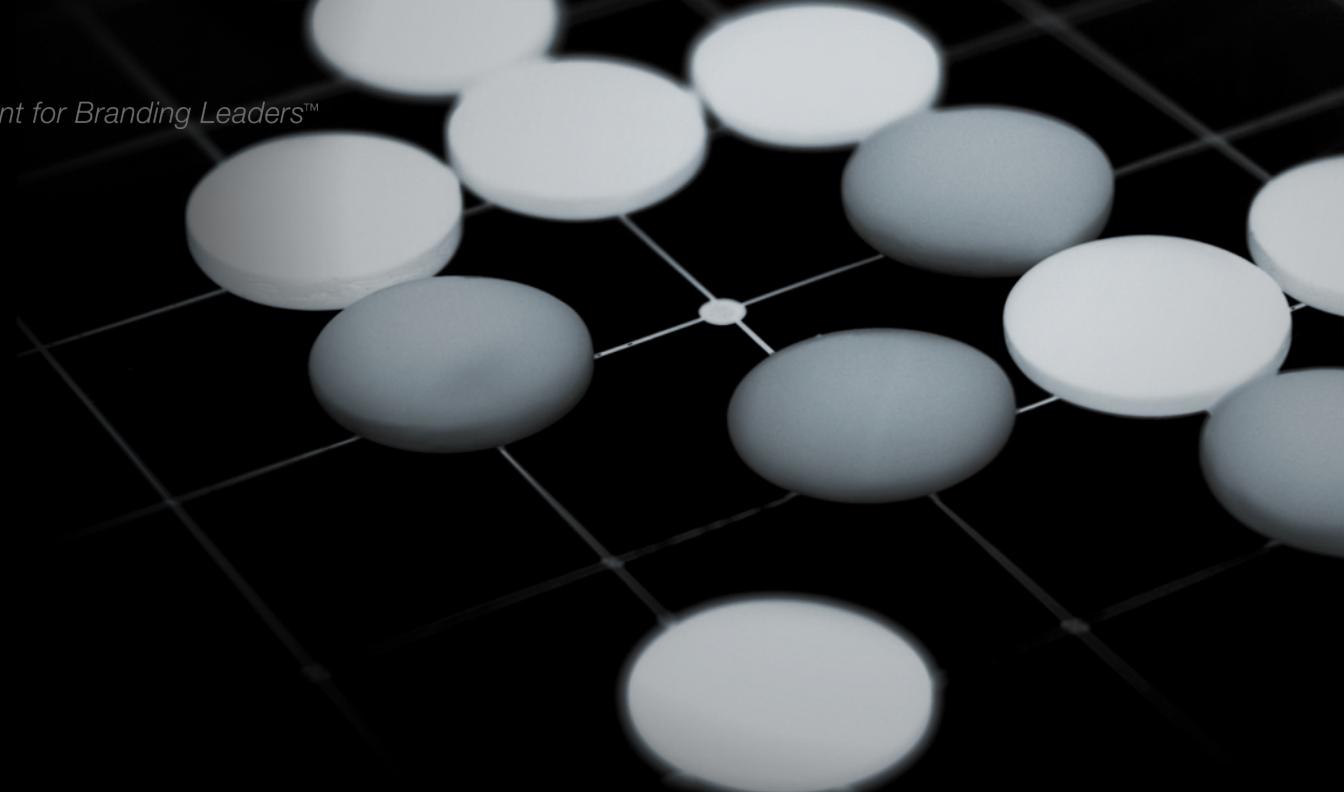




The essential ingredient for Branding Leaders™



IADT Event Booth

Final Creative Refinements

December 12, 2012

Booth User Experience

START

1. ATTRACT VISITORS

- Video on main screen (symbols, campaign ads, etc.)
- Static attract screen on tablet device

2. APP ENGAGEMENT

IADT reps invite visitors to try the app, or visitors can self-start from the app's home screen.

3. APP EXPERIENCE

Visitor spends about 2-3 minutes going through 6 quick games that will determine one of eight pre-designed symbols.

4. TAKEAWAY

Along with IADT postcards, business cards, etc., visitors can get a a pre-printed t-shirt of their symbol.

END

App Experience

App User Experience

START

2.0 WELCOME

Campaign-related messaging
(a static screen)

2.1 ENTER YOUR INFO

Enter name, email, phone
number, and zip code

2.2 CONTAINER GAME

Drag multiple items into a fixed
container

2.3 RANKING GAME

Drag multiple items into an
ordered line

2.4 PLACING GAME

Drag an avatar into an area

2.7 PLACING GAME

Drag an avatar into an area

2.6 RANKING GAME

Drag multiple items into an
ordered line

2.5 CONTAINER GAME

Drag multiple items into a fixed
container

2.8 RESULTS

See one of eight pre-designed
symbols and trait assessment

2.9 SHARE

Post to Facebook or Twitter

2.10 GET A TAKEAWAY

Get a t-shirt of the resulting
pre-designed symbol

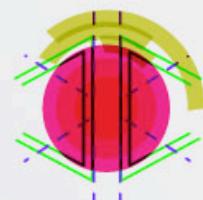
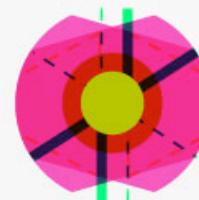
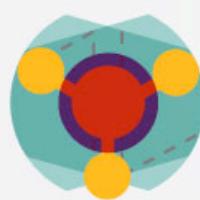
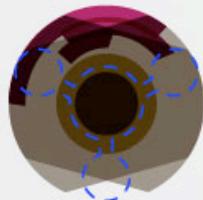
END

Pre-Designed Symbols

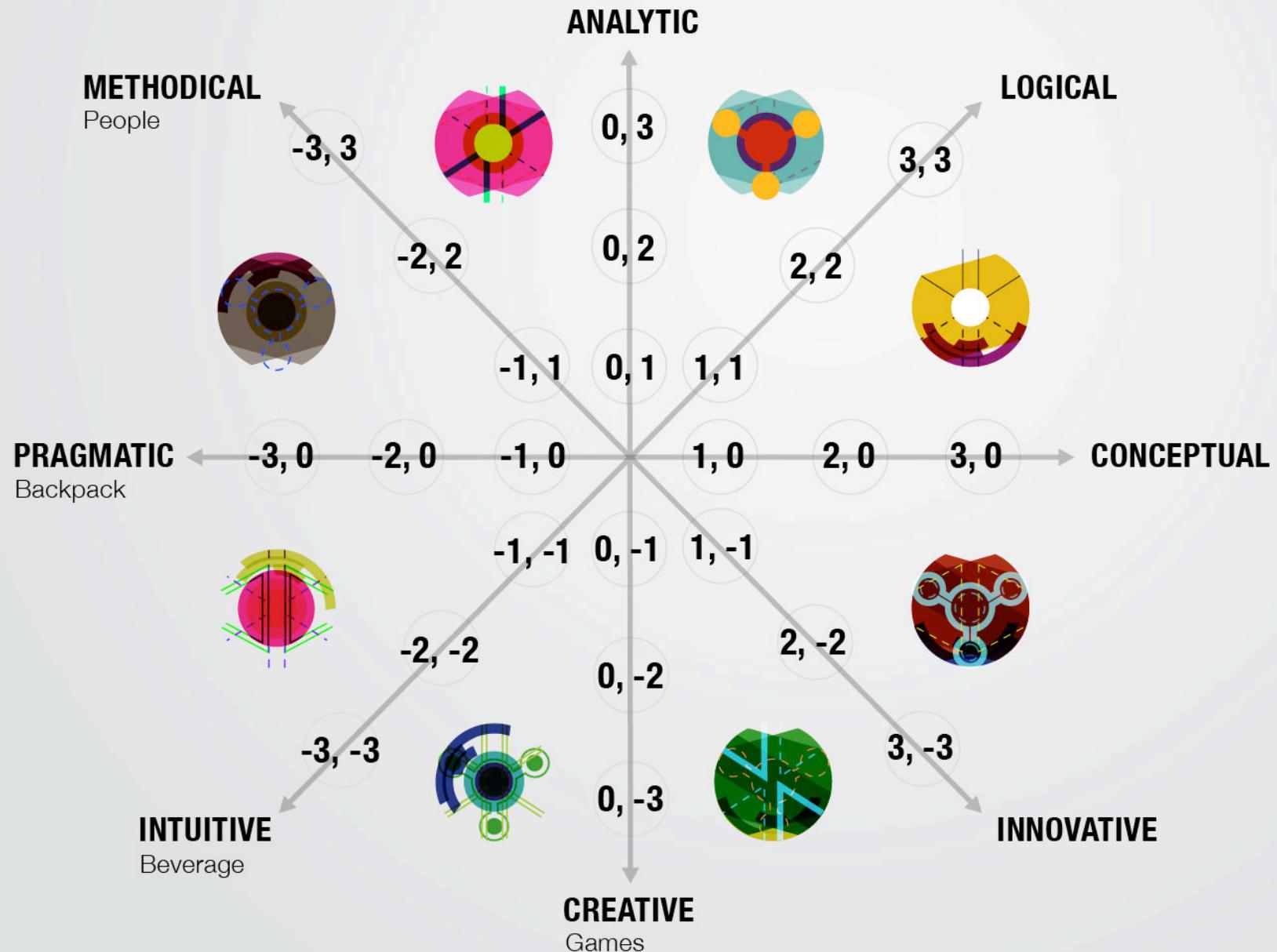
App Experience Revisions

- Games/interactions will not change
 - Questions help determine a pre-designed symbol
 - Four traits are revealed on the “Results” screen
- Answers will correspond to a point on the trait grid, e.g. camera = (2, 0)
- The four points will be averaged into a single point that determines the user’s pre-designed symbol

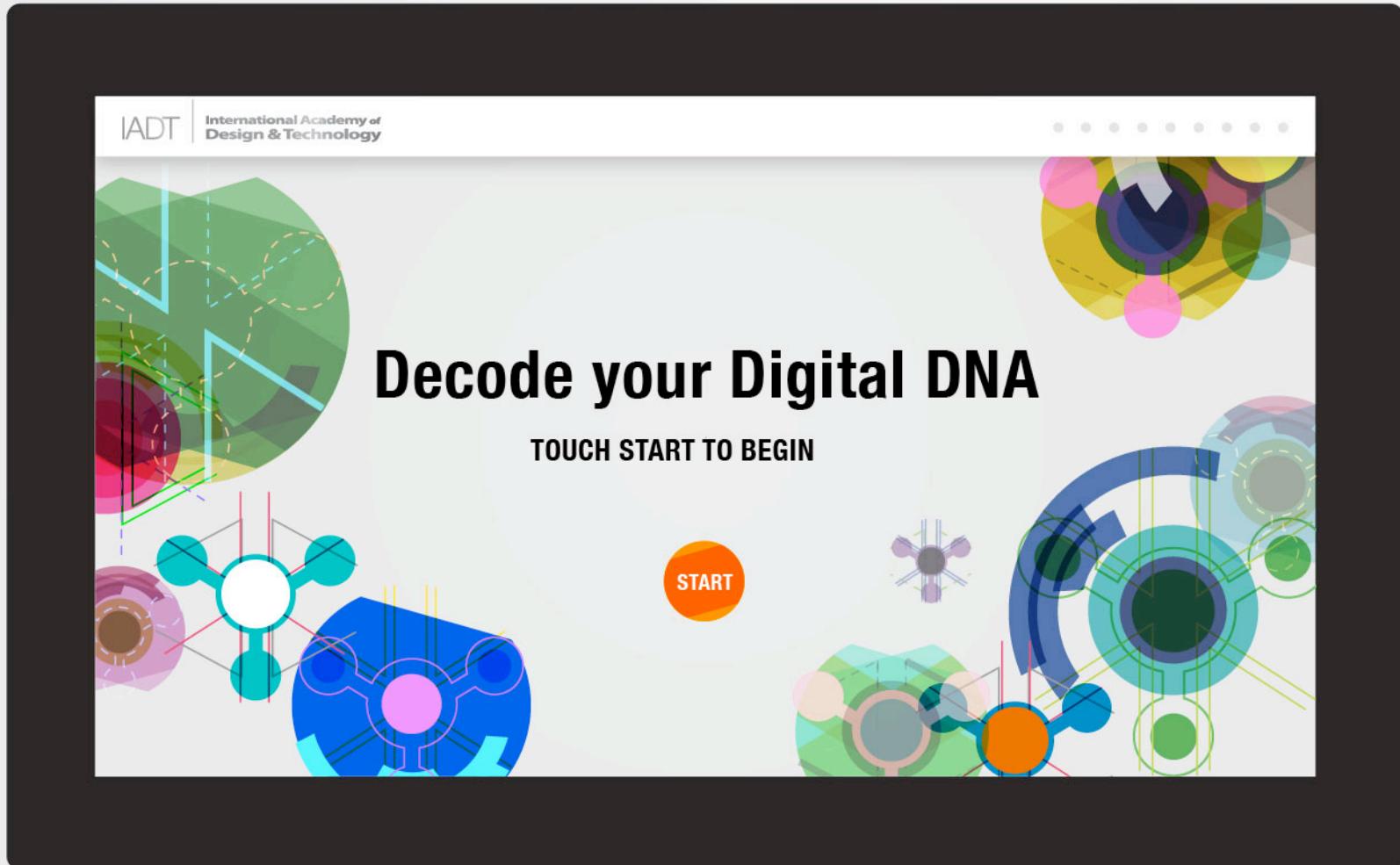
Eight Pre-Designed Symbols



Trait Grid, with Pre-Designed Symbols



Static Attract Screen



Data Capture

IADT | International Academy of Design & Technology

Name

Email

Phone

Zip Code

This information will be used to contact you through various means, which may include: phone, text messaging, email, and postal mail, about the programs and services that are offered.

SUBMIT

IADT Messaging

The image shows a screenshot of a website for the International Academy of Design & Technology (IADT). The header features the IADT logo and the text "International Academy of Design & Technology". Below the header is a large, abstract graphic composed of overlapping circles in various colors (green, yellow, pink, blue, purple) and geometric shapes like triangles and lines. Centered over this graphic is the text "Tomorrow's creative and technical leaders are a whole new breed." in bold black font. Below this text is a descriptive paragraph: "Highly evolved, digitally savvy and adept at many disciplines. Take this test to discover if you have the raw talent to be part of the New Breed." At the bottom right of the graphic, there is a small circular icon with a stylized flower or gear design.

The image shows a screenshot of a web-based interactive game or application. In the top left corner, the logo "IADT | International Academy of Design & Technology" is visible. To the right of the logo is a series of small, semi-transparent dots used for navigation. The main content area features a large, semi-transparent white box containing several items and text. On the left side of the box, there are icons for a map (grid with a pin), a camera, and a utility knife. To the right of these icons, the text "You're taking a trip and you can only bring 3 items." is displayed in a large, bold, black font. Below this text, the instruction "PLACE THE ITEMS IN YOUR BAG." is written in a smaller, gray font. In the center of the box, there is a large icon of a backpack. In front of the backpack, there is a circular orange button with the word "START" in white capital letters. To the left of the backpack, there are icons for an MP3 player and a sketchbook. To the right of the backpack, there are two circular buttons labeled "RESET" and "NEXT". The background of the entire interface is a light blue color.

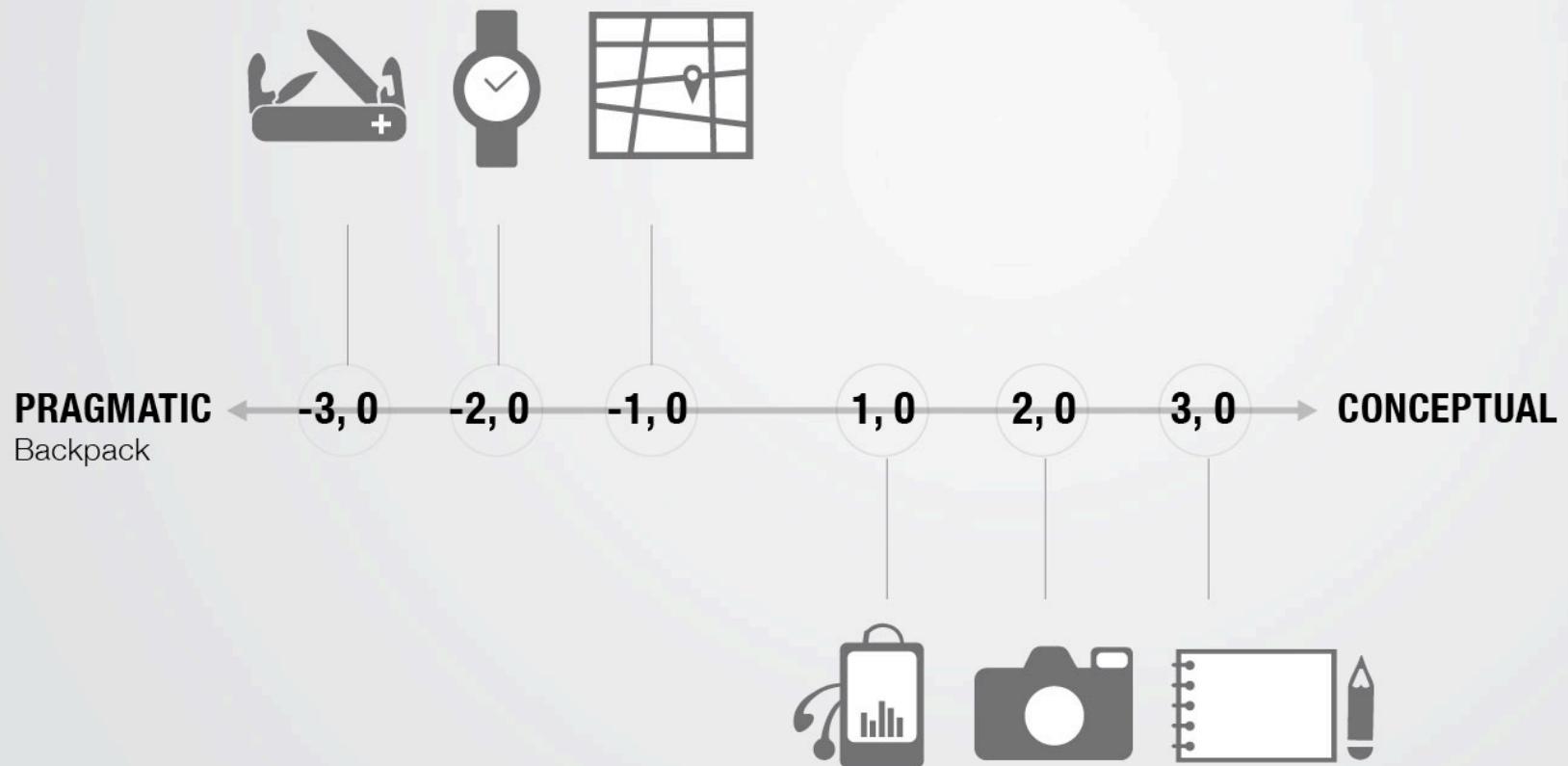
IADT | International Academy of Design & Technology

The image shows a user interface for a mobile application. At the top left is the IADT logo and name. At the top right is a horizontal ellipsis consisting of several dots of varying colors (light gray, white, dark gray, blue). Below the header is a large dark gray backpack icon with a white oval cutout on the front. In the bottom right corner are two circular buttons: a gray one labeled "RESET" and a teal one labeled "NEXT". To the left of the backpack are seven items arranged in three rows: a map icon with a location pin, a watch icon, and a backpack icon; a camera icon, an MP3 player icon, and a sketchbook icon; and a utility knife icon.

Map	Watch	
Camera	MP3 Player	
Utility Knife	Sketchbook	

RESET NEXT

Trait Axis



IADT | International Academy of Design & Technology

Who do you admire the most?

RANK THE PEOPLE BY DRAGGING THEIR ICONS.

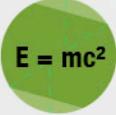
PLAY

RESET

NEXT

IADT | International Academy of Design & Technology

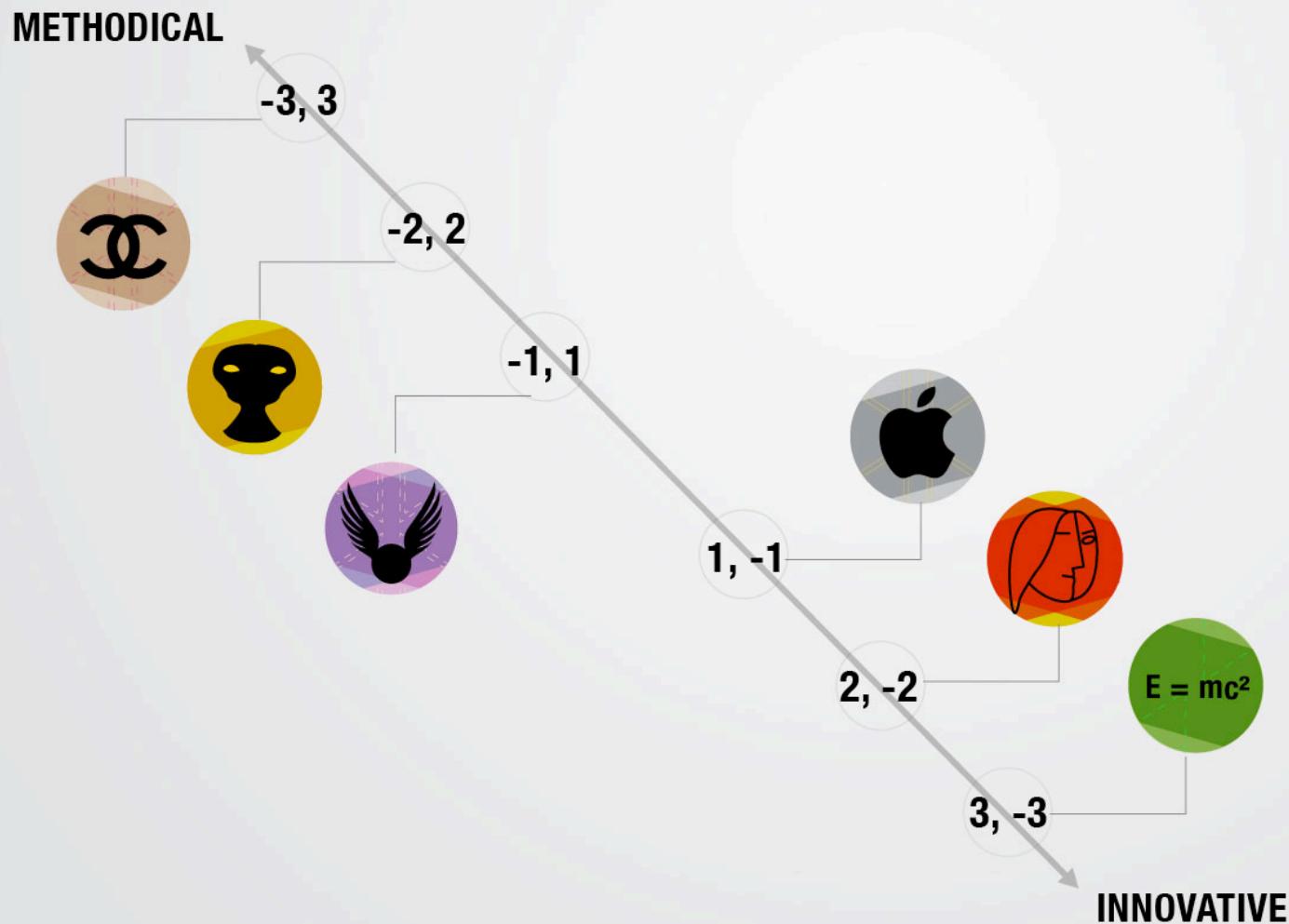
• • • • • • • •

	
Steven Spielberg	Pablo Picasso
	
Steve Jobs	JK Rowling
	
Albert Einstein	Coco Chanel

1 2 3

RESET NEXT

Trait Axis



IADT | International Academy of Design & Technology

You're at a party.
Where do you go first?

PLACE YOURSELF THERE.

Snack Bar

Dance

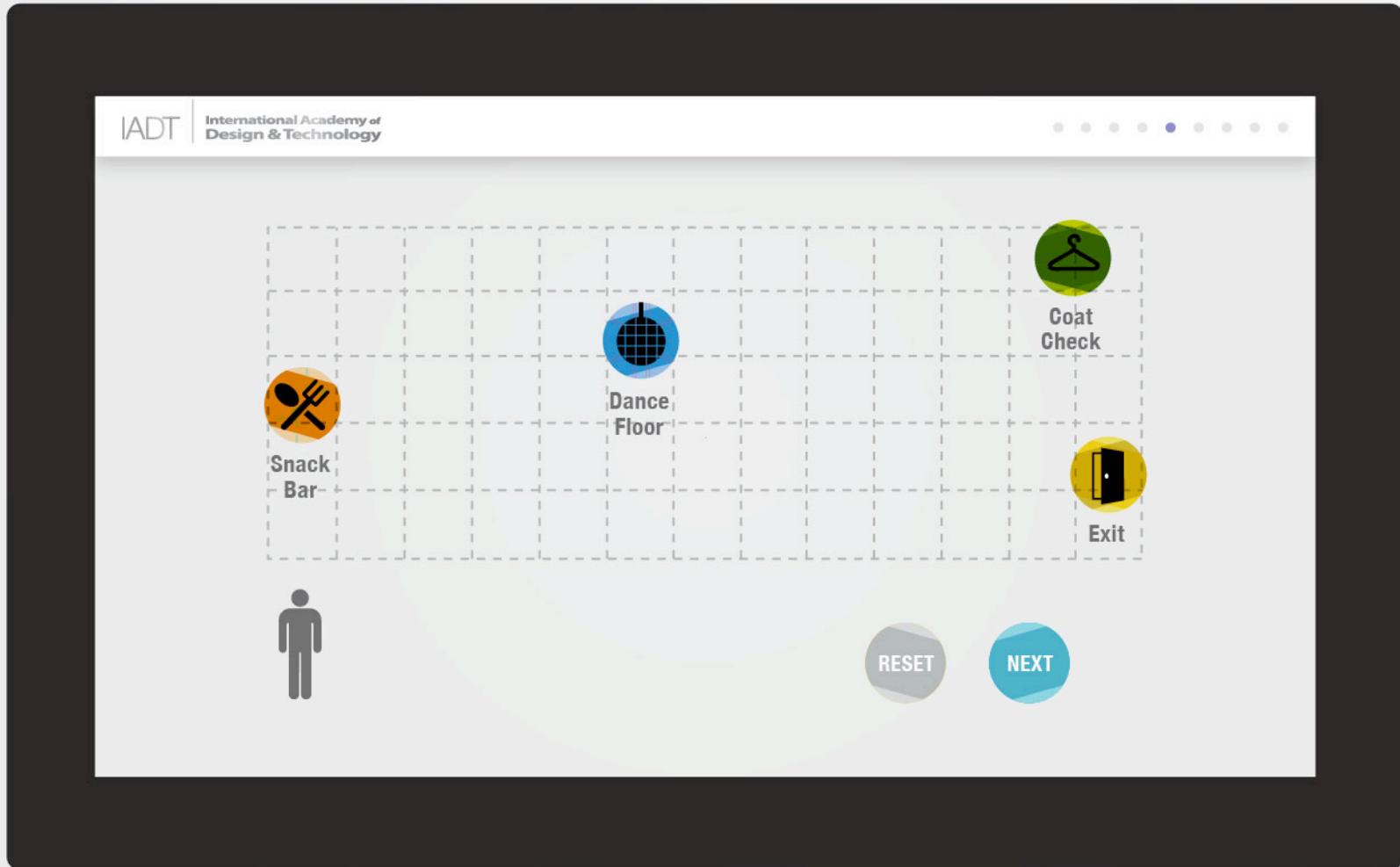
Coat Check

Exit

PLAY

RESET

NEXT



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Your friends are coming over
to play games.

PICK THREE YOU WANT TO PLAY.

Chess

Puzzle

Word Game

Tic Tac Toe

PLAY

Pictionary

RESET

NEXT

IADT | International Academy of Design & Technology

Chess

Cards

Puzzle

Word Game

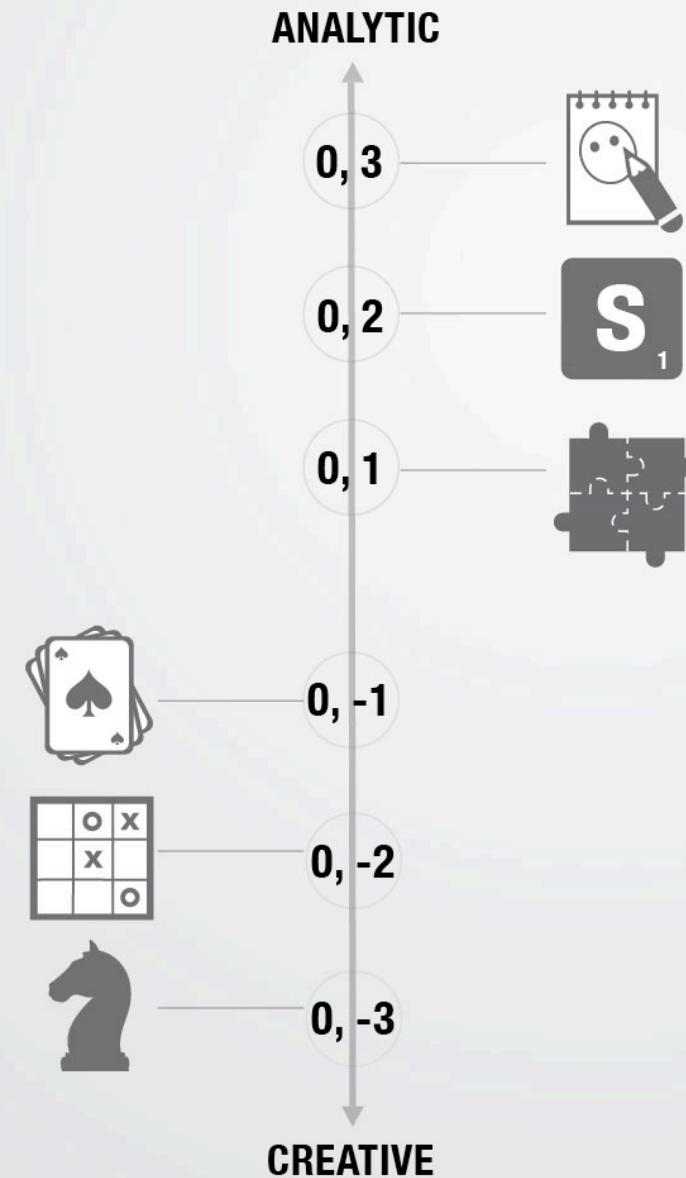
Tic Tac Toe

Pictionary

RESET

NEXT

Trait Axis



IADT | International Academy of Design & Technology

You go to the kitchen for a drink.
What do you pick?

RANK THE DRINKS BY DRAGGING THEM.

Soda

Juice

Tea

Bottled Water

PLAY

RESET

NEXT

3

IADT | International Academy of Design & Technology

Coffee

Milk Shake

Soda

Juice

Tea

Bottled Water

1

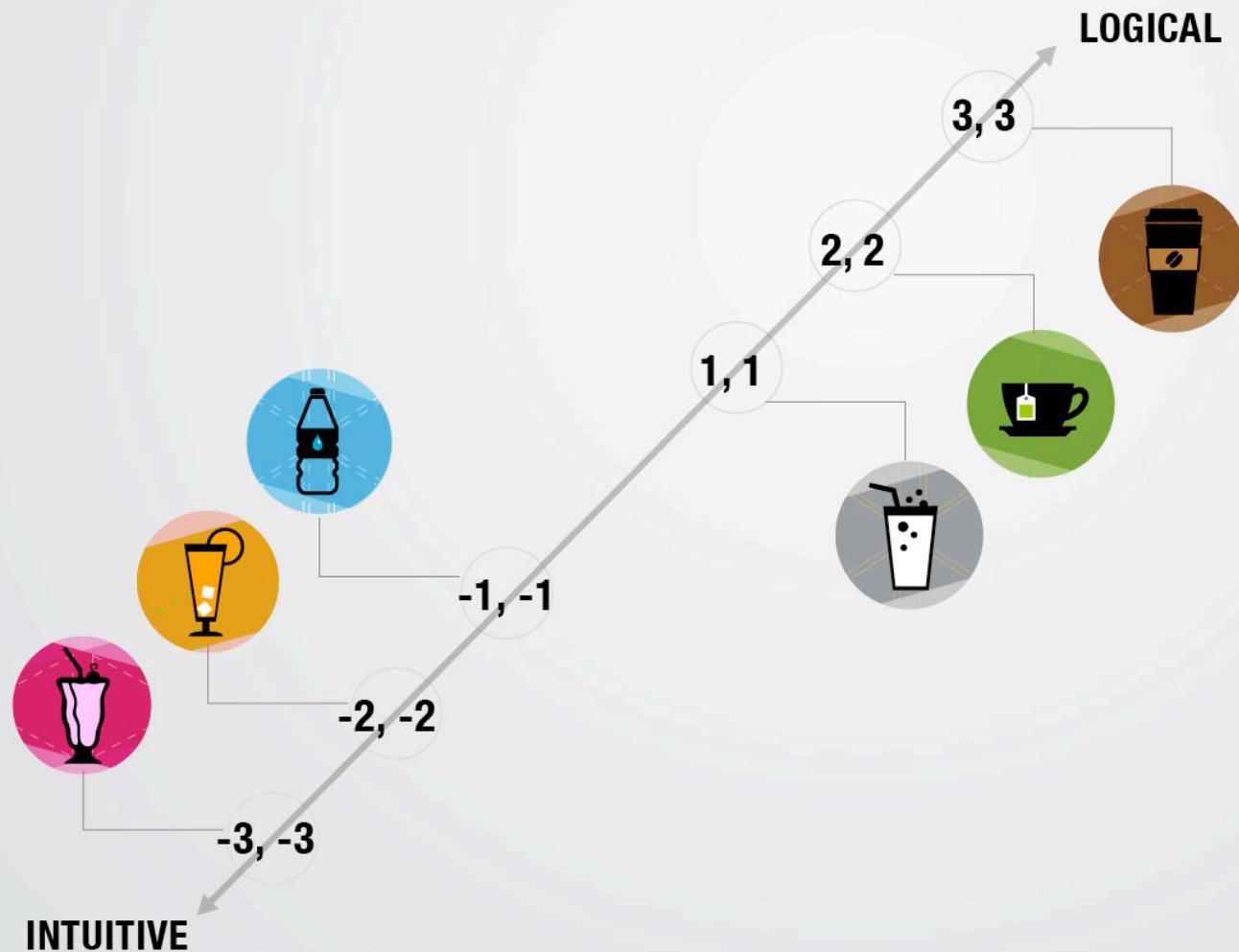
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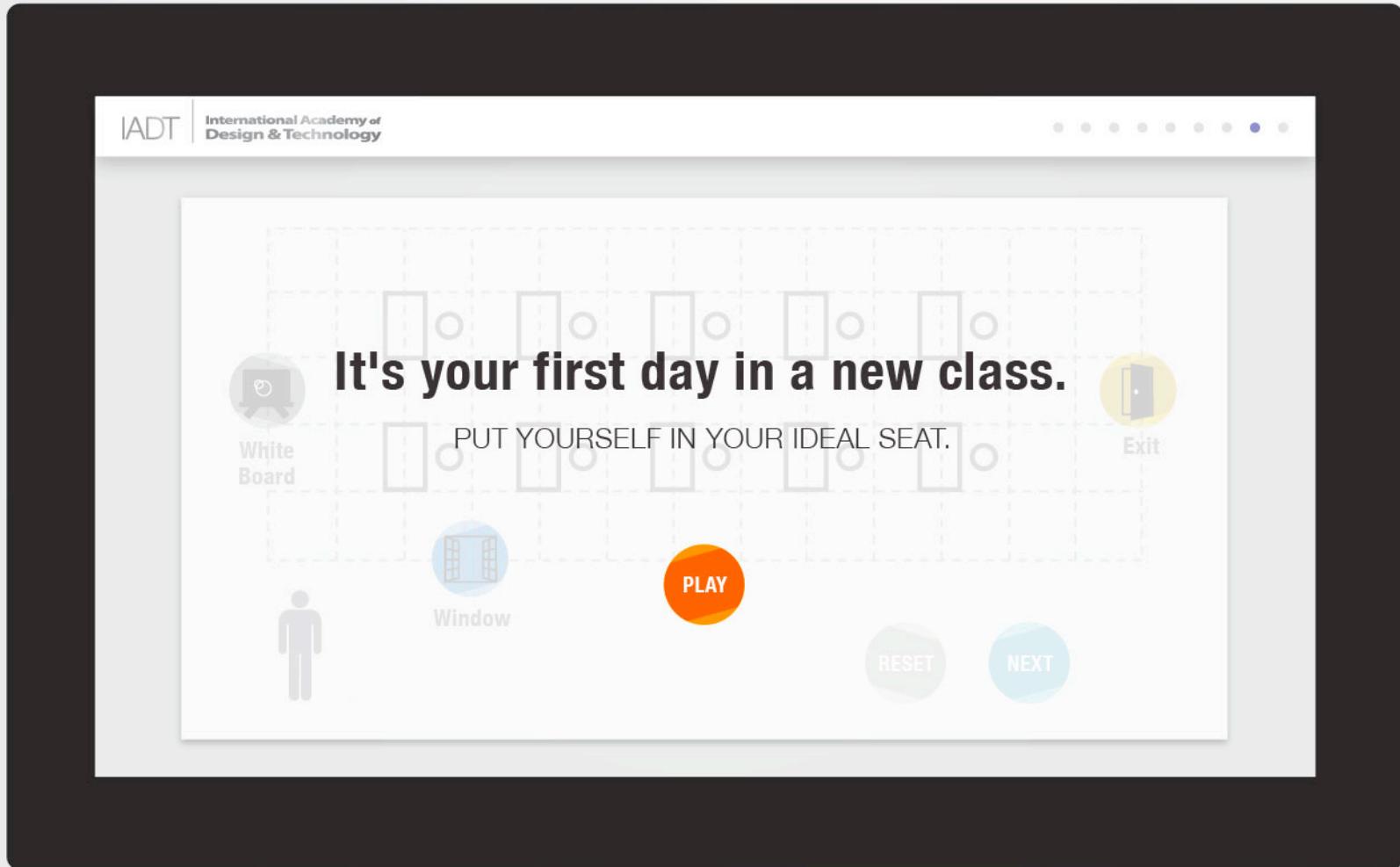
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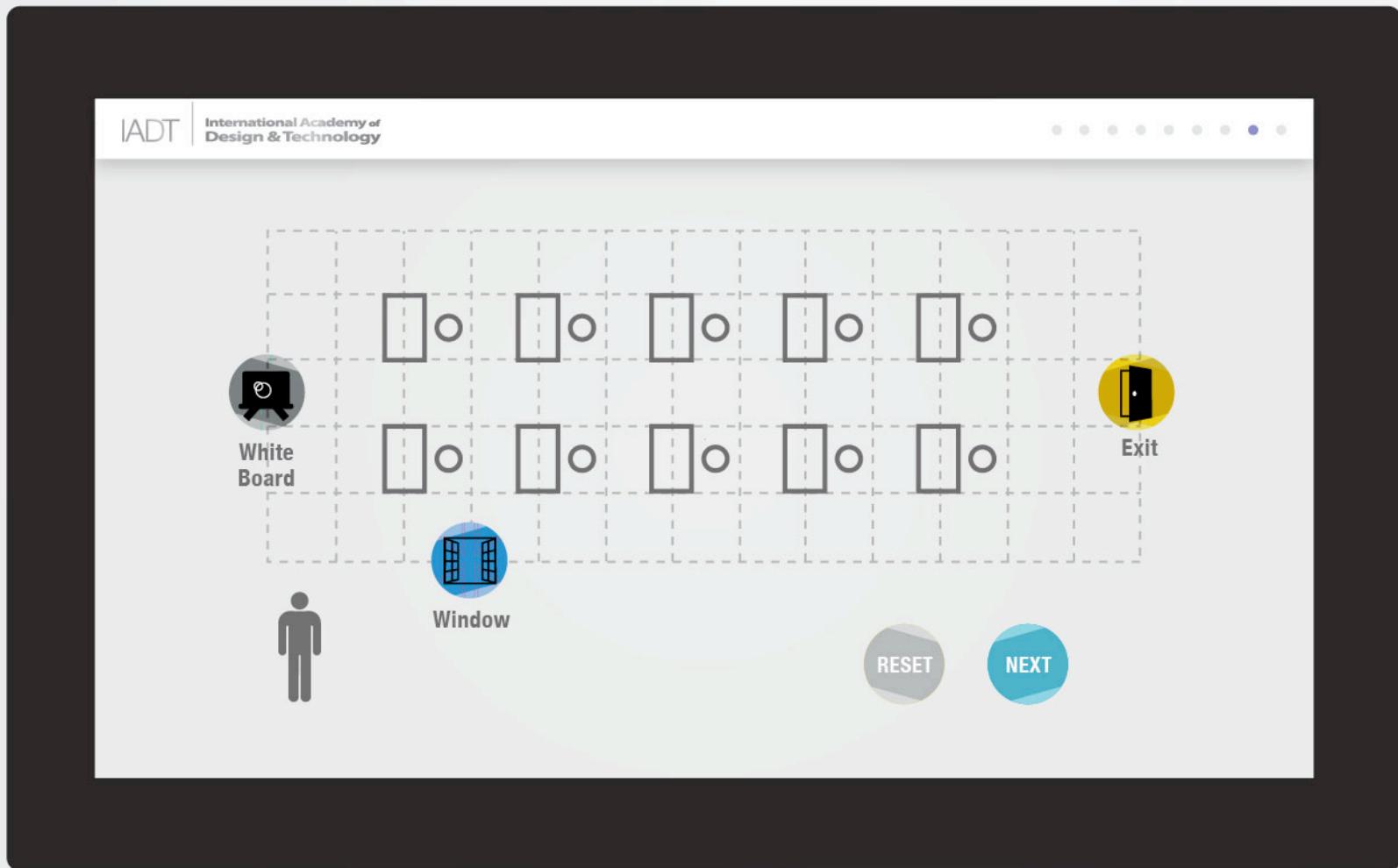
RESET

NEXT

Trait Axis



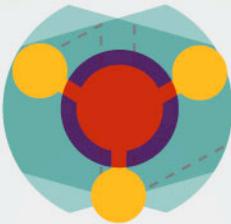




Results

IADT | International Academy of Design & Technology

...

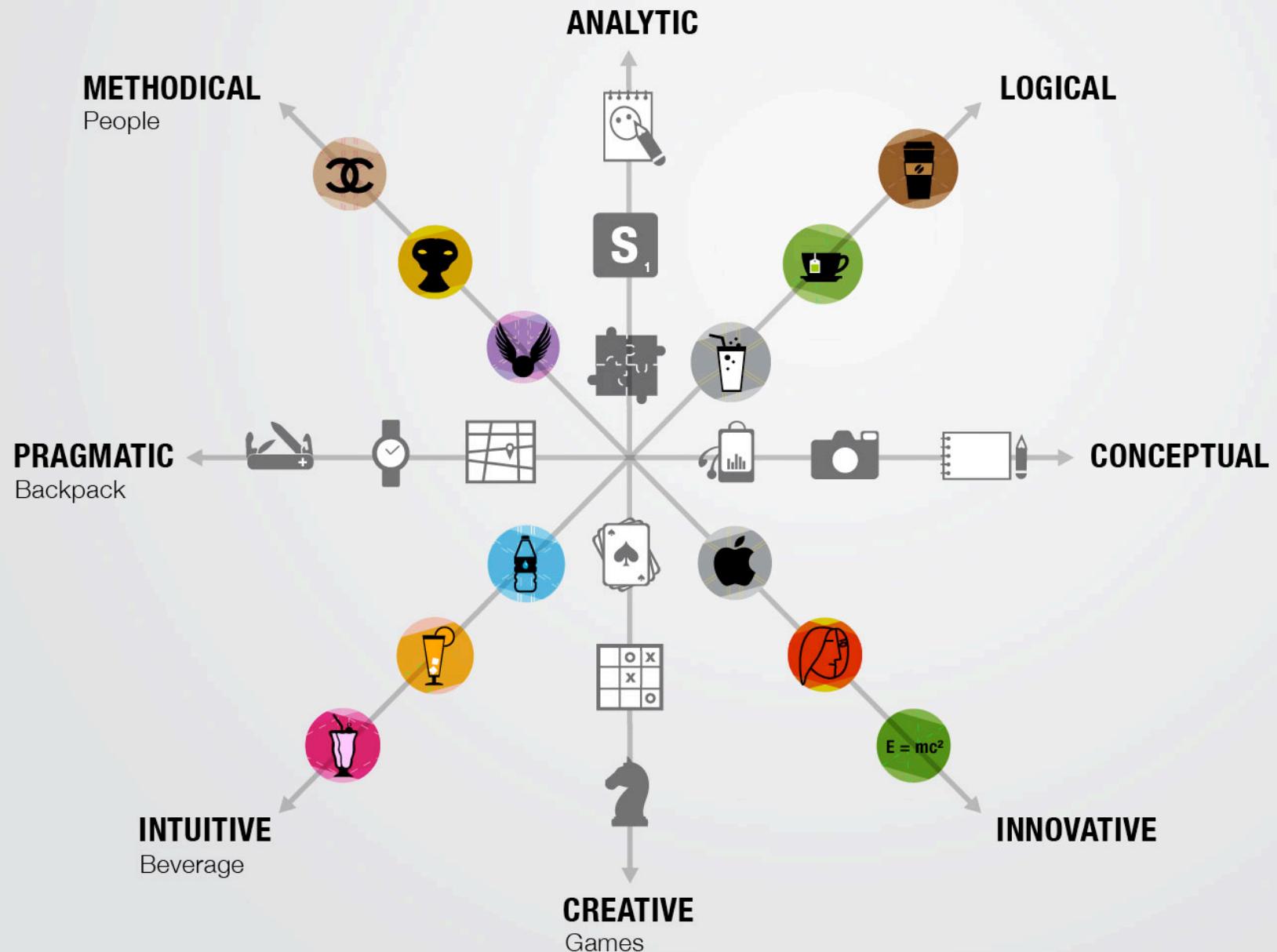


Congratulations!

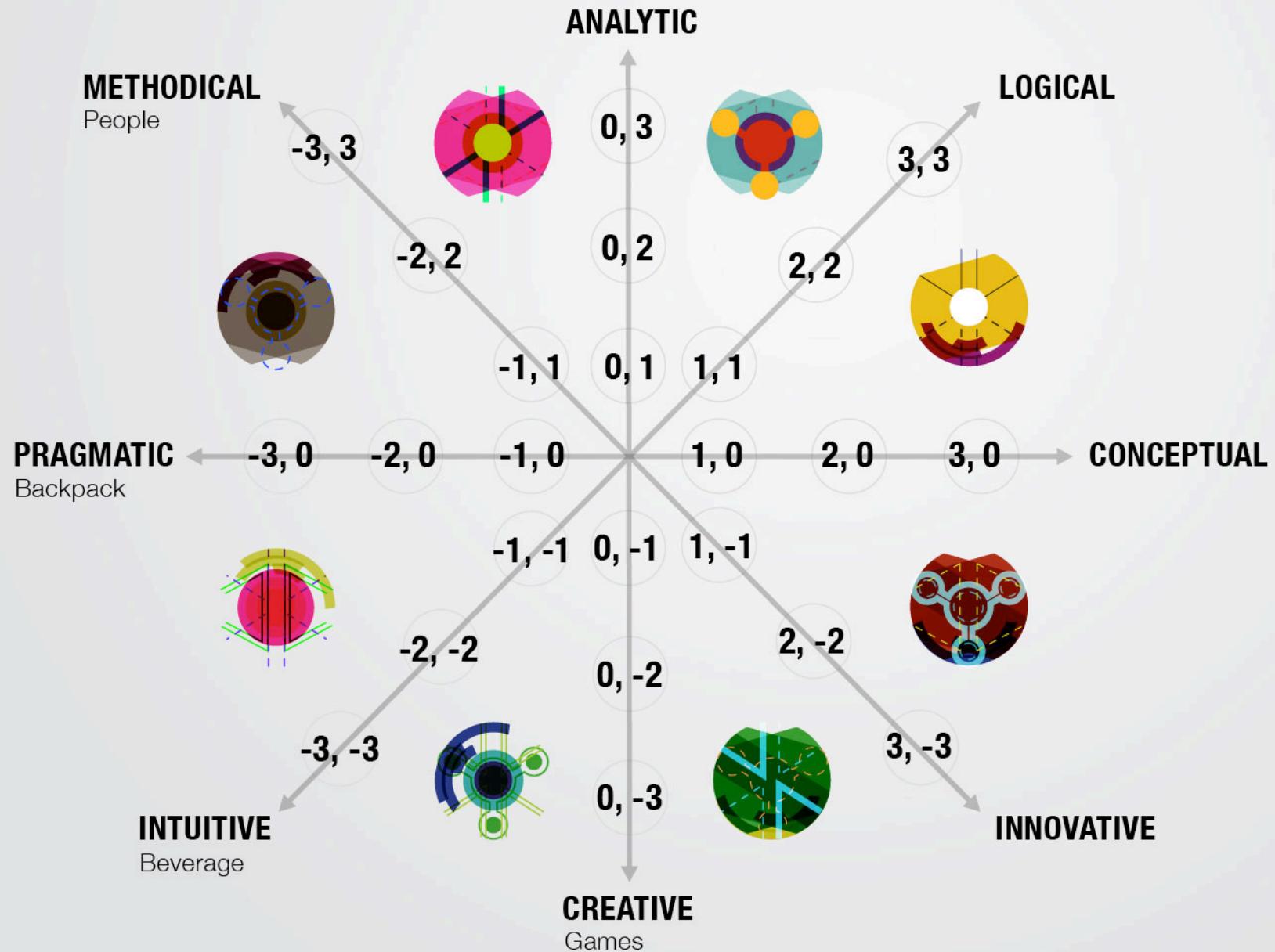
You're part of the New Breed. Here is your digital DNA. Your dominant traits are: **Analytic, Logical, Innovative & Pragmatic**. Please show your DNA to an IADT representative to learn about programs that match your talents and get a t-shirt with your unique symbol.

[f](#) [Twitter icon](#) [EXIT](#)

Trait Grid, with Related Games



Trait Grid, with Pre-Designed Symbols



Pre-Printed T-shirt Layout Option 1: Recommended



Pre-Printed T-shirt Layout Option 2



Video Reel Storyboard

For Main Screen Slideshow

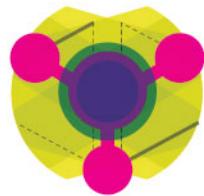
Video Reel Structure

Revised Based on Feedback

- 13 video cards, using simple transition animation, running on a loop
 - 3 app experience-related cards, using symbol imagery and app copy
 - 3 IADT cards, using symbol imagery and “New Breed” language
 - 7 campaign cards, using final print ads
- Created in iMovie
 - Ability to easily edit the reel to include other campaign ads, list of individual programs, student work examples, new messaging, etc.

Video Reel Storyboard: To Accompany Campaign Print Ads

Decode your digital DNA



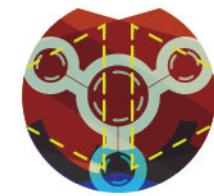
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Got designer genes?



IADT | International Academy of Design & Technology

Talent + Tech = The New Breed



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01



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The future of creativity starts here

www.iadt.edu



04

02



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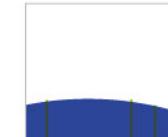
Programs for tomorrow's design + tech professional

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05

03



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Specialized skills, creative careers

www.iadt.edu

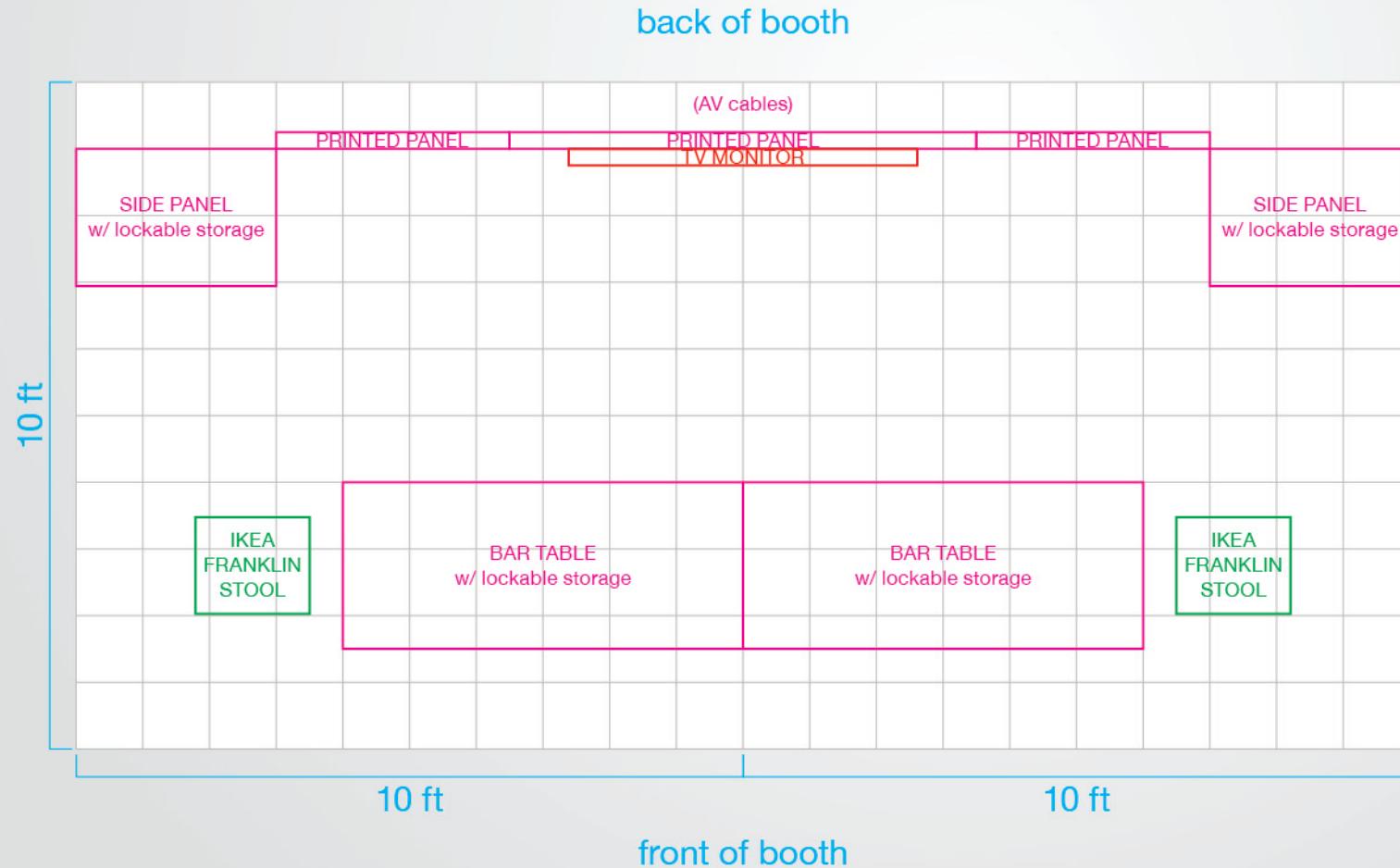


06

Booth Design and Structure

Refined

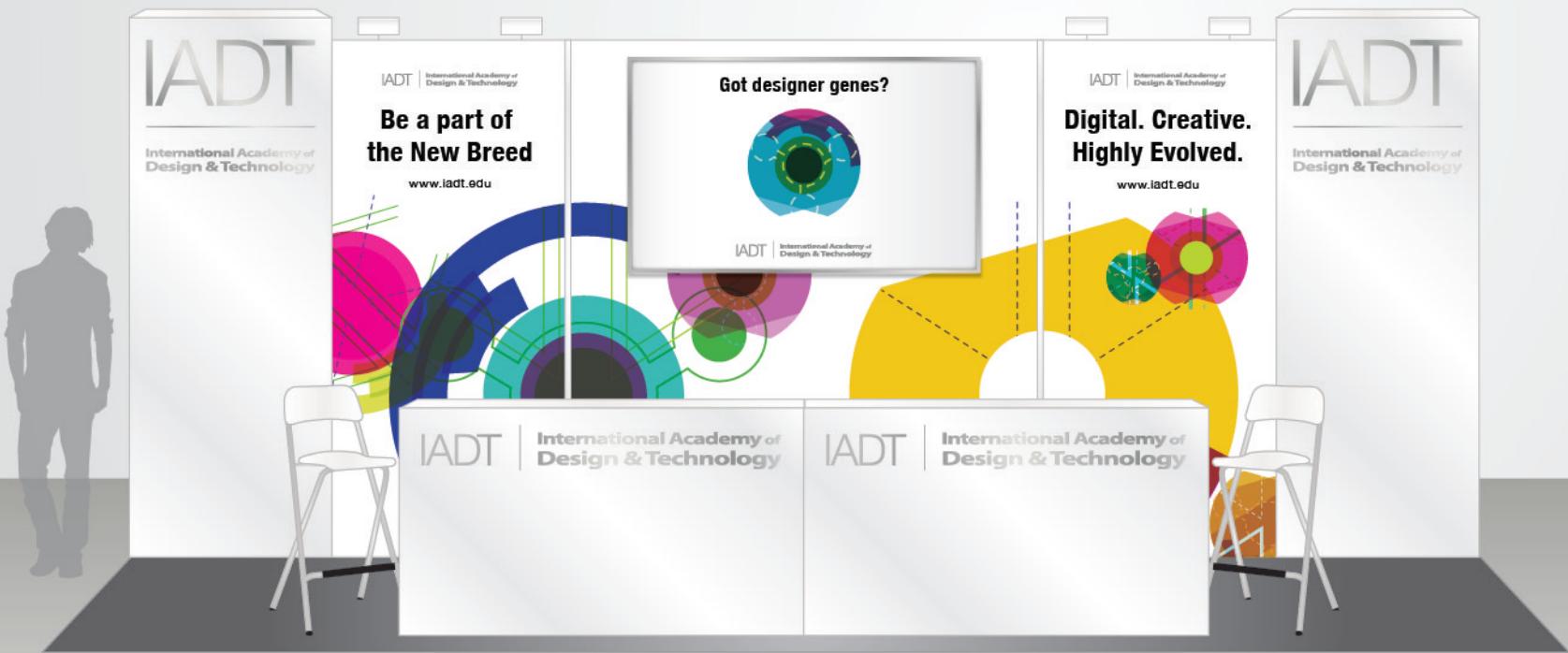
Full Booth Floor Plan



Full Booth (1/4)



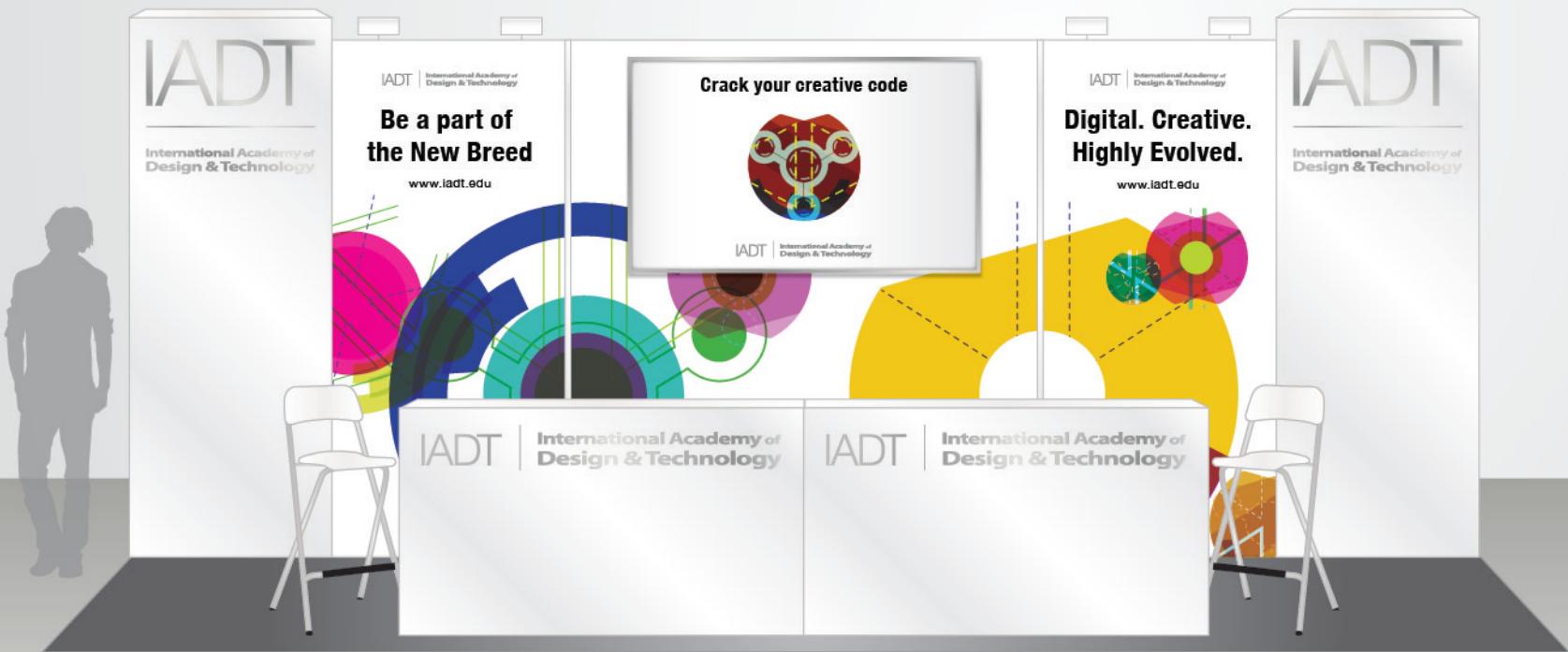
Full Booth (2/4)



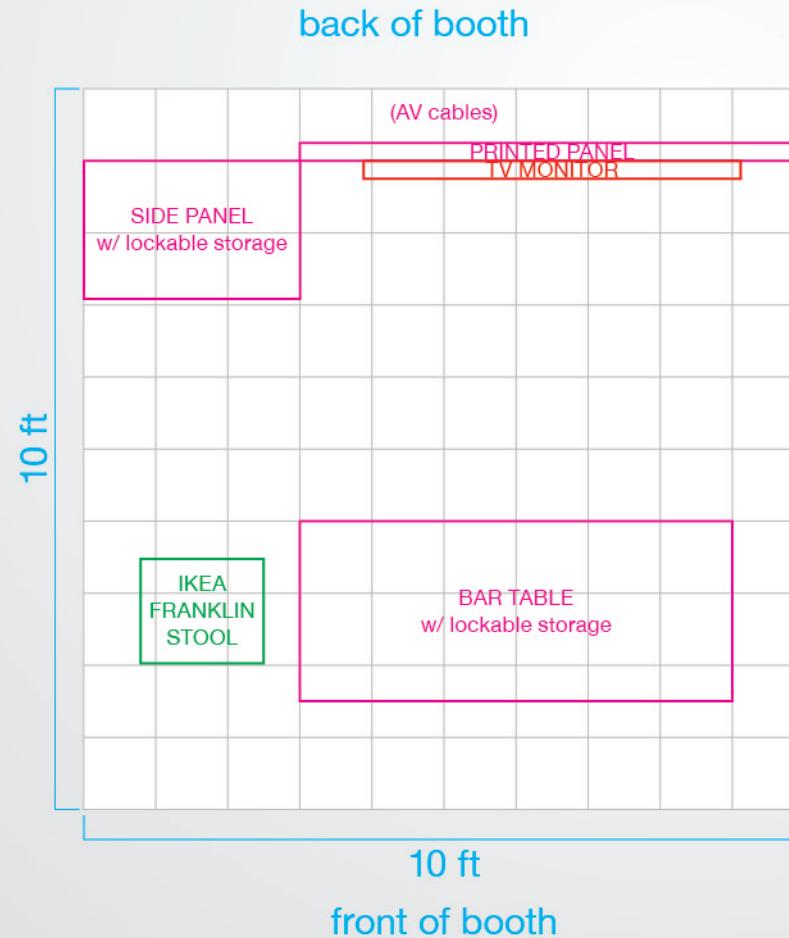
Full Booth (3/4)



Full Booth (4/4)



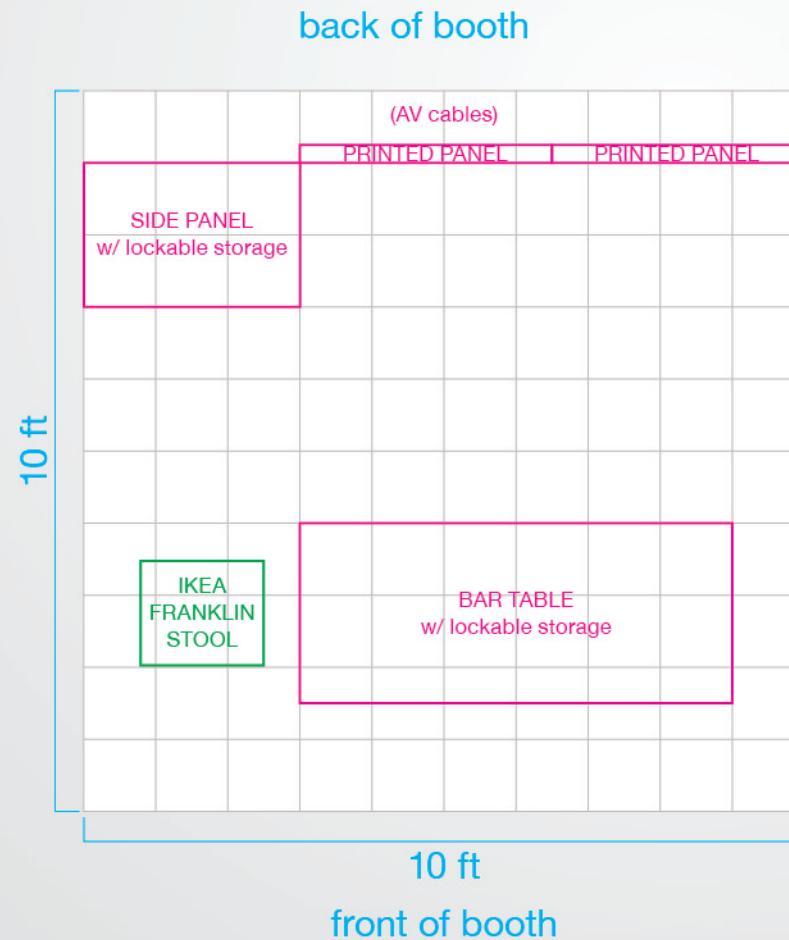
Half Booth 1 Floor Plan



Half Booth 1



Half Booth 2 Floor Plan



Half Booth 2



Thank You