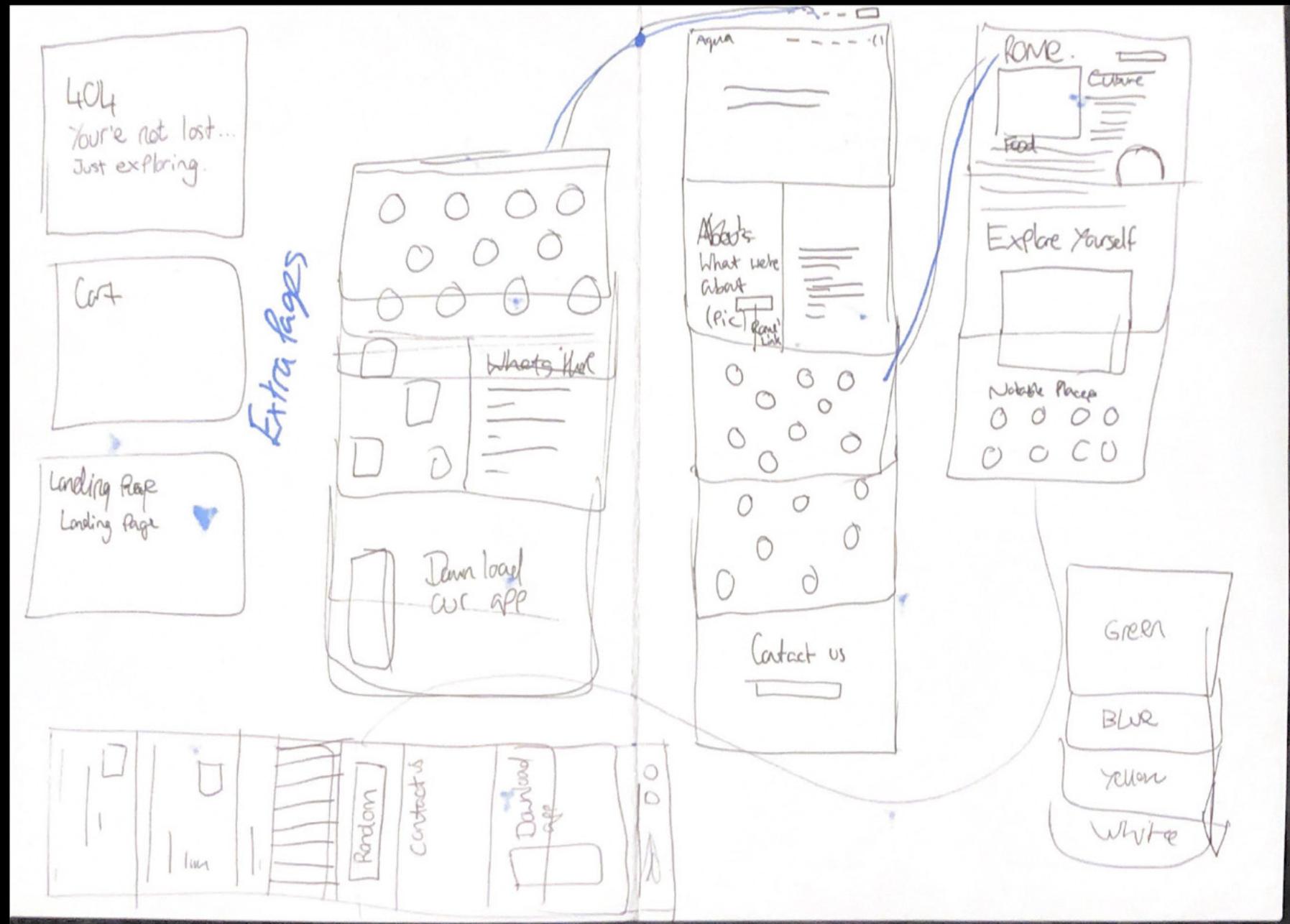
Websites



Wireframe sketch

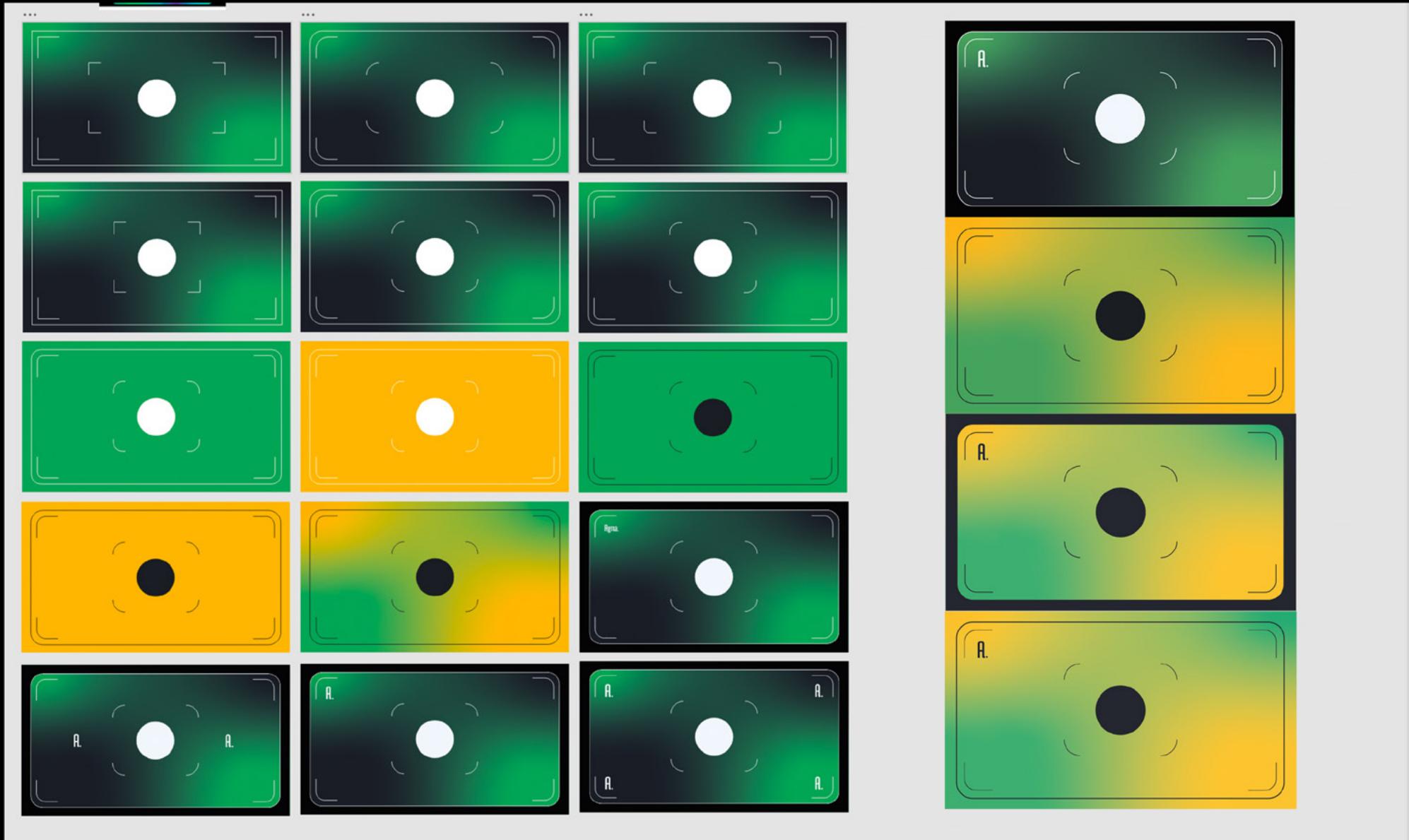


Website workings



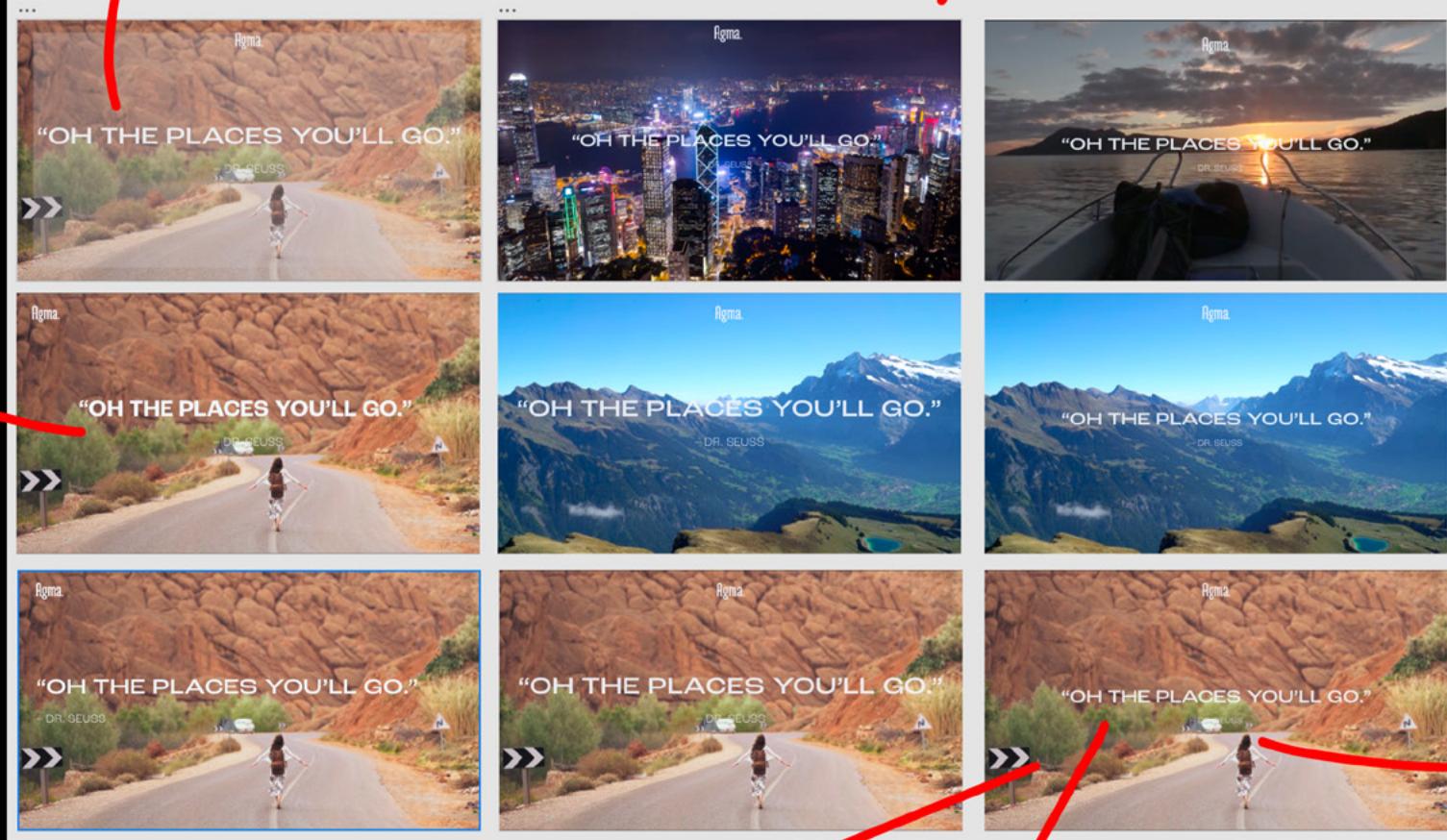
Front page of website

Want this to be the front page. When you click the hole it opens up to the main front page.



Homepage

Dr Seuss quote I feel fits my brands tone of voice



Testing different fonts.

Testing different backgrounds

I want the background videos to have a wow effect.

Background video showing different scenes representing adventure, exploring etc.

Need to ensure the background doesn't make the text disappear completely.

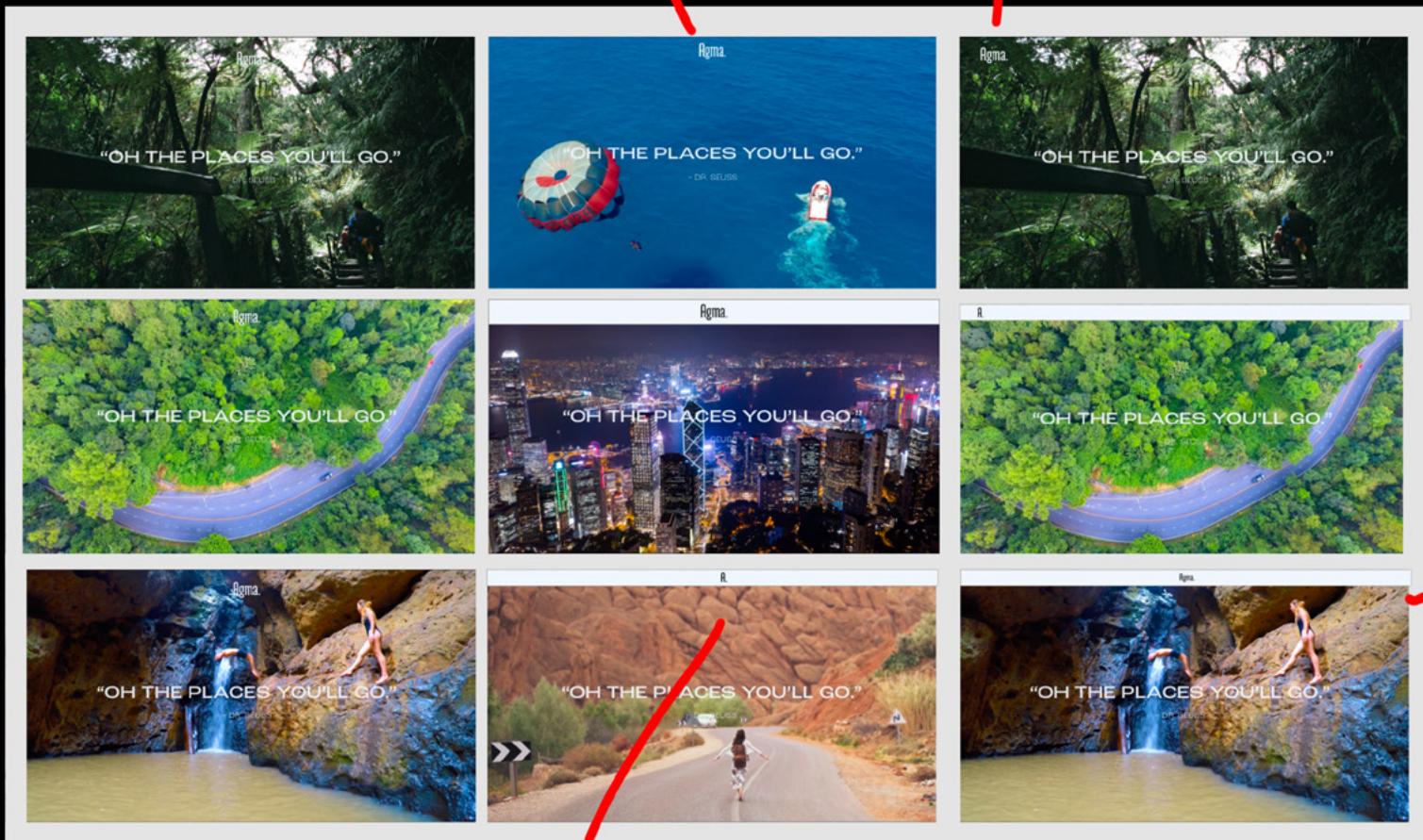
Testing positioning and composition.

I've slightly reduced opacity on text to make the video stand out futher.

Homepage

Looking at how high to put the logo, if i want a bar at the top when browsing the rest of the website.

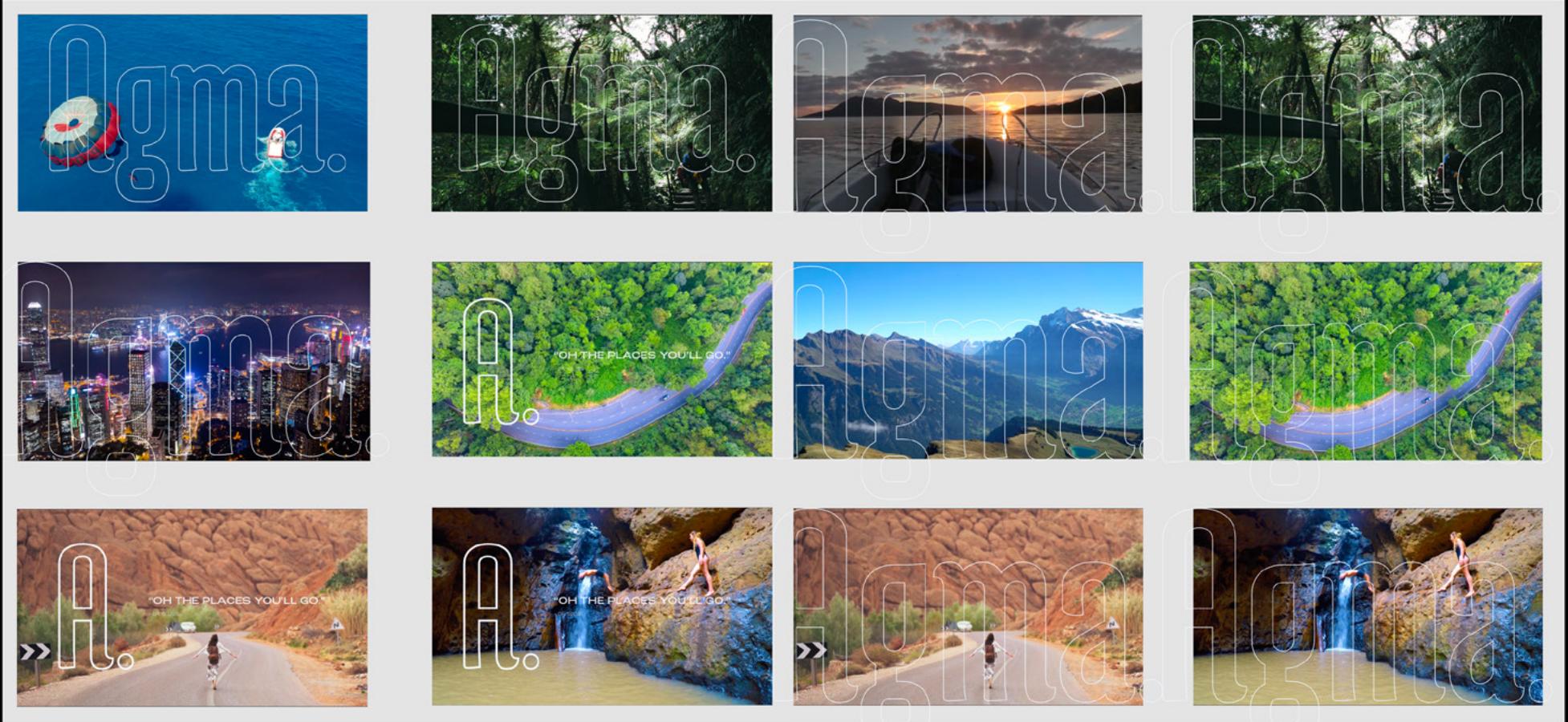
Testing positioning of logo.



Looking at using the smaller logo alternative

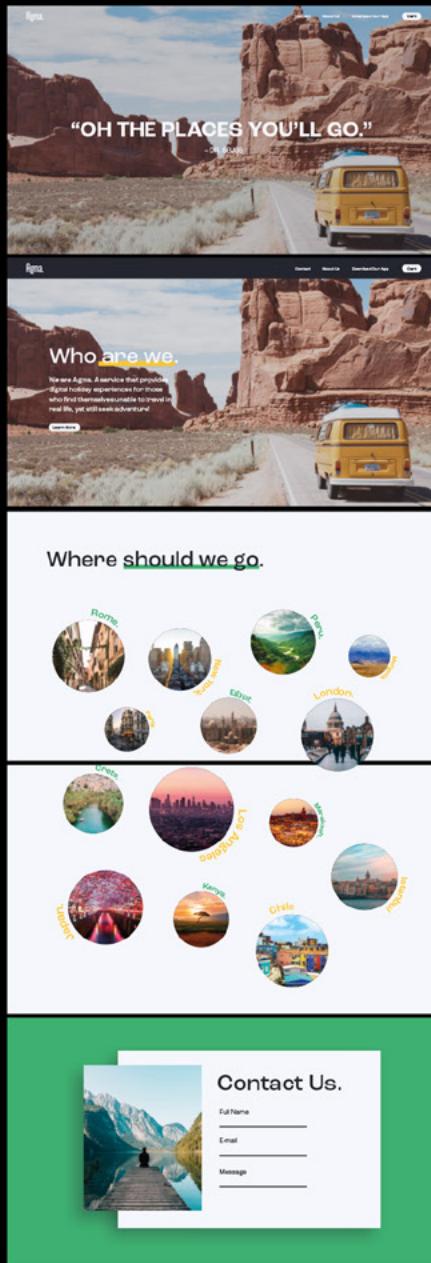
I don't want the bar to be too large.

Homepage

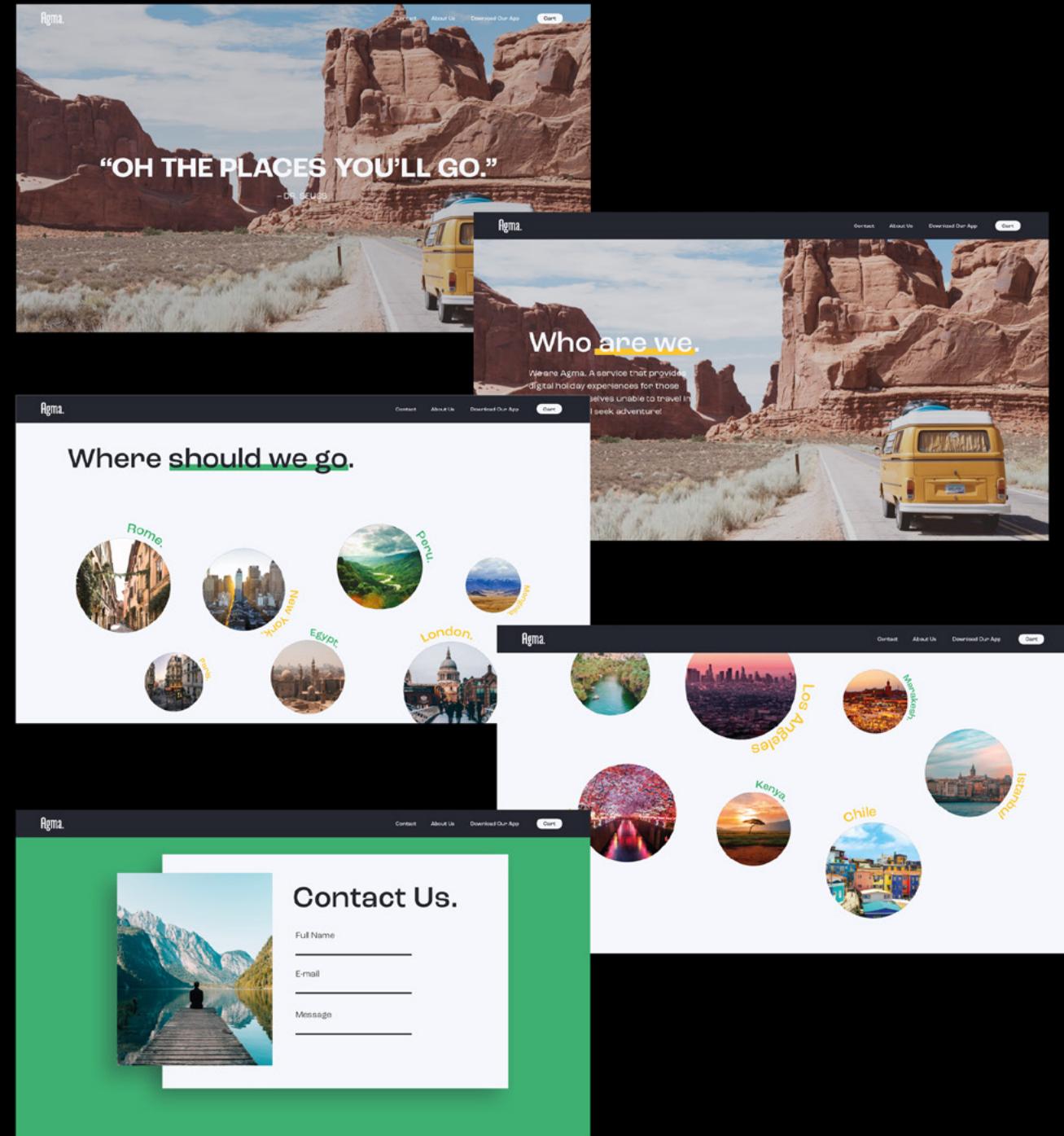


Testing using just the stroke of my logo. I could have the initial page look like this before you scroll down and enter the full website.
Too long to get into the content?

First page mockups on illustrator

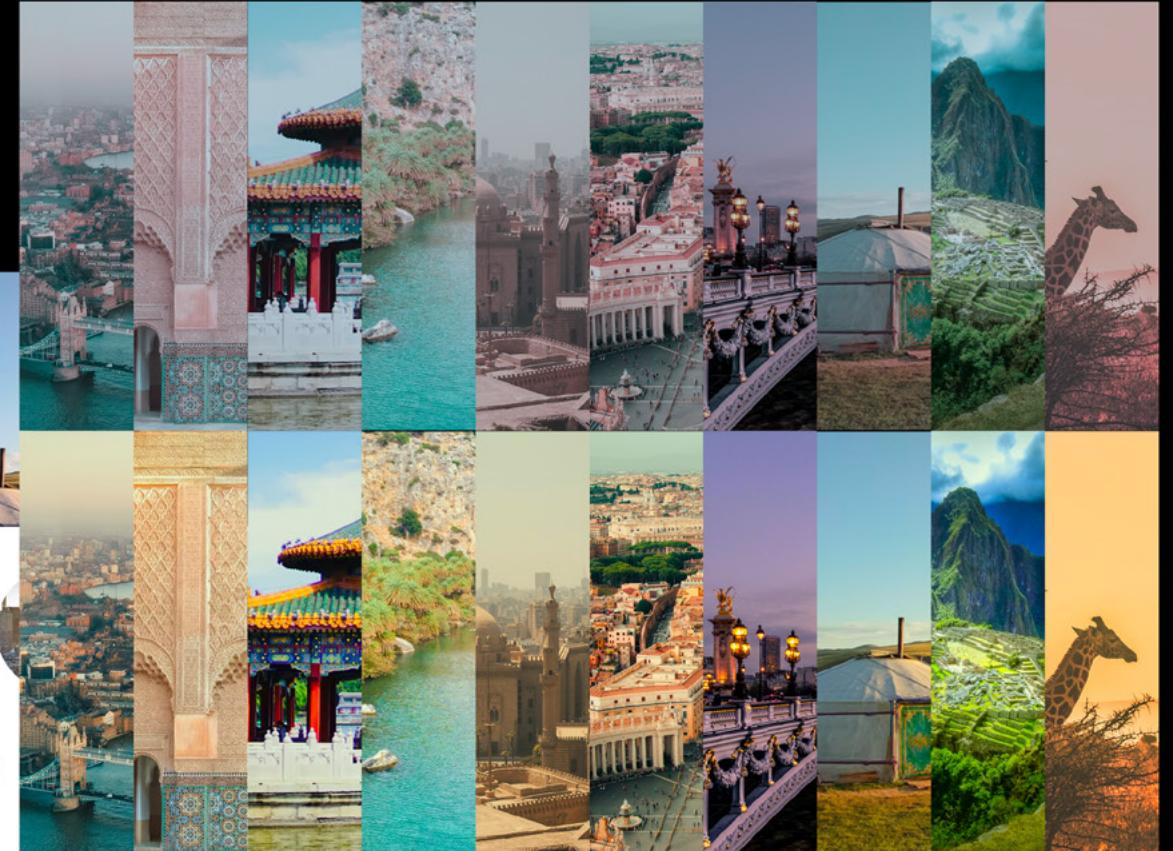
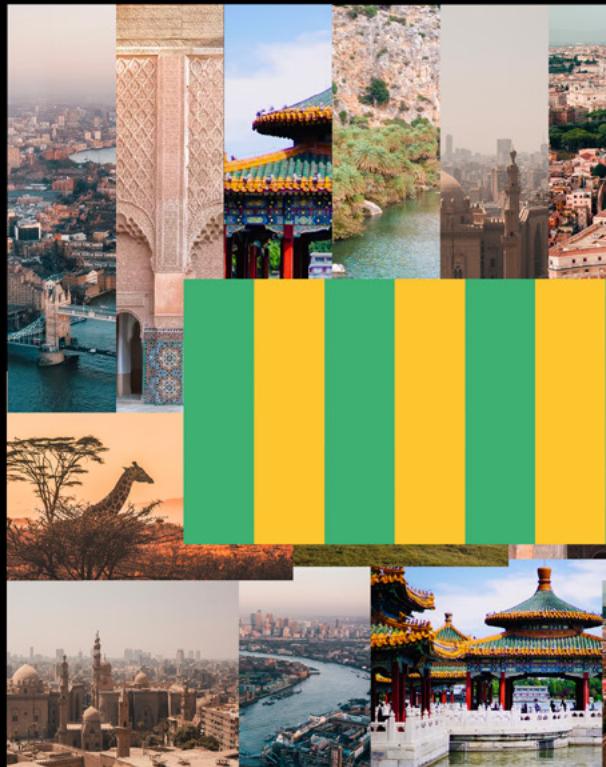


Gives me a rough idea of how it might look. I dont like the bubbles and feel I need to play around with fonts aswell + think what else I could add to it.



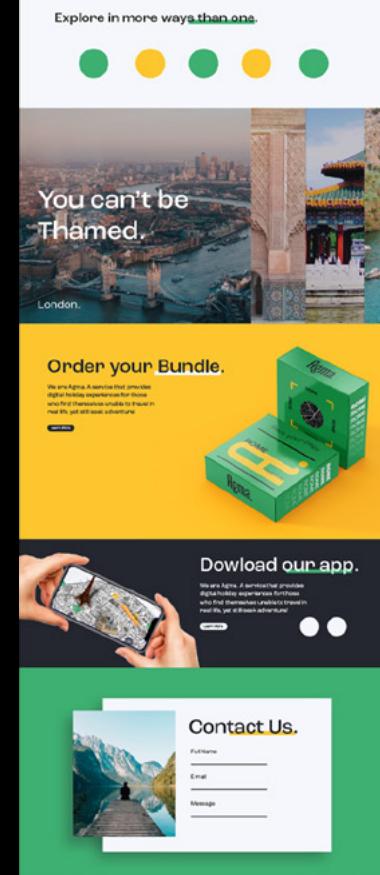
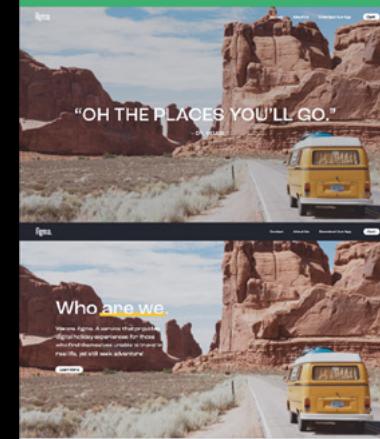
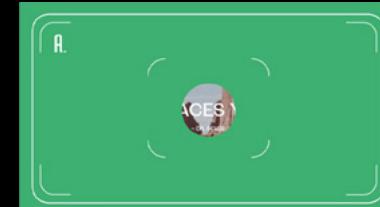
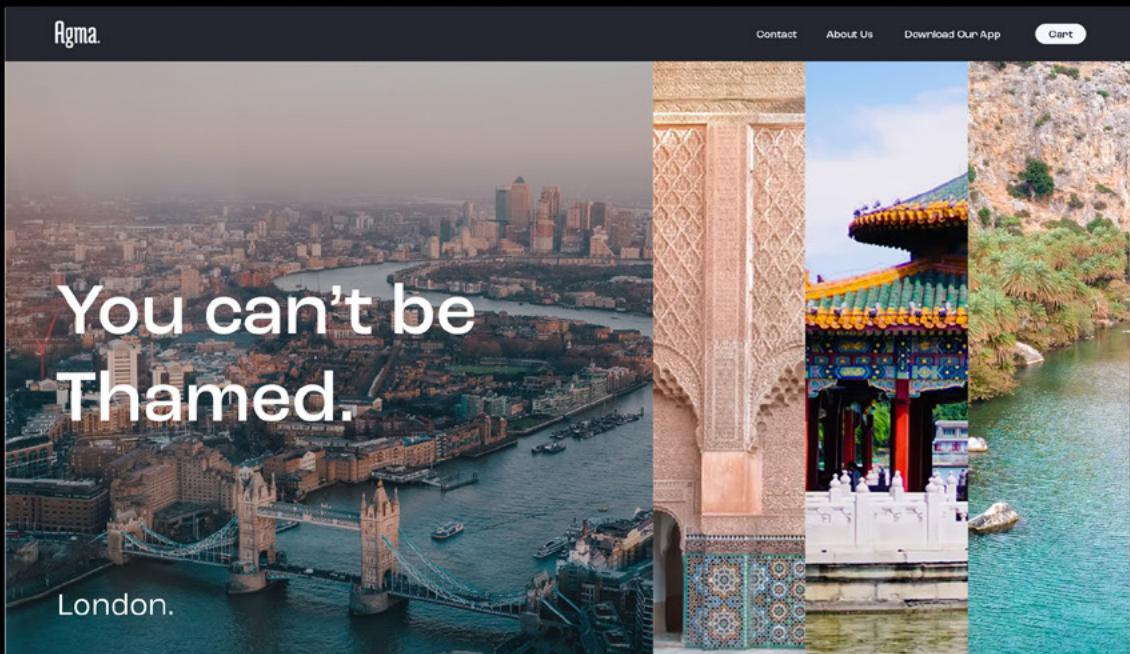
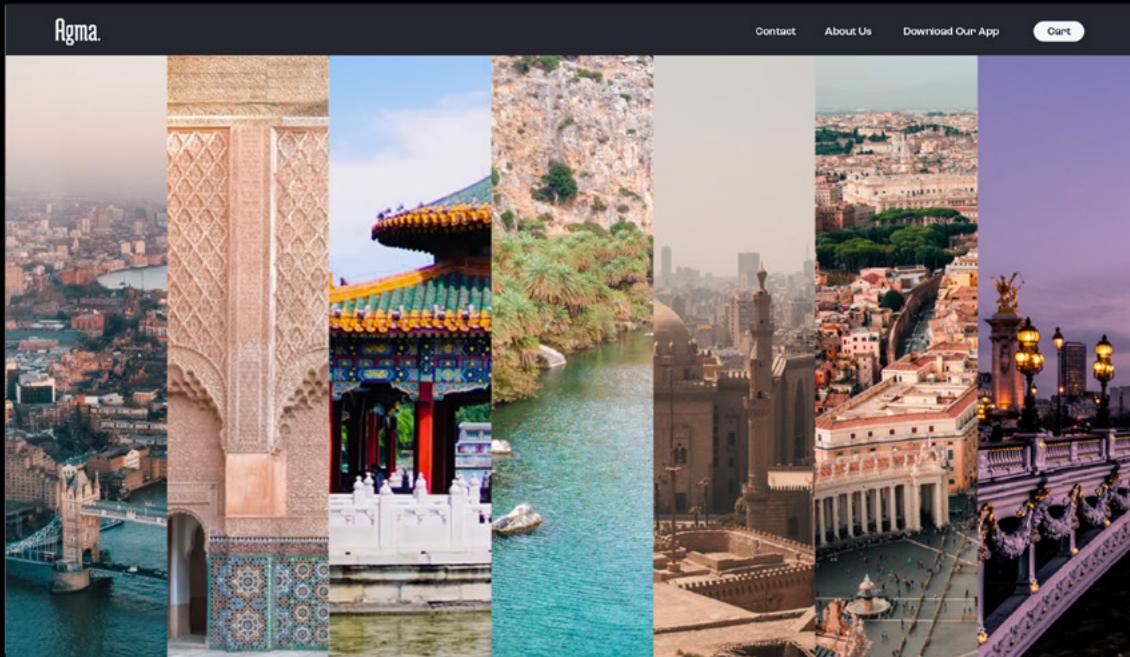
Website workings

Thinking about replacing the bubbles with a sliding rectangle system. When you hover over the place it enlarges and lets you click through.



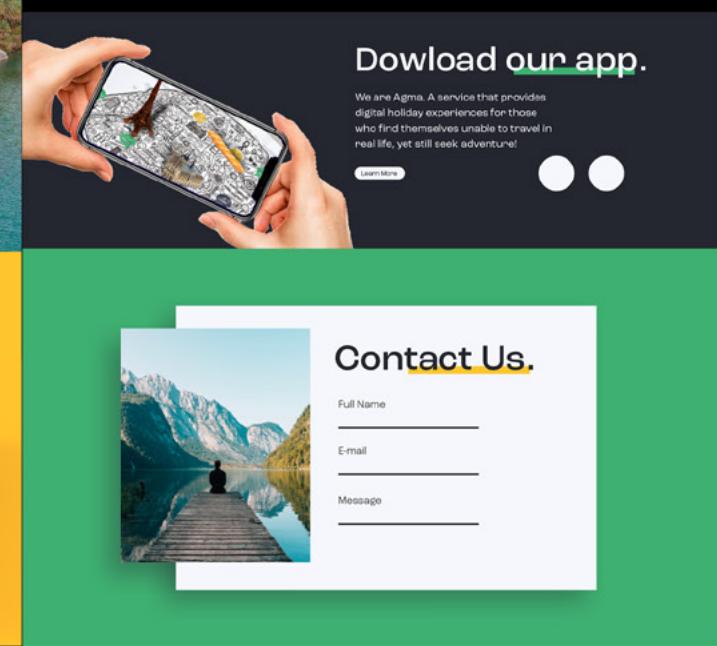
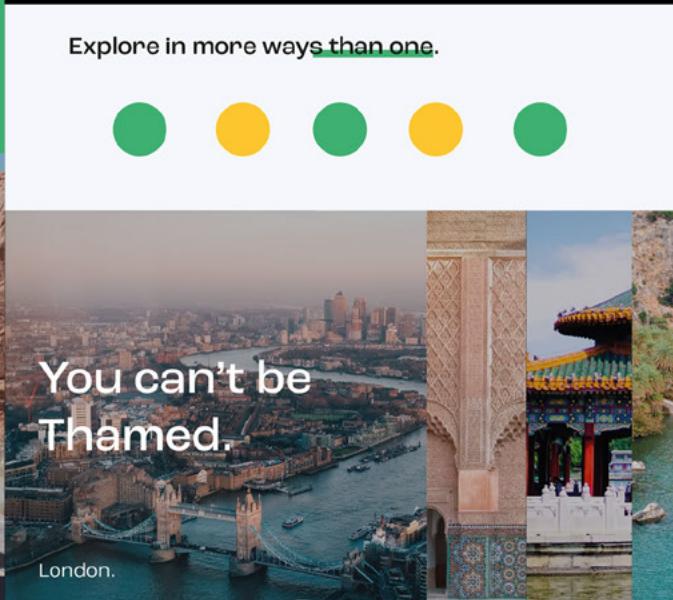
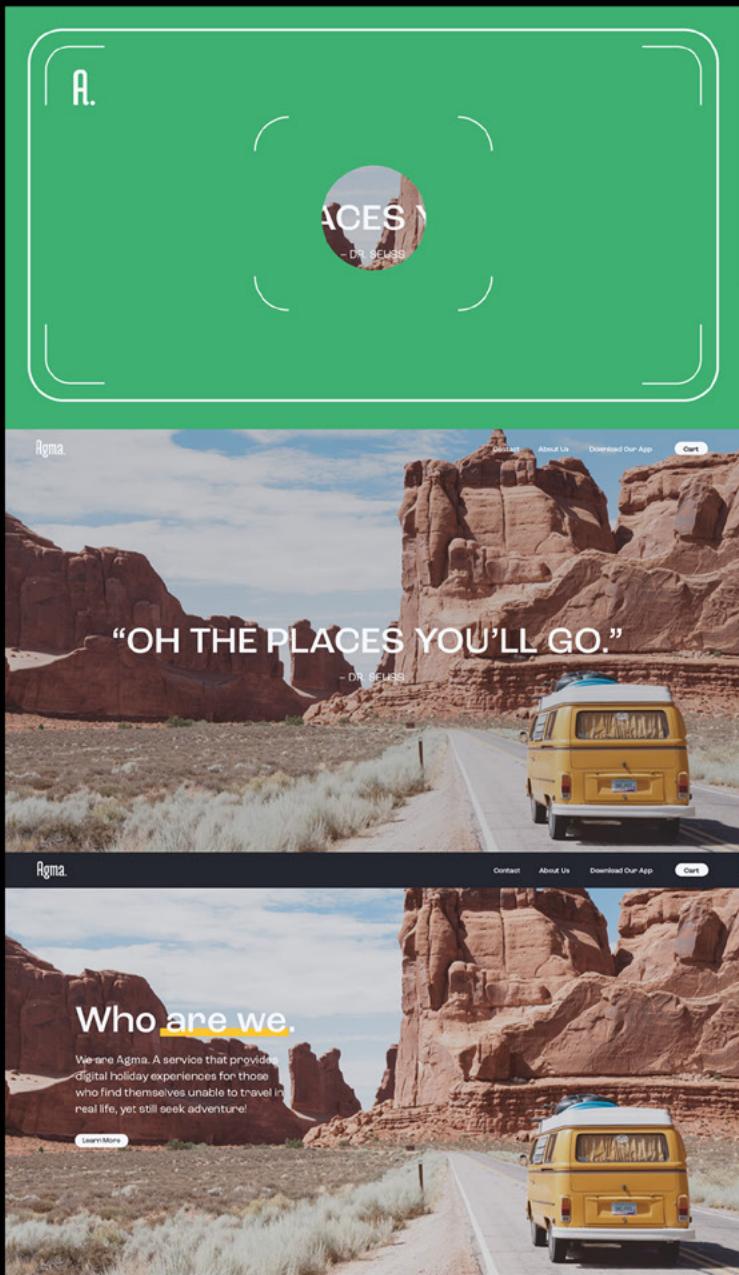
You can't tell which place it is until you hover, might need to fix that somehow.

Website workings



I like the viewfinder.
Need to think of what to
put over dots.
I'm struggling to think
of things to add to the
site. Haven't got much
content.
Tried using puns as a
way to add some hu-
mour to the website.
Don't think it works in
this specific case.

Closer look at pages



Webpage drafts

Looking at the second page. In this case Rome, adding patterns, icons, fun type.

ROME

Go Exploring!

FOOD

Check These!

FOOD

LOREM IPSUM

- LOREM IPSUM
- LOREM IPSUM
- LOREM IPSUM

LOREM IPSUM

CULTURE

LOREM IPSUM

- LOREM IPSUM
- LOREM IPSUM
- LOREM IPSUM
- LOREM IPSUM

LOREM IPSUM

EXPLORE YOURSELF!

LOREM IPSUM

- LOREM IPSUM
- LOREM IPSUM
- LOREM IPSUM
- LOREM IPSUM

LOREM IPSUM

FUN FACTS!

LOREM IPSUM

- LOREM IPSUM
- LOREM IPSUM
- LOREM IPSUM
- LOREM IPSUM

LOREM IPSUM

Order your Bundle.

LOREM IPSUM

- LOREM IPSUM
- LOREM IPSUM

LOREM IPSUM

Order your Bundle.

LOREM IPSUM

- LOREM IPSUM
- LOREM IPSUM
- LOREM IPSUM

LOREM IPSUM

Download our app.

We are Alpha. A service that provides digital holiday experiences for those who travel to destinations which they have never been to.

Contact Us.

Name: _____
Email: _____
Message: _____

CULTURE

FUN FACTS!

Order your Bundle.

Order your Bundle.

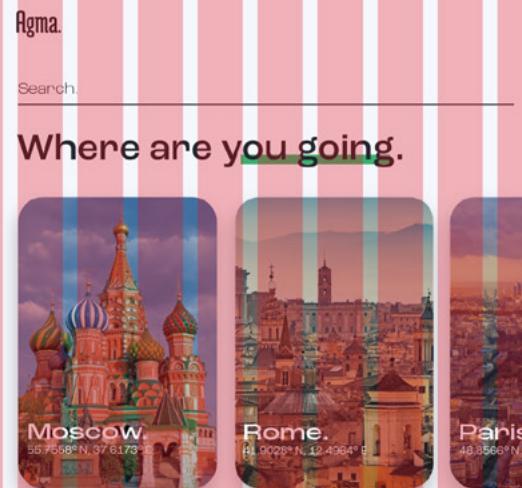
Download our app.

We are Alpha. A service that provides digital holiday experiences for those who travel to destinations which they have never been to.

Contact Us.

Name: _____
Email: _____
Message: _____

Grid used for website

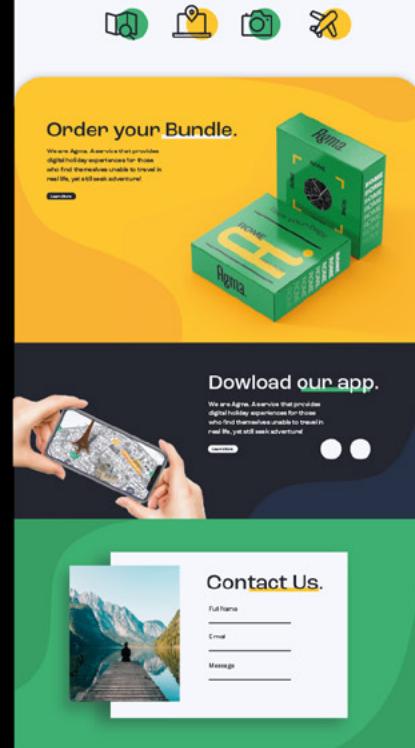
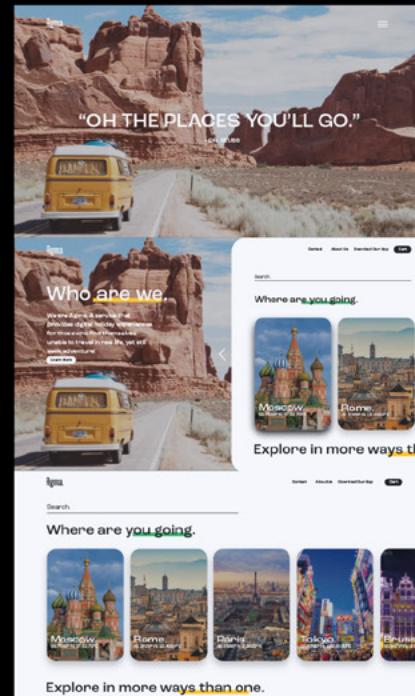


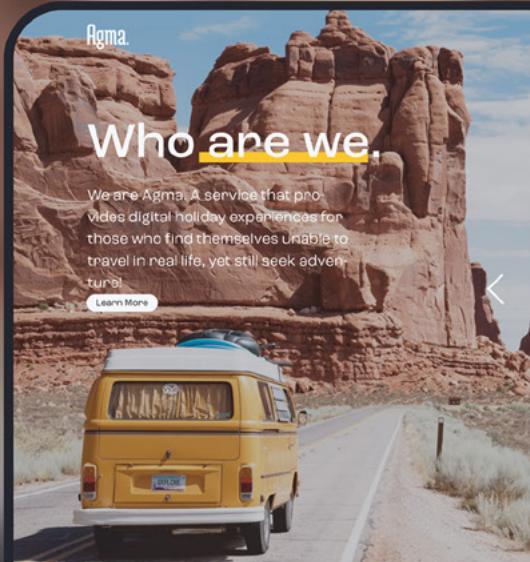
Explore in more ways than one.



This is the grid i'm using at the moment. Made some developments to website. looks neat, you can see which country you are looking at now aswell, it's labelled.

More developments of Rome page, I like the heading it looks more proffesional.





Agma.

Who are we.

We are Agma. A service that provides digital holiday experiences for those who find themselves unable to travel in real life, yet still seek adventure!

[Learn More](#)

Contact About Us Download Our App Cart

Search:

Where are you going.

Moscow. Rome.

Explore in more ways th

Agma.

Contact About Us Download Our App Cart

Food & drink

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis.

Carpano

The bottom-left section features two green rectangular boxes with rounded corners. The word "ROME" is printed vertically on both sides of each box. The front box also has the text "pack your bags!" and the Agma logo. The background is a bright yellow gradient.

Agma.

ROME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

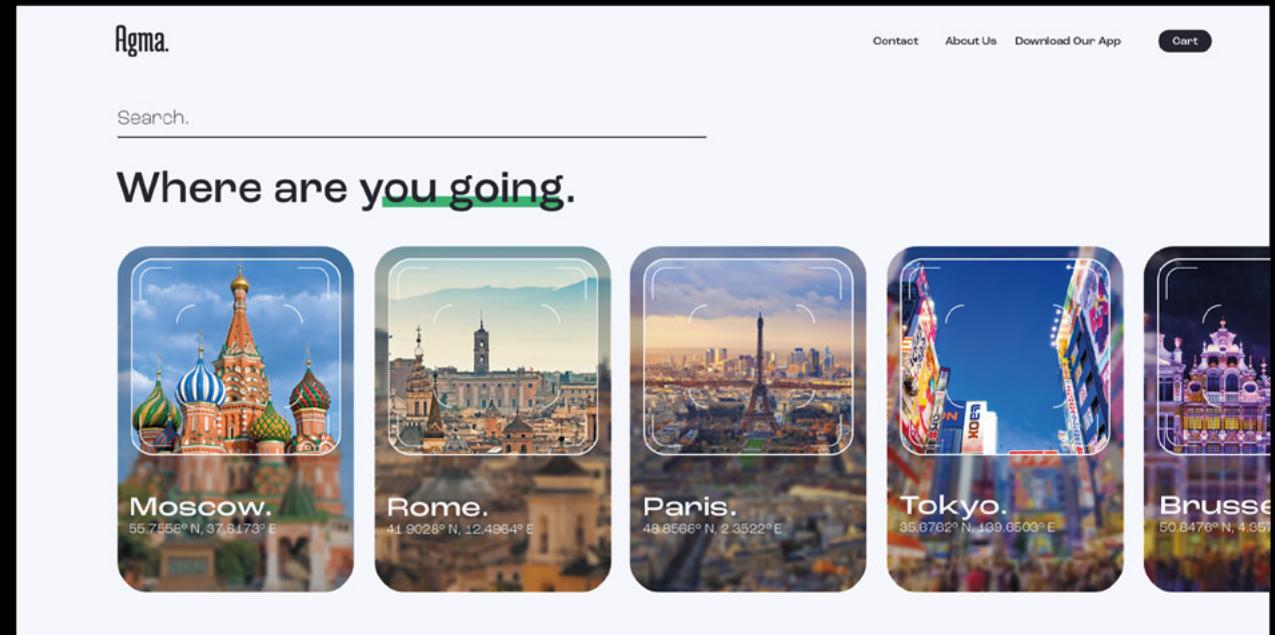
ROME BUNDLE

MARIA

Changes to website

I wanted to incorporate the viewfinder within the website more, and have it as a consistent thing throughout the brand.

The Rome page shows how it can be incorporated in imagery, an out of focus photo with the viewfinder focusing in.



This image compares two versions of the Rome page from the Agma website. On the left, a blurred background image of the Rome skyline is overlaid with a large, white-bordered viewfinder frame, which focuses on the dome of St. Peter's Basilica. The word "ROME" is prominently displayed in white text at the bottom left. Below it is a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat." A small button labeled "ROME BUNDLE" is located at the bottom. On the right, the same scene is shown without the viewfinder overlay, revealing the full, sharp image of the Rome skyline. To the right of the image is a sidebar with the Agma logo, a "Search." bar, and the headline "Who are we?". It also features a photograph of a yellow van driving on a road through a desert landscape. Below the sidebar is another grid of travel destinations: Moscow, Rome, Paris, Tokyo, and Brussels. The text "Explore in more ways" is visible at the bottom right of the sidebar area.

Mocking up using Figma

Made a website prototype using Figma. I've used Adobe XD before so didn't find it too tricky. I added some simple animations to the site(icons hovering etc.). It's rewarding to see the website come alive a bit more.

The screenshot shows the Figma interface with a project titled "Agma". The left sidebar displays the "Layers" panel, which lists various components and assets used in the prototype. The main canvas area shows a wireframe of a website layout with several frames connected by a flow labeled "Flow 1". The top frame contains a placeholder for a "MacBook Pro 14" device. The subsequent frames show different sections of the website, including a "HOME" page with a city skyline, a "Food & drink" section with a person cooking, and a "CULTURE" section with a person playing a instrument. The bottom frame shows a "Go Explore!" section with a green button. The right side of the interface features a "Device" panel showing a "MacBook Pro 14" device with a silver finish, a "Background" panel set to black (#000000), and a "Flows" panel showing the active "Flow 1". Below these are sections for "Removing a connection" and "Running your prototype". A preview window on the right shows a landscape scene with mountains and a river, likely representing the final design or a specific frame within the prototype.

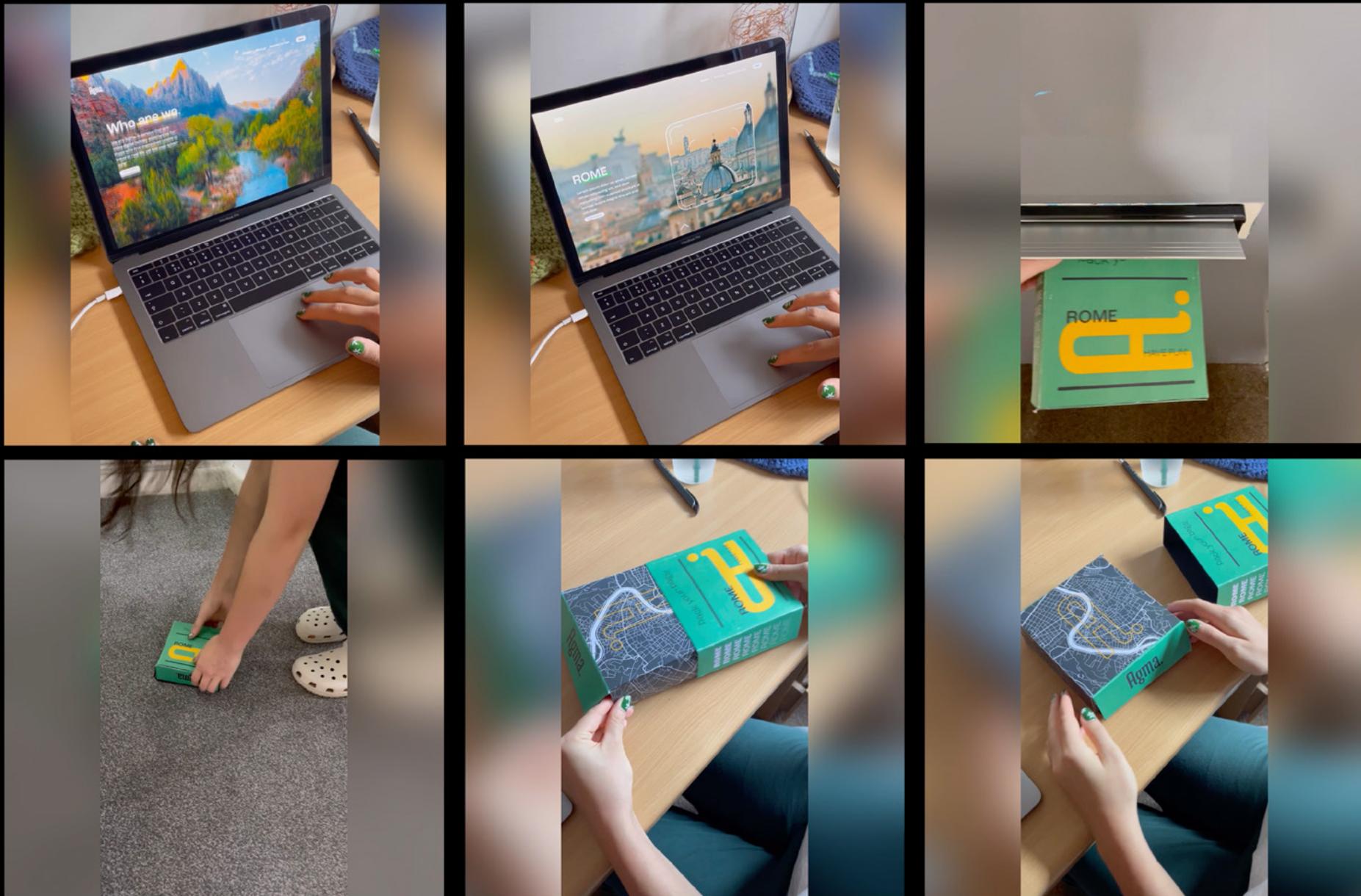
Package mockup

I made the package in real life, using cardboard.
I cut out a net, measured it and printed the right size out.
Looks a bit messy but is just a prototype.



User journey video

I created a video showcasing the users journey. From browsing the website, ordering the package, to getting it delivered and unboxing.



User testing

I asked a few friends to test the website for me. It was interesting to see what they had to say. Overall they understood the website and found it easy to navigate. It was interesting to see how people first go through the website. For instance one tried clicking the arrow instead of dragging (this does nothing, you have to drag). This made me realise that it might be useful to have the arrow be click able aswell



Summary

Overall I'm happy with how this project went, I think I came up with an intriguing idea that definitely would appeal to a lot of people if it were to come to life. I developed the idea well with the branding, tone of voice, packaging and website but I think I would've liked to play with the AR aspect a bit more. This project really helped improved my skills with Figma which is exciting because going forward I would like to choose briefs that allow me to explore UI/UX design further.