

-ATION Digital Media Agency & The Spring Hill Effort

April 26, 2016

BUTERA | KAMINSKI | LIANG | MAIRSON | PRENTICE | RICCIARDONE

Final Report -ATION Spring 2016

AGENDA FOR OUR FINAL MEETING

Location: TBD

Date: Tuesday, April 26 2016

Time: 11:00 am -12:00 pm

-
1. Timeline
 2. Brand Identity Document
 3. Industrial Visual Research
 4. Naming the Effort
 5. Logo Process Document
 6. Final Logo Proposal

Timeline of Deliverables* Spring Hill Effort

*THROUGH FINAL PRESENTATIONS

Deliverables for Spring 2016

1. Brief
2. Personas
3. Visual research document
- 4. Visual identity & branding**
- 5. Process document**

Tuesday March 29th	<ul style="list-style-type: none">– Meet with Professor Ceglio to discuss Brand Identity
Thursday March 31st	<ul style="list-style-type: none">– Complete field visual research document– Discuss and ideate on logo design sketches
Tuesday April 5th	<ul style="list-style-type: none">– Meet with Professor Olschan to discuss logo design feed-back
Thursday April 7th	<ul style="list-style-type: none">– Group work and logo editing
Tuesday April 12th	<ul style="list-style-type: none">– Meet with Professor Olschan to discuss logo design feed-back
Thursday April 14th	<ul style="list-style-type: none">– Group work and design finalizing
Tuesday April 19th	<ul style="list-style-type: none">– Final draft of logo designs– Meet with Professor Olschan to discuss logo design feed-back– Provide draft of executive documents to edit
Thursday April 21st	<ul style="list-style-type: none">– Group work and design finalizing
Friday April 22nd	<ul style="list-style-type: none">– Executive summary finished– Final presentation documents printed
Tuesday April 26th	<ul style="list-style-type: none">– Executive summary due

Brand Identity Spring Hill Effort

WHAT THE SPRING HILL EFFORT PROMISES

The Spring Hill Effort Mission

The Spring Hill Effort solves the problems and explores the opportunities of scholarship in the “digital age.” A transdisciplinary collective, S.H.E. reframes the practices, pathways and products of scholarly communications through collaboration-first approaches to the creation and expression of knowledge.

BRAND PROMISE

To decouple scholarship from print, inspire scholars, & foster innovative, result-oriented collaboration within academia.

VALUE PROPOSITION

Systematic intervention into the ways scholarship is researched, authored, and disseminated in an evolving publishing landscape.

TARGET AUDIENCE

The Early Collaborator

- Established in their field
- Aware of some digital research applications, but not an expert.
- Eager to engage and experiment.
- Open to reaching non-specialist audiences
- Open to new publication formats
- Open to interdisciplinary and collaborative approaches during early stages of research

SCHOLAR NEEDS

- Need for recognition of non-print, nontraditional forms of publication required by the PTR (promotion, tenure, and reappointment) process
- Need to reach a larger audience through a variety of publishing methods

STAKEHOLDER NEEDS

- Need for a new, sustainable business model(s) in an evolving publishing landscape
- Need for a standard of accreditation in collaborative scholarship

BRAND ATTRIBUTES

- Elegant
- Sensible
- Welcoming
- Accessible high-brow
- Creative
- Collaborative
- Innovative
- Attentive
- Transdisciplinary
- Results-oriented
- Productive
- Process-oriented
- Academically grounded
- Trustworthy
- Reciprocal respect

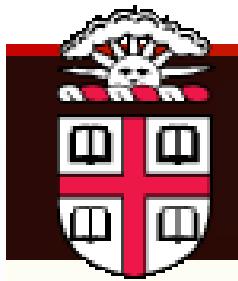
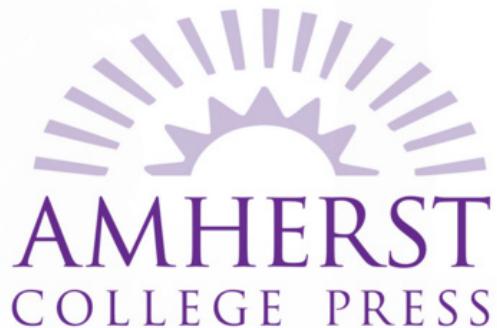
POINTS OF PARITY AND DIFFERENTIATION

The Spring Hill Effort is a practical approach to establishing new standards of scholarly publishing. Dedicated to creative and collaborative approaches, this transdisciplinary collective aspires to decouple scholarship from print while welcoming members across a variety of disciplines. By providing communication between scholars, designers and librarians, the Spring Hill Effort achieves results.

Field Research Spring Hill Effort

LOGOS, COLORS, SPACES, AND WEBSITES CURRENTLY USED IN THE FIELD

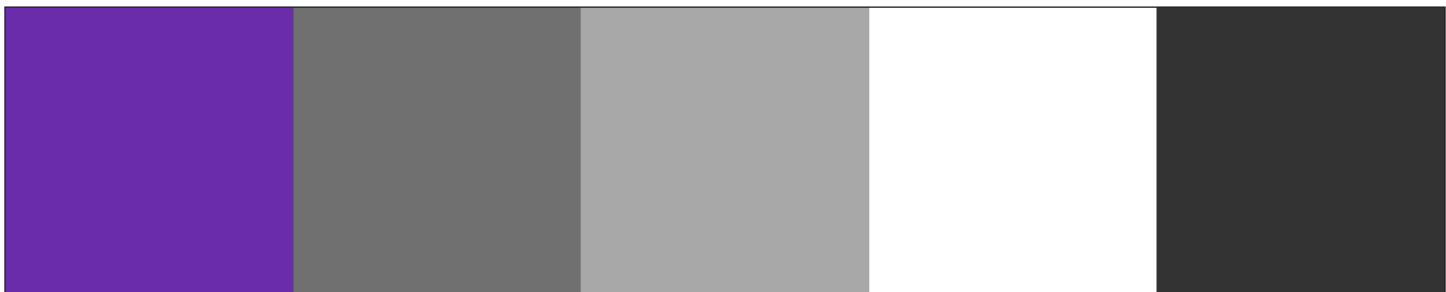
LOGOS



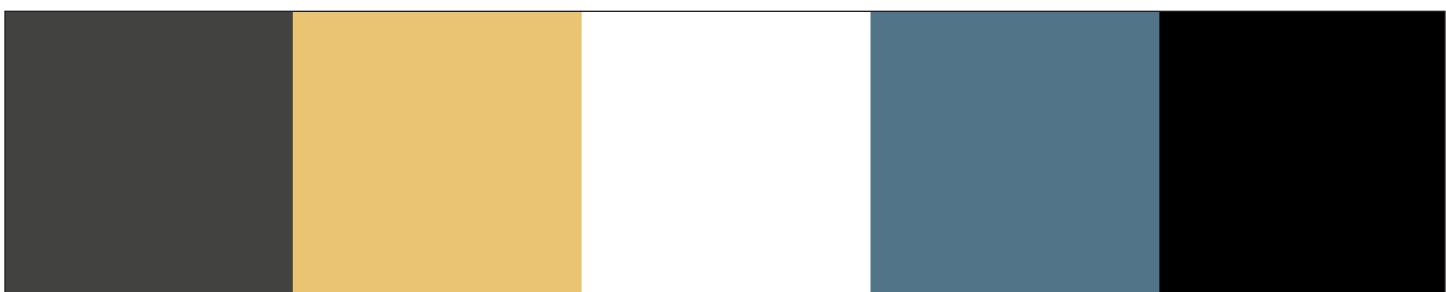
LOGO FINDINGS

- Text-heavy (Serif fonts, few shapes)
- Associated with the institution/school
- Simple Layout /orientation. (Text is either stacked on top of each other or side-by-side).

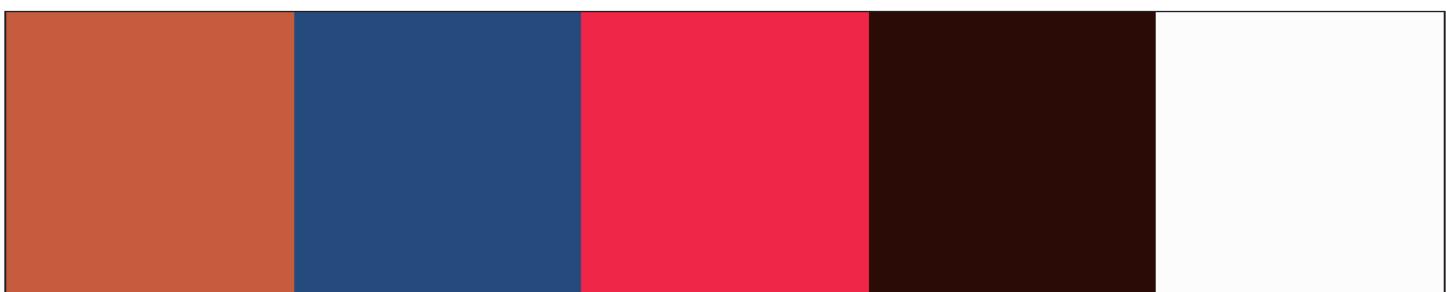
COLORS



Amherst College Press



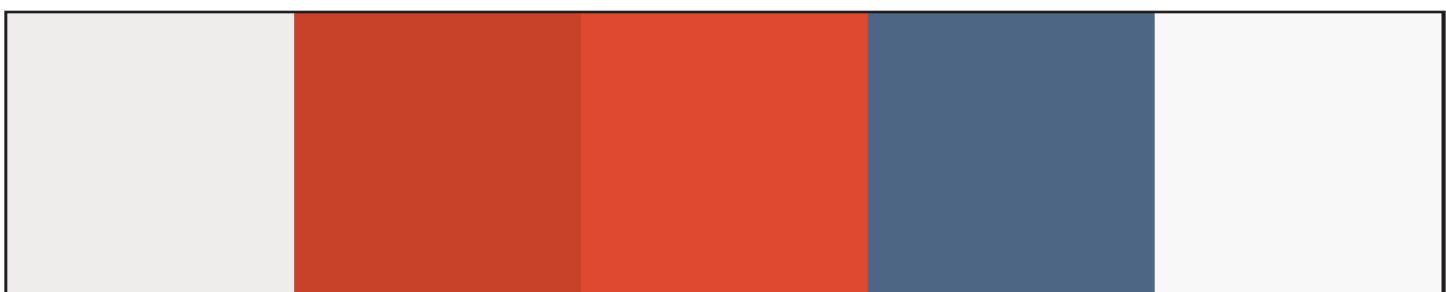
Center for Studies in Higher Education, UC Berkeley



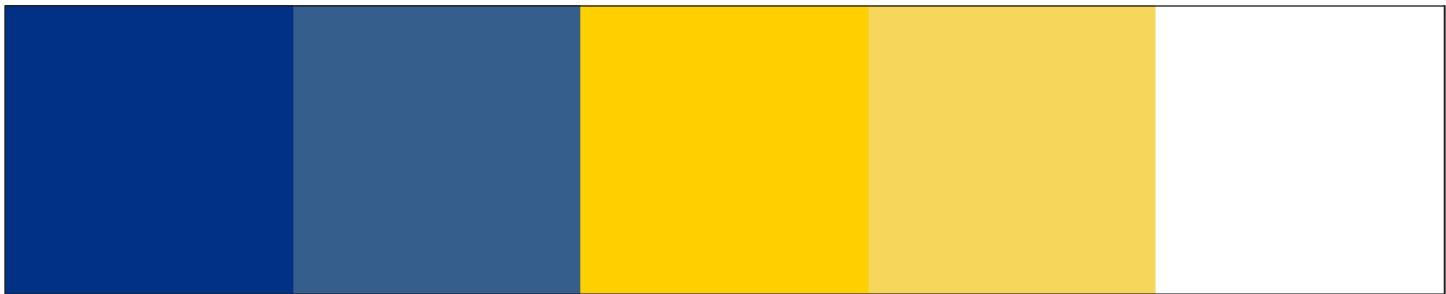
Brown University Digital Scholarship Initiative



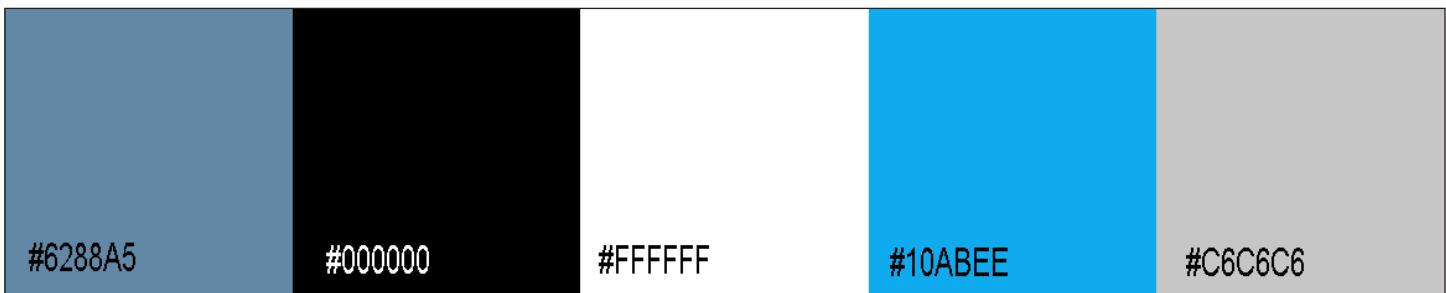
Columbia University Center for Digital Research and Scholarship



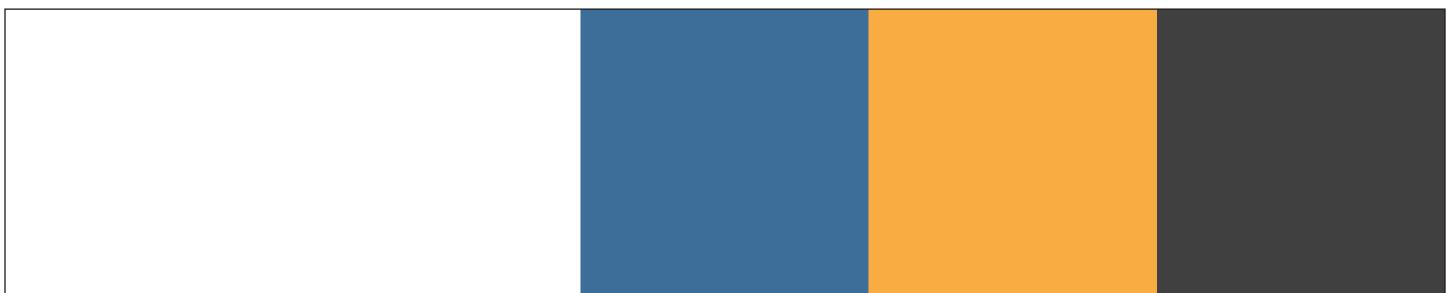
Innovation Studio and Carnegie Museums



University of Michigan Press



The New York Times



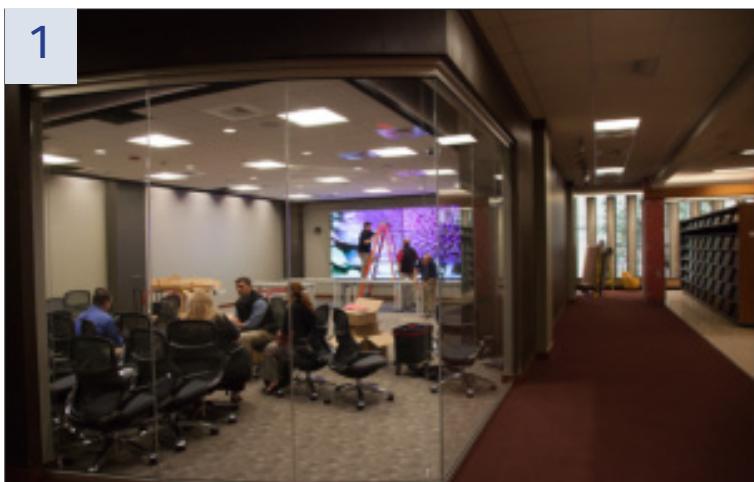
The UNC Press

COLOR FINDINGS

- Muted Color Schemes
- Combination of warm & cool colors
- Often incorporate white & gray

SPACES

1



2



3



4



5



6



LIST OF SPACES

1. Brown University, Digital Scholarship Initiative
2. Brown University, Digital Scholarship Initiative
3. Columbia University Libraries Center for Digital Research and Scholarship
4. New York Times
5. New York Times
6. New York Times

SPACE FINDINGS

- Transparent Walls / Glass walls
(Very open spaces)
- Neutral settings
- Few decorations
- Large tables with many chairs around them
(Conference room-style)

WEBSITES

New Books network

Interviews with Authors

The New Books Network, part of the Amherst College Press, is a growing archive of audio interviews with the authors of new scholarly works in more than a hundred fields. Listen online, download for free, or follow the field of your interest through an RSS feed.

[Listen](#)

CSHE Center for Studies in Higher Education

Upcoming Events

- The One-University Meets its Futures (Spring Colloquium Series)
- Wed, 03/25/2015 | 1:30 pm - 1:50 pm | Mow | 8th Floor Barrows Hall, Seminar Room 801
- "Race, Class and Affirmative Action"
- TUE, 04/07/2015 | 1:30 pm - 1:50 pm | 8th Floor Barrows Hall, Seminar Room 801
- "Teaching Evaluations: Blessed Beyond Measure"
- SPRING COLLOQUIUM SERIES 2015
- Mon, 04/13/2015 | 4:00 pm - 5:30 pm | 8th Floor Barrows Hall, Seminar Room 801

Recent Publications

NEW OPPORTUNITY FOR GRADUATE STUDENTS IN EDUCATION - David P. Gardner Research Seminar on Higher Education

SERU AAHL SURVEY LAUNCH

BERKELEY WILL HOST A MAJOR SYMPOSIUM ON UNDERGRADUATE EDUCATION IN THE PUBLIC RESEARCH UNIVERSITY

MORE

CSHE Spotlight

In a new book, *The New Flagship University: Changing the paradigm from*

Welcome

The Center for Digital Scholarship, a cross-departmental group in the Brown University Library, supports digital scholarship for the Brown community and beyond by supporting scholarly and academic activities that are conducted or enhanced through the use of digital technology, or that engage with its effects.

Featured Projects

Risingsights U.S. Epigraphy Project Advertisements Blank Mapping Colonial Americas Publishing Brown Digital Repository

How Can I Work With CDS?

hyperstudio

Research

HyperStudio explores the potential of new media technologies for the enhancement of education and research in the humanities. It focuses on questions about the integration of technology into research methods within the broader context of scholarly inquiry and pedagogical practice.

Ideas

HyperStudio explores the potential of new media technologies for the enhancement of education and research in the humanities. It focuses on questions about the integration of technology into research methods within the broader context of scholarly inquiry and pedagogical practice.

Software

HyperStudio is a software application developed at MIT that allows researchers to combine features from other

RECENT POSTS

Annotated Bibliography in Scalar using Zotero

Title: Academic Bibliographies

Description: Visual: HTML

June 30, 2015 | Zotero provides a great way to create and manage bibliographies—however, sometimes it's necessary or...

Using the Zotero API to Render Formatted Bibliography on a Webpage:

June 29, 2015 | The following documentation describes how the

CORS Launches Site for the Columbia Medical Review

The Columbia University Libraries' Center for Digital Research and Scholarship is pleased to announce the re-launch of the Columbia Medical Review, a peer-reviewed academic journal in the field of medical education. The new Review advances the journal, originally launched in 2011. For 2015, the editors have expanded the possibilities, which now serve as a [...] Read the full article →

CORS Launches New Website for TESOL and Applied Linguistics Journal

We're excited to announce that we've launched the new website for the Working Papers in TESOL and Applied Linguistics (TESOL) journal. This journal is a publication of the English Language department at Teachers College and headed up by Editor-in-Chief Yuna Seong. We're also happy to welcome the editors of TESOL (or "teaching English to speakers of other [...] Read the full article →

ABOUT **PEOPLE** **PROJECTS** **WEBLOG** **CONTACT**

STUDIO

RECENT PROJECTS / VIEW ALL WORK

Teaching Teens to 3D Scan

RECENT POSTS / VIEW ALL POSTS

What is New? Why is New? Edith Does introduces Mean, a project that looks to pass knowledge on to others for opportunities to cross disciplines.

Binders + Staff: Curation and Education

On February 18, 2015, Caroline Lavelle, a former STUDIO fellow, organized a recent event focusing on the use of binders.

Controlling to openFrameworks

On February 18, 2015, Caroline Lavelle, a former STUDIO fellow, organized a recent event focusing on the use of binders.

STUDIO Think Big, Start Small, Movie Fest

On February 18, 2015, the Carnegie Museum of Art and the Carnegie Museums of Pittsburgh hosted

ART & DESIGN

Redefining Chinese Artists, in Qatar

The artist Cai Guo-Qiang at his Lower East Side studio. Mr. Cai is the curator of "What About the Art? Contemporary Art from China," an exhibition for the Qatar Museums Galley Al Riwaq in Doha.

ART REVIEW

Isaac Mizrahi Unbound at the Jewish Museum

Arts & Culture

Arts & Entertainment Guide

Most Viewed

1. **The Passion:** Jesus' Final Hours as a Halftime Show
2. **Critic's Notebook:** SVNS-From Exclusive Performances to Cellphone Souvenirs
3. Making Museums Moral Again
4. A Song-by-Song Look at What Made George Martin the Best Producer Ever
5. Art Gone to Hell: A Brutalist Bustling

The New York Times website features a prominent headline: "Terrorists Kill Dozens in Brussels; ISIS Claims Responsibility". Below the headline is a photograph of a person lying on the floor at an airport, with other people in the background. To the left, there's a sidebar with a video thumbnail and some text. On the right, there are several opinion pieces by different authors.

MICHIGAN PUBLISHING UNIVERSITY OF MICHIGAN PRESS

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search by keyword/title/author | search | Products | Site

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Shortlisted for 2015 British Society for Literature and Science Book Award

Spring 2016

New Releases | view all

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WEBSITE FINDINGS

- Text-heavy
- White, plain backgrounds
- Content organized in a bulletin board / pin board-esque layout
- Lack of Interactivity (Content is not presented in an engaging way)

Naming the effort -ATION Spring 2016

BRAINSTORM OF WORDS ASSOCIATED WITH THE SPRING HILL EFFORT

- | | |
|----------------------|-------------------------------|
| 1. Transdisciplinary | 29. Transparent |
| 2. Collaborative | 30. Effort |
| 3. Collective | 31. S.C.D.S. |
| 4. Scholars | 32. S.H.E. |
| 5. Academia | 33. Result-Oriented |
| 6. Highbrow | 34. Research |
| 7. Communication | 35. Digital |
| 8. Different Fields | 36. Redefine |
| 9. Field Experts | 37. Design |
| 10. Fluidity | 38. Makery |
| 11. Explore | 39. Think |
| 12. Dream | 40. Prototype / Text |
| 13. Tinkertool | 41. Ideate |
| 14. Art | 42. Pathways |
| 15. Elegant | 43. Space |
| 16. Sensible | 44. Transform |
| 17. Accessible | 45. Develop |
| 18. Creative | 46. Infiltrate |
| 19. Tenure | 47. Junto (Benjamin Franklin) |
| 20. Publishing | 48. Innovation |
| 21. Validation | 49. 100 |
| 22. Multi-Model | 50. Accreditation |
| 23. Hub | 51. Design |
| 24. Knowledge | 52. Together |
| 25. Delve | 53. Friendship |
| 26. Print | 54. Professional |
| 27. Inspiration | 55. Meeting House |
| 28. Experimentation | 56. Club |

SUGGESTED NAMES:

- Collaboratory *
- Digitalvation
- Insight / Incite / InSite
- Digitpub
- Profoundry
- Collideate
- Spring Hill Effort

* A collaboratory is traditionally known as “center without walls, in which the nation’s researchers can perform their research without regard to physical location, interacting with colleagues, accessing instrumentation, sharing data and computational resources, [and] accessing information in digital libraries” (<https://en.wikipedia.org/wiki/Collaboratory>)

Logo process -ACTION Spring 2016

DIFFERENT ITERATIONS OF LOGO DESIGNS

FIRST ITERATIONS:

- Used CMYK circles
- Combination of a sans serif and sans typeface
- Transitioning from old to new

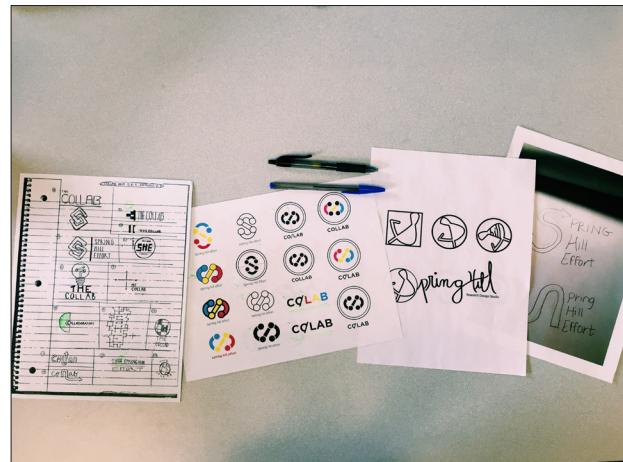


SECOND ITERATIONS:

- Decided to take the word CO-LAB to form new ideas for brand logo
- Incorporated the light bulb because of its symbolism of forming new ideas
- Played with the abstraction of letters.
- Introduced the idea of the mobile “hamburger nav” as a reference to digital techniques.

THIRD ITERATIONS:

- Enjoyed the half ‘O’ within the word COLAB
- Liked the lines that the half O made
- Logos as result of library research
- Experiment with closed seals/emblems
- Abstraction of letters and shapes to form an icon



Final Iterations

FINAL LOGO DESIGNS



The Collaboratory at the University of Connecticut

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The Collaboratory At The University Of Connecticut

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1 **SH**
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