



Youth Spirit Artworks



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DES 327
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ABOUT YSA



Youth Spirit Artworks (YSA) is an interfaith “green” art jobs and job training program located in Berkeley, California which is committed to empowering homeless and low-income San Francisco Bay Area young people.

YSA was founded in 2007, as a response to the enormous employment challenges of older homeless and low-income youth, by one of the initiators of the Alameda County Homeless Youth Collaborative, who had observed first hand at the Telegraph Avenue Homeless Youth Drop-In Center the unmet needs of transition age youth for jobs and jobs training programs.

The mission of Youth Spirit Artworks is to use art jobs and jobs training to empower and transform the lives of youth, giving young people the skills, experience, and self-confidence needed to meet their full potential. YSA is modeled after the renowned New Orleans based-youth organization, Young Aspirations, Young Artists (YaYa) which has involved 1000’s of young people in commercial arts jobs and job training for more than twenty years.

Youth Spirit’s broad goals are to:

- teach youth specific vocational skills related to commercial arts and entrepreneurship.
- provide youth with an income from jobs training and sales of art.
- support youth reaching their personal and professional life goals.
- help youth learn to budget and manage their money.
- build youth self-confidence and promote experiences of personal transformation;
- model for youth experiences of healthy family and community relationship.
- build and promote youth commitment to personal health and wholeness, including a commitment to nonviolence.
- teach youth about their power and ability to change the world.



Youth Spirit currently carries out its work through three paid jobs training program areas: Fine Art Program involves youth in creating original artwork made of traditional, recycled, and reused materials. Community Art Program, engaging young people in neighborhood revitalization through the creation of murals, tile projects and other public art. And Art Entrepreneurship and Sales, helps youth participate in the marketing and sales of original and reproduced art. [Learn more about our programs.](#)

Design Brief

Project Goals

- Redesign/reformat existing website with new layout.
- Introduce more welcoming colors.
- Make the website easier to navigate.
- Make the website cleaner, more organized, more user friendly, more visually appealing, and inviting for people to look at.

Final Product

- Mock-up of how the website will look and work, (using html and CSS coding.)

Target Audience

- Homeless and low-income San Francisco Bay Area young people interested in joining the program, (ages 16-25.)
- Students, volunteers, donors, sponsors, grant funders.

Timeline

- April 21 - May 17



Stakeholder/User Research

(Based on interview with Karen Zinkofsky, the art director of YSA)

- In terms of branding, the organization can be identified as, youth entrepreneurial, youth led, creative, colorful, artistic, diverse, community oriented, and interfaith.
- The website's call to action includes notifying people about events, different programs, the online shop , the “About” tab addresses what the organization is about.
- The website could be improved by making it more streamline, user friendly, easier to sign up for the program, and more organized (the online shop specifically).



Persona

Tyrik Collins



Age: 20

Gender: Male

Race: African American

Marital Status: Single

Occupation: Student

Location: Oakland

Devices: Iphone 6

Personality

Extrovert

Introvert



Sensing

Intuition



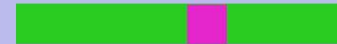
Thinking

Feeling



Judging

Perceiving



Characteristics:

Smart, creative, confident

Painpoints: Mental health struggles,
Lack of financial and emotional support

Daily Routine:

- Go to school
- Hang out with friends
- Do homework

Interests:

- Making beats
- Reading
- Watching anime

Lisa Cohen



Age: 35

Gender: Female

Race: Caucasian

Marital Status: Married

Occupation: Company director

Location: Berkeley

Devices: Iphone X, Macbook Pro

Personality

Extrovert

Introvert



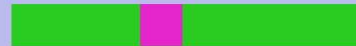
Sensing

Intuition



Thinking

Feeling



Judging

Perceiving



Persona

Daily Routine:

- Get coffee
- Commute to work
- Work 9-5

Interests:

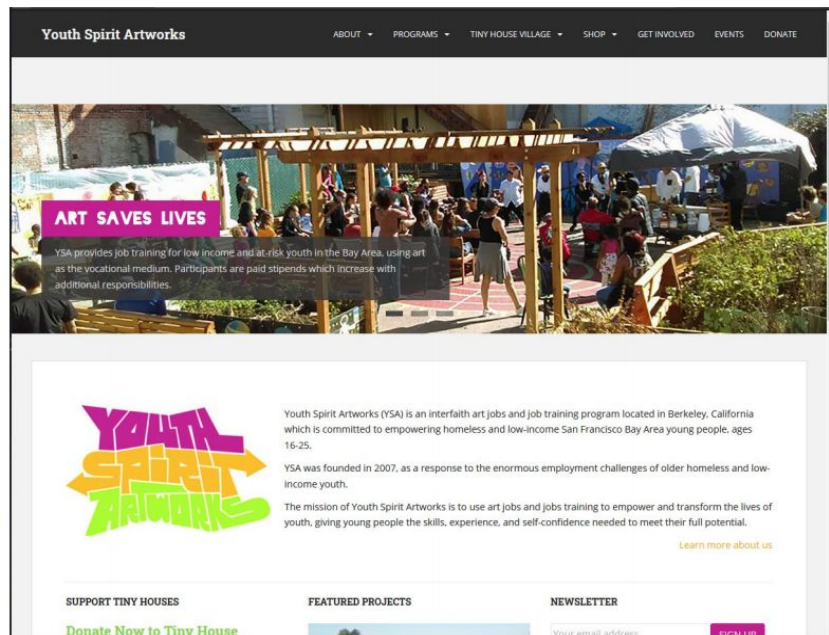
- Hiking
- Traveling
- Attending community events

Characteristics:

Easygoing, organized, energetic

Painpoints: Lack of time,
workaholic

YOUTH SPIRIT ARTWORK



BUSINESS DESCRIPTION

The YSA is a program that was founded in 2007 that is located in Berkeley California which is committed on empowering young homeless, low-income people around the San Francisco area by doing art jobs and job training to empower and transform the lives of youth, by giving them the skills, experience and self-confidence need to make a better version of themselves.

MISSION STATEMENT

The mission of Youth Spirit Artworks is to use art jobs and jobs training to empower and transform the lives of youth, giving young people the skills, experience, and self-confidence needed to meet their full potential.

LOCATION

Berkeley, California

PLATFORM

Website

USER INTERFACE

SIMPLE CLEAN LAYOUT

2

APPROACHABILITY

2

EASY TO NAVIGATE

2

USER EXPERIENCE

DIFFERENT SCREEN OPTIMIZATION

4

ACCESSING INFORMATION

3

WEBPAGE LOAD TIME

4

CONTENT

PROPER INFORMATION

4

GOOD IMAGE REPRESENTATION

2

LOCATION

5

CONTACT INFORMATION

5

SERVICES/EVENTS

5

TECHNICAL FEATURES

SOCIAL MEDIAS

3

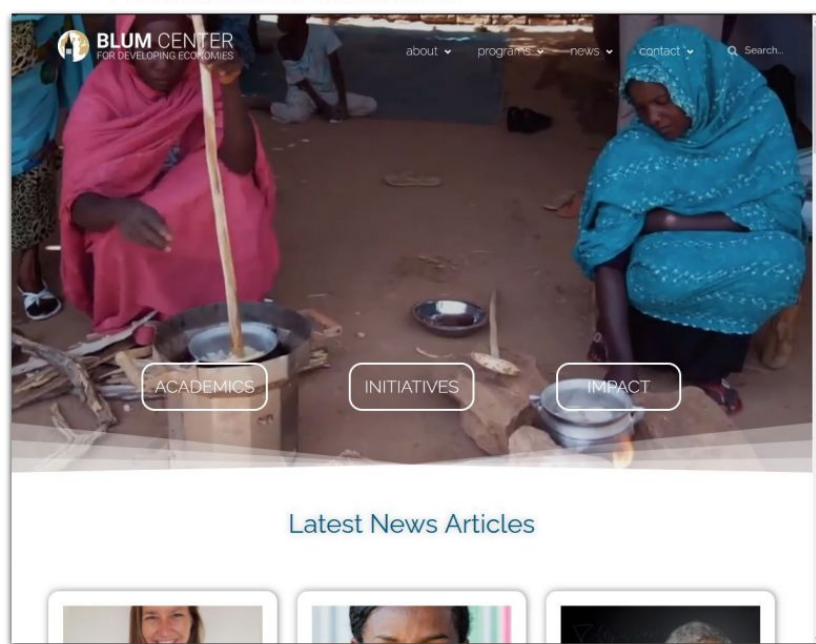
CUSTOMER FEEDBACK

2

PROGRAMS

5

BLUM CENTER FOR DEVELOPING ECONOMICS



BUSINESS DESCRIPTION

The Blum Center for Developing Economies connects the community of the University of California Berkeley to help address the issue of global poverty. The way the students and faculty are connected is by having them face challenges through innovative initiatives, education and research

MISSION STATEMENT

The Blum Center for Developing Economies leverages the talent, enthusiasm, and energy of the [University of California Berkeley](#) community to address the grand challenge of global poverty

LOCATION

Berkeley, California

PLATFORM

Website

USER INTERFACE

SIMPLE CLEAN LAYOUT	5
APPROACHABILITY	4
EASY TO NAVIGATE	4

USER EXPERIENCE

DIFFERENT SCREEN OPTIMIZATION	4
ACCESSING INFORMATION	4
WEBPAGE LOAD TIME	2

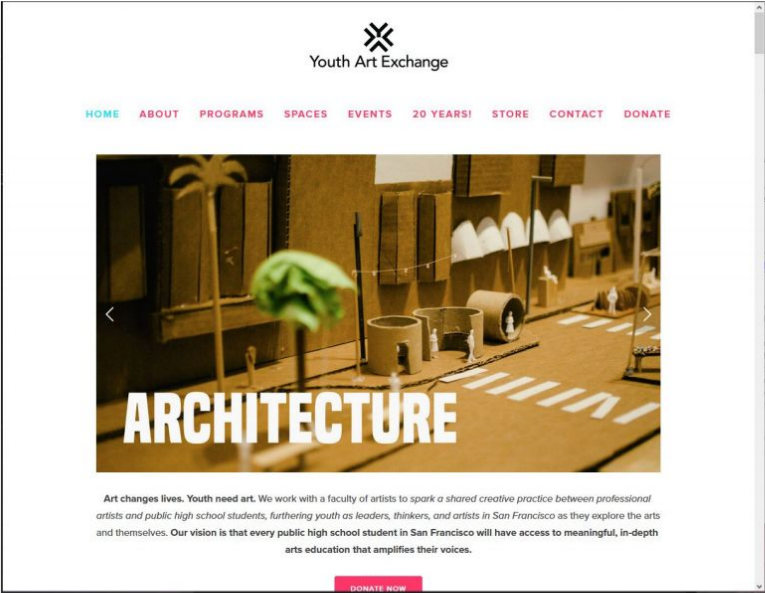
CONTENT

PROPER INFORMATION	5
GOOD IMAGE REPRESENTATION	4
LOCATION	5
CONTACT INFORMATION	5
SERVICES/EVENTS	5

TECHNICAL FEATURES

SOCIAL MEDIAS	5
CUSTOMER FEEDBACK	2
PROGRAMS	5

YOUTH ART EXCHANGE



BUSINESS DESCRIPTION

Youth Art Exchange focus on connecting young artists around the area with professional artists in the area. To create the shared interest and furthering youth artists as leaders, thinkers and artists in San Francisco.

MISSION STATEMENT

Our vision is that every public high school student in San Francisco will have access to meaningful, in-depth arts education that amplifies their voices.

LOCATION

Berkeley, California

PLATFORM

Website

USER INTERFACE

SIMPLE CLEAN LAYOUT	4
APPROACHABILITY	5
EASY TO NAVIGATE	5

USER EXPERIENCE

DIFFERENT SCREEN OPTIMIZATION	4
ACCESSING INFORMATION	4
WEBPAGE LOAD TIME	1

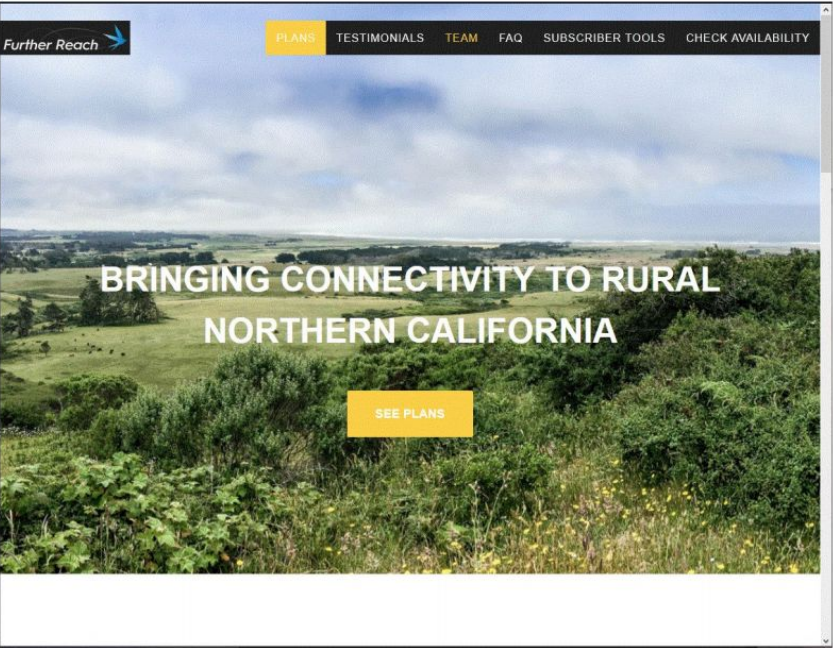
CONTENT

PROPER INFORMATION	4
GOOD IMAGE REPRESENTATION	4
LOCATION	5
CONTACT INFORMATION	5
SERVICES/EVENTS	5

TECHNICAL FEATURES

SOCIAL MEDIAS	5
CUSTOMER FEEDBACK	2
PROGRAMS	5

FURTHER REACH



BUSINESS DESCRIPTION

Further Reach is an internet provider that connects people that live in rural areas in northern california. They say that the best way for people to learn and not left behind as our communities develop is to stay connected to the internet so they can learn from there.

MISSION STATEMENT

The mission of Youth Spirit Artworks is to use art jobs and jobs training to empower and transform the lives of youth, giving young people the skills, experience, and self-confidence needed to meet their full potential.

LOCATION

Berkeley, California

PLATFORM

Website

USER INTERFACE

SIMPLE CLEAN LAYOUT	2
APPROACHABILITY	2
EASY TO NAVIGATE	2

USER EXPERIENCE

DIFFERENT SCREEN OPTIMIZATION	4
ACCESSING INFORMATION	3
WEBPAGE LOAD TIME	4

CONTENT

PROPER INFORMATION	4
GOOD IMAGE REPRESENTATION	2
LOCATION	5
CONTACT INFORMATION	5
SERVICES/EVENTS	5

TECHNICAL FEATURES

SOCIAL MEDIAS	3
CUSTOMER FEEDBACK	2
PROGRAMS	5

Style Tile

Youth Spirit Artworks

Company colors



#372440



#51818C



#F2D888



#D96704



#BF4904

Company Texture



Interactive



Describing Terms

Warm

Clean

Modern

Fun

Exciting

Company Typography

Heading

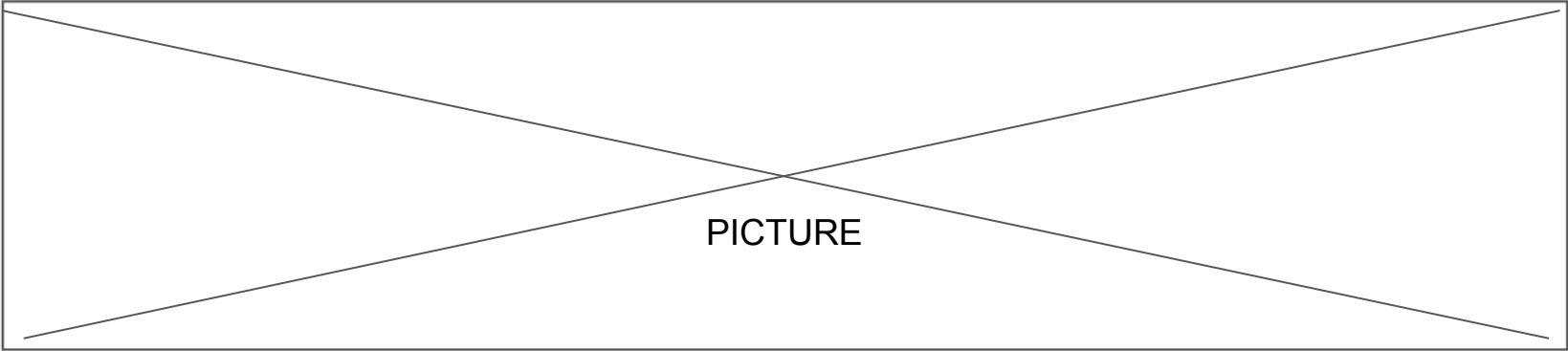
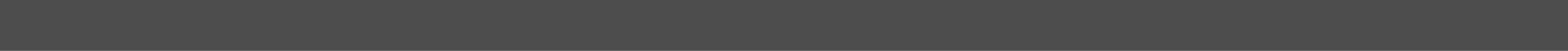
Sample Text

Proxima Nova Regular 100pt


Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras accumsan magna orci, nec convallis quam lacinia a. Ut id risus ultrices, imperdiet est at, commodo ipsum. Pellentesque pulvinar erat nibh, ac elementum quam interdum auctor. Phasellus posuere ipsum non hendrerit varius. Nunc ac tellus iaculis lacus euismod r utrum. Fusce ex magna, dapibus a elit eget, aliquam facilisis velit. Mauris sed egestas urna, sed mollis ligula.


Futura PT Book 14/18



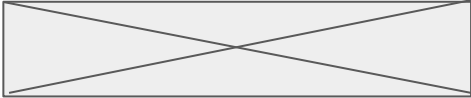
SUBHEADING



SUBHEADING



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SUBHEADING

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SUBHEADING

