U-Go Workbook
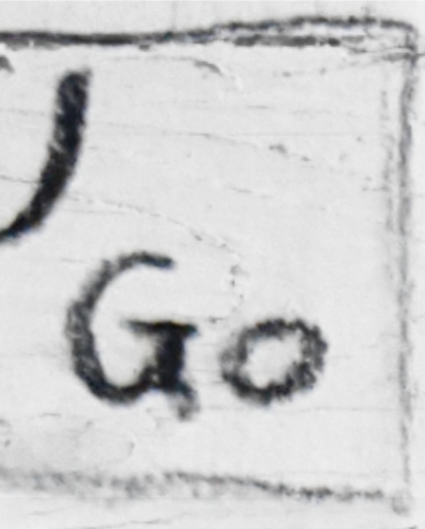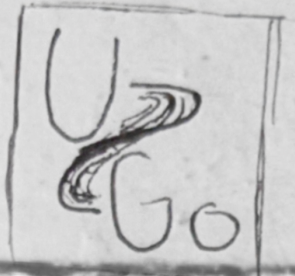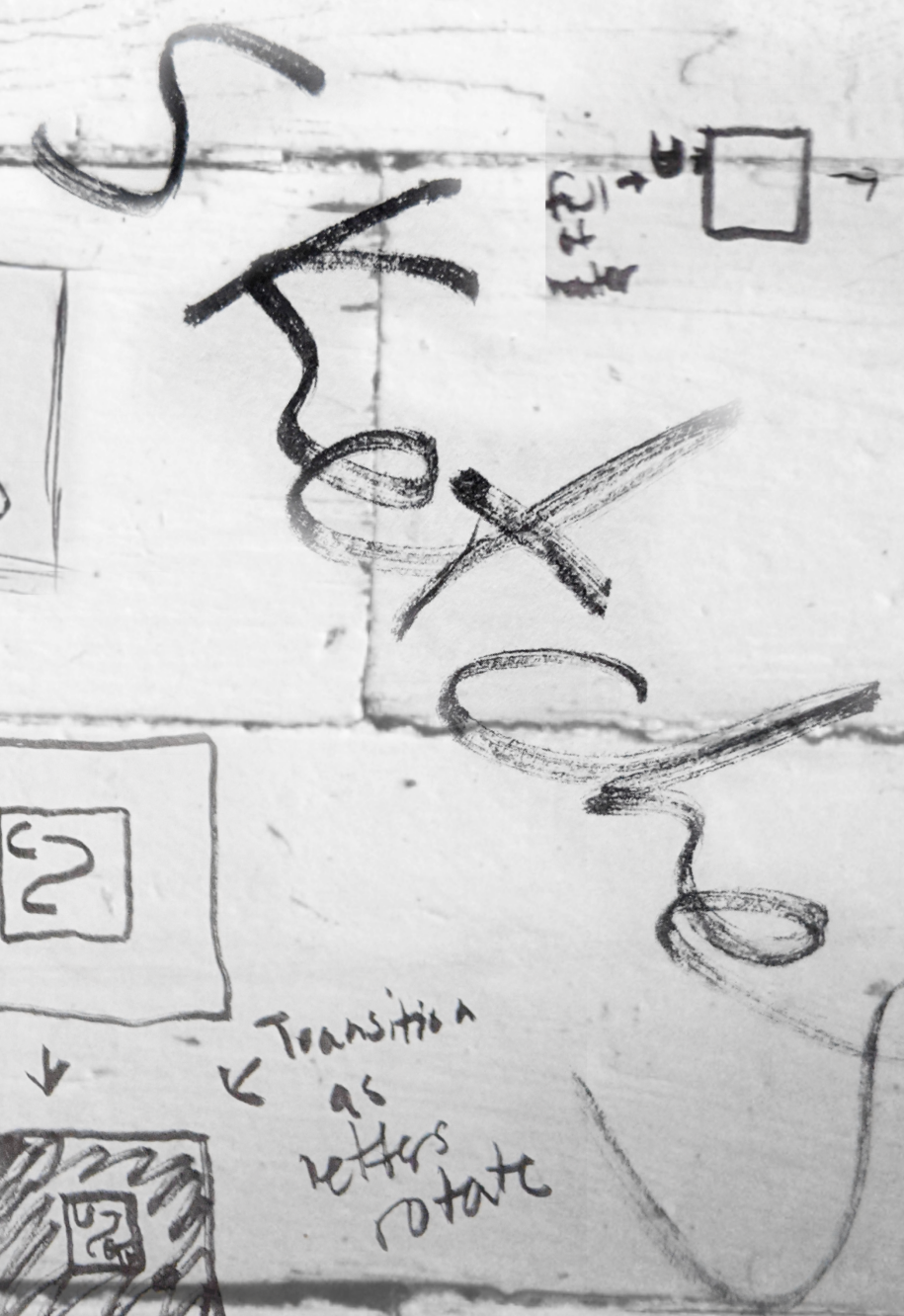
IF YOU DO NOT FLY, HOW CAN YOU RUN? U-GO IS A FICTIONAL WATER TAXI SERVICE OPERATING IN WINNIPEG, MANITOBA. IT IS BASED LOOSELY ON THE CURRENT SYSTEM OPERATING BY SPLASHDASH OUT OF THE FORKS. THIS WOULD BE AN EXPANDED SERVICE TRAVERSING THE ASSINIBOINE AND RED RIVERS, WITH A MODERN APPROACH TO ADVERTISING AND OPERATIONS.
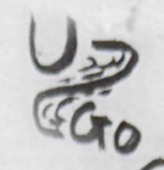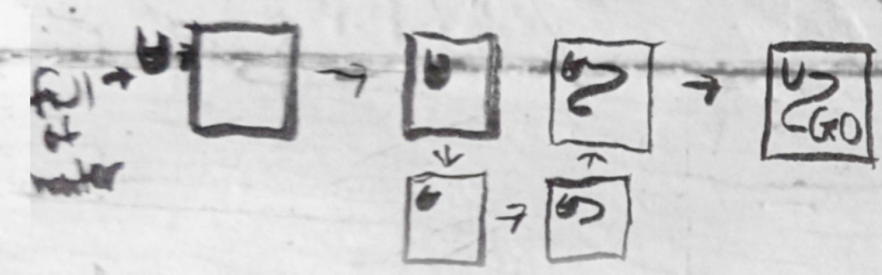
Owen Dunnigan
STDO 3950—New Media Design
Instructor: Karen Justl
03/2021
owendunnigan.com

U Go at Hugo

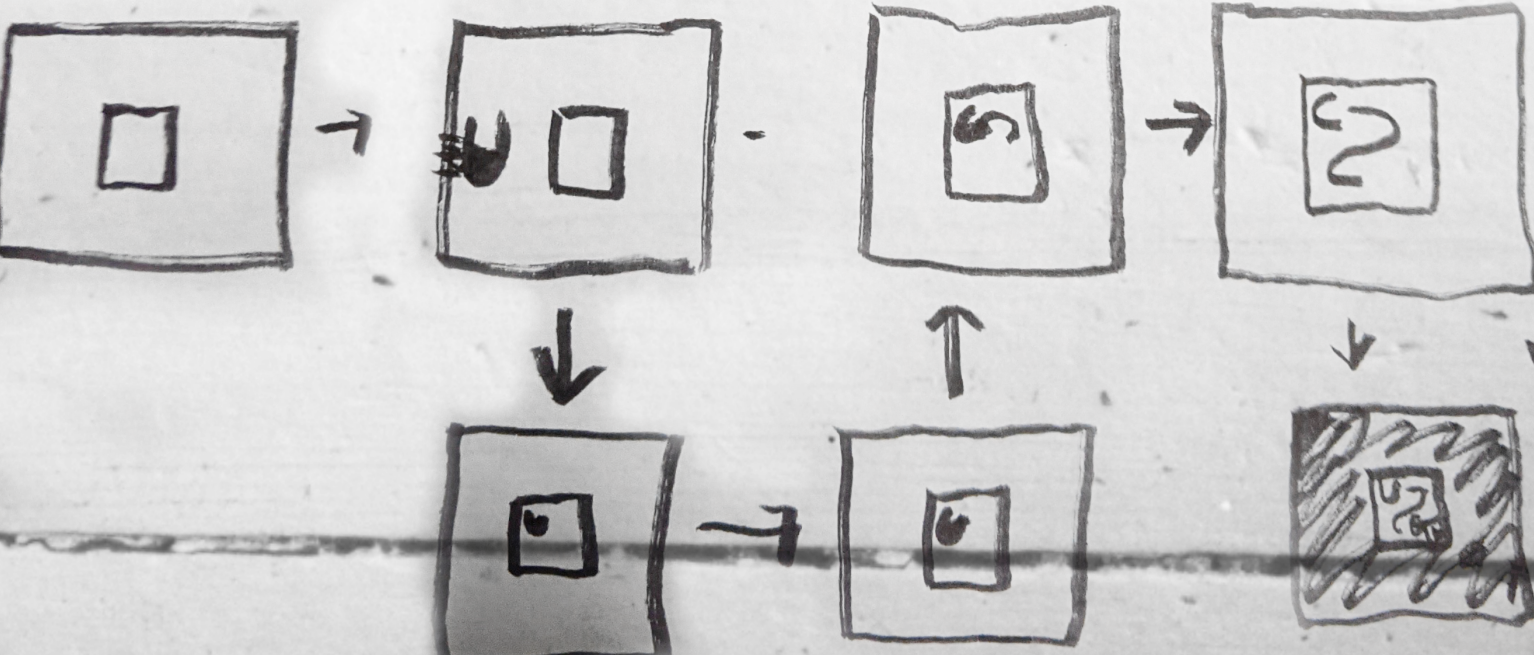U Go

U Go

U Go
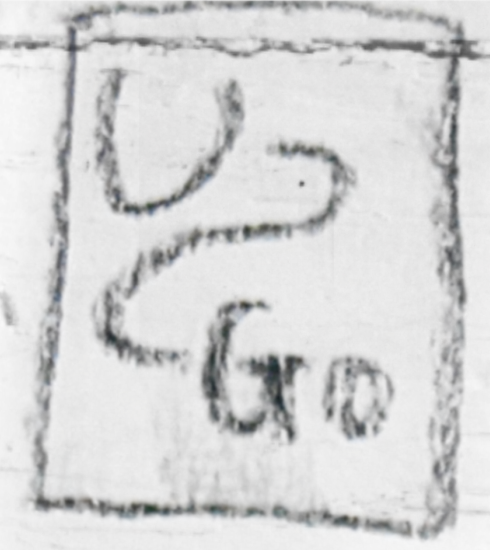
Water Taxi

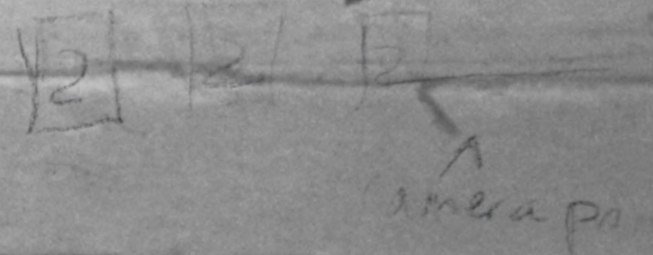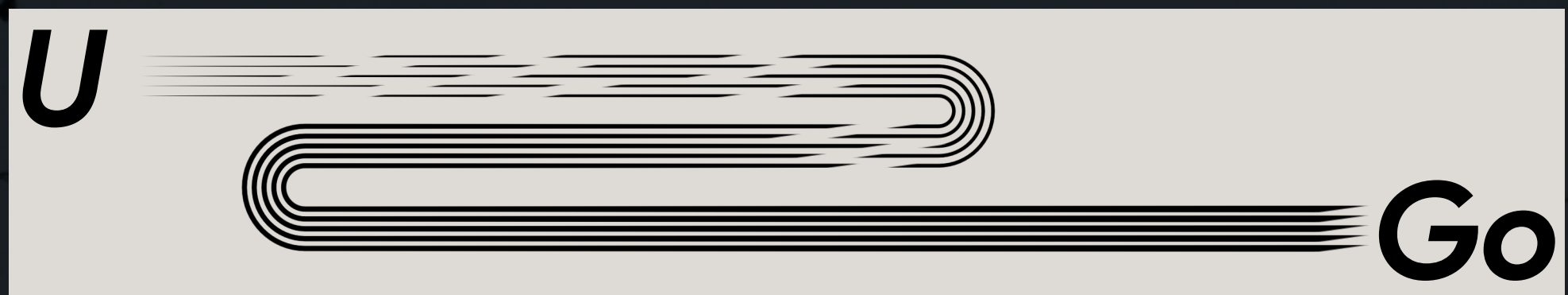how to incorporate
more water

U Go

@ Hugo
@ The Forks
@ The Ledge

Schedule
map
signs

Transition
as
letters
rotate

camera pa

The design process started out with just the simple U Go with a line drawing the two together. Through iterations of fonts and line styles, two differing identities were created. The first being shown right above this box, this was later iterated upon to create the default logo and wordmark, as well as advertising. The second graphic is what would be displayed upon boats and other watercraft if the service were to expand.

U
Go

U
Go

U
Go
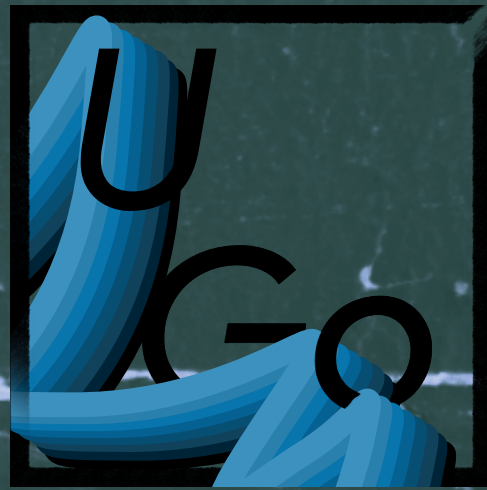
VARIATIONS

Here are two of the previous iterations before the final revision. The swoop in the lower left is very pleasing but it looks like a toothpaste ad. Also, between revisions the layering was tweaked and adjusted before settling on the final variation.

Influenced by HydroMB style adverts, these giant images would stretch out on the side of building. With no extra frills or branding, these simple large advertisements would be placed around the city alongside busy streets with water access, examples include Main St, Broadway, Wellington Cres, etc. Combined with the digital signage at each stop, it would not be immediately obvious what these are for, but with word of mouth and daily usage, these would become compelling advertisements along with images of the home city. The mysterious nature of such an ambivalent sign would also help contribute to spread by word of mouth.
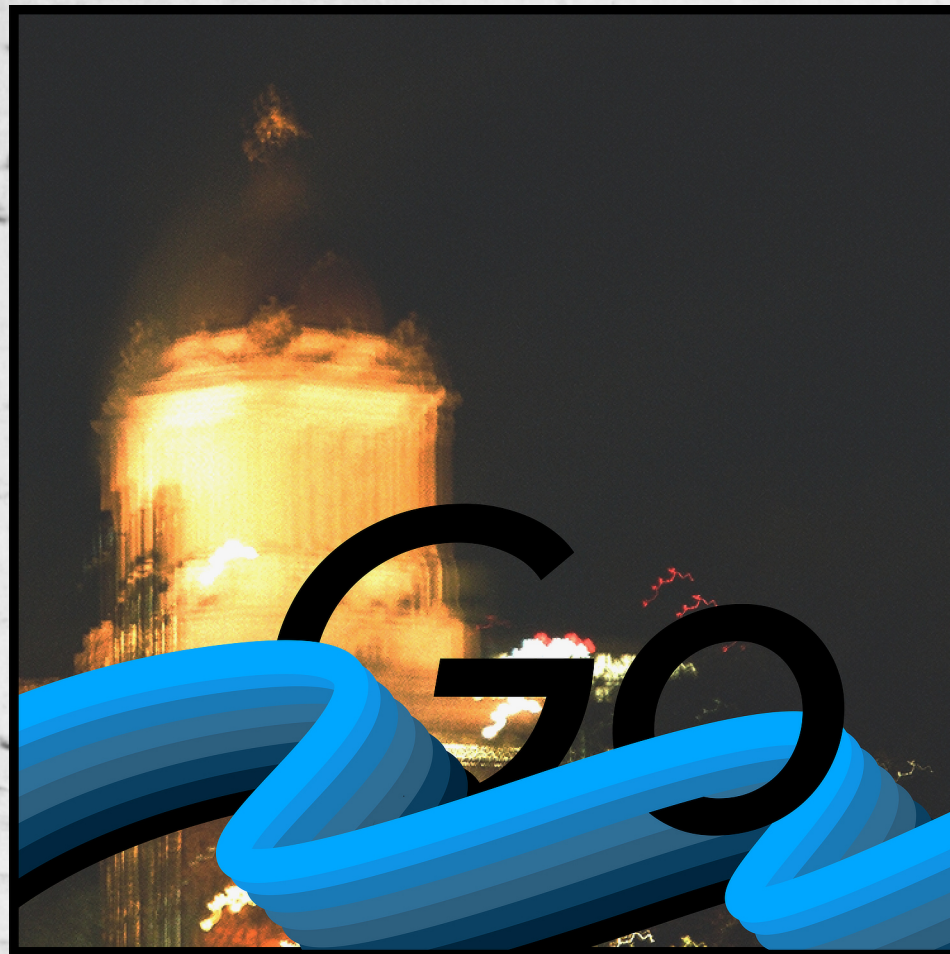
There were only two idea's for the ad styles with the only difference being the width of the 'swoop' strokes
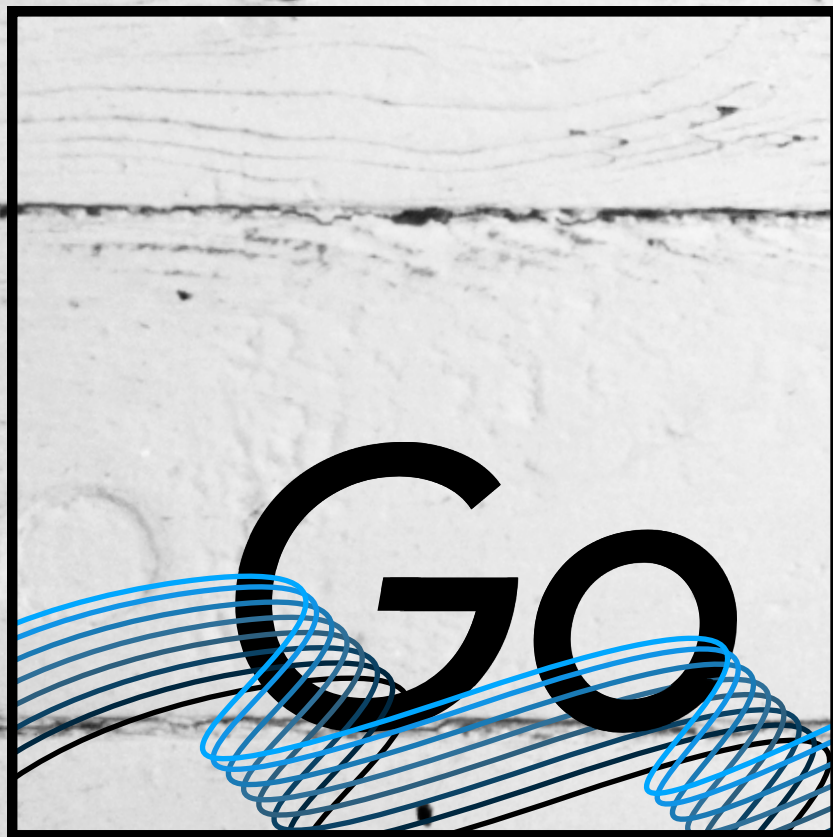
While its easy to appreciate the thinner stroke style, it is easy for the lines to get lost in the images present in the backgrounds. The thinner style is also a bit softer and does not have as strong of a visual identity, it looks more like a decoration than a signature. Even though these would be displayed large enough that the strokes would be visible, the lack of a strong visual trademark makes the thicker style an easy decision.
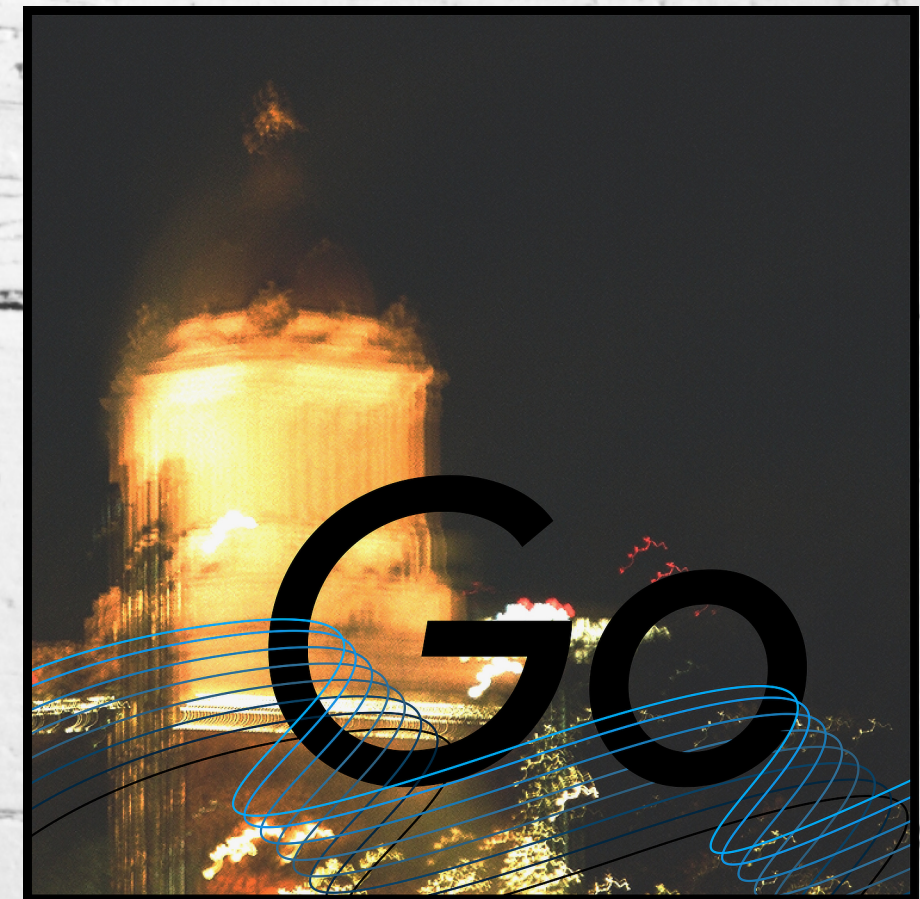
Final

Border Starts Drawing
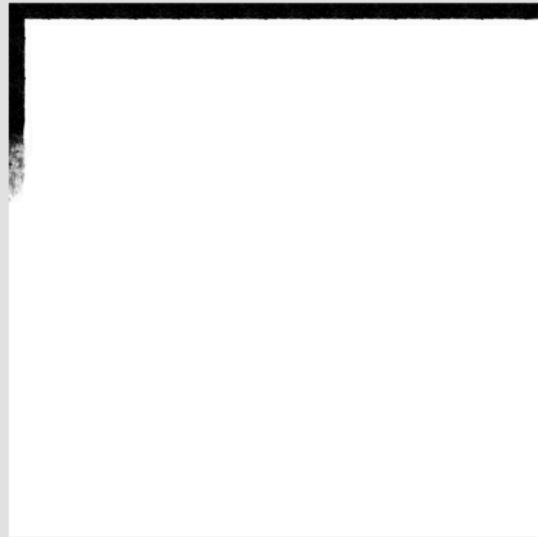
Swoop starts Drawing

Does a little wave

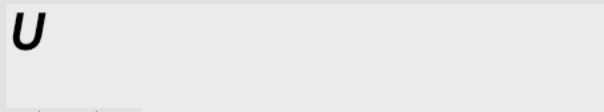Final

U and Go Slide In

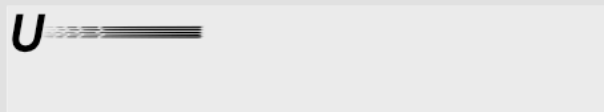Frame Completes
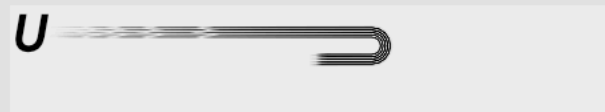
U
Go

Animation Key Frames

Final

U Slides In

Approaches second bend

Shoots forward

Overextends and bounces back

Tracks start drawing

Stats first bend

Finals

U   Go
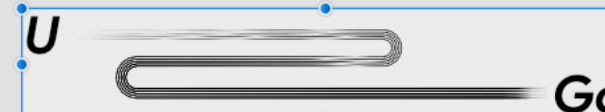
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