



Digital Poster Design Project

Highway to Hell-vetica

Formerly known as Bronx team



Highway to Hell-vetica

Aivo Kivi

Art Director/Designer

Laura McCracken

User Research Lead

Harika Kasireddy

UX Content Strategy

Andrew Rears

Visual Designer



Summary

The problem

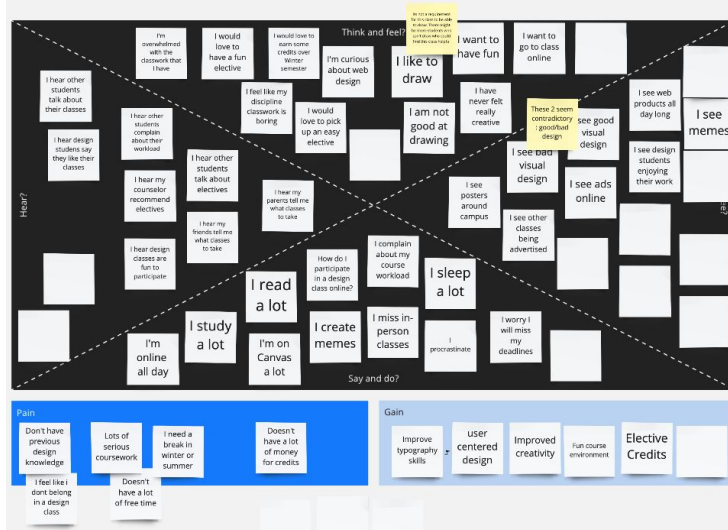
Rutgers MBS non-UXD students are not aware or are hesitant to explore other elective courses.

- Lack of design skills
- Lower expectations
- Are willing to learn and to explore

The solution

Discover, research and design engaging visual solutions to create interest for non-UXD students and other practitioners. Visuals to include posters and other digital media deliverables

Primary Demographic: Internal to MBS/Rutgers
Curious learners who are studying topics other than UXD, yet are open to its influence on the academic/career journeys.



Secondary Demographic: External to MBS
Curious learners who are open to the impact a user-centric, design-forward mindset can have on their current or future career choice(s).



UX Strategy



Primary Target Audience: Internal to MBS/Rutgers non-UXD

"I hear user centered design is important"
"I feel like I don't belong in a design class"
"I want to take a fun elective"
"I want to take online classes"

Pains:

- Managing heavy course load
- Design Insecure

Gains:

- Complete Elective Credits
- Learn about user centered design
- Improved creativity skills
- Improve typography skills

Secondary Target Audience: External to MBS

"I hear user centered design is important"
"I want to improve my creative skills"
"Where can I learn about these things?"
"I want to take online classes"

Pains:

- Busy, limited time/money
- Design Insecure

Gains:

- Improve business products/satisfaction
- Increase product revenue
- Learn about user centered design
- Improved creativity skills
- Improve typography skills

Content Strategy

Inspiration/ Message For Poster:



Tools Used to Collaborate and Create:





LEARN THE SECRETS
OF ICONIC VISUAL
DESIGN

SPOTIFY, ENVELOPE, TWITTER, TARGET, APPLE, ADIDAS, AMAZON, OLYMPICS, WINDOWS, NIKE, MITSUBISHI, LOTUS, MESSENGER, GEAR, WINDOWS, ANDROID, INFINITY, RECYCLE, CIRCLE, G, INSTAGRAM, BLUETOOTH, PHONE

**VISUAL DESIGN FOR
USER EXPERIENCE**

16:137:533

Quality & Reliability Engineering Computer & Information Sciences Actuarial and Statistical Analysis
Analytics **Discovery Informatics & Data Sciences** Applied Computing Cybersecurity Geospatial
Information Systems & Technology Industrial Mathematics Information Technology Social Media &
Networking Statistics & Biostatistics User Experience Design **UX/UI** Life Sciences **Biotechnology**
Genomics Chemistry **Drug Discovery & Development** Food Science Global Agriculture Geo-
Technology and Innovation Horticulture & Turfgrass Science **Personal Care Science** Sustainability
Urban Environmental Analysis Engineering Biomedical Engineering Chemical & Biochemical
Engineering Electrical & Computer Engineering **Engineering Management** Pharmaceutical Engineering
Quality & Reliability Engineering Computer & Information Sciences Actuarial and Statistical Analysis
Analytics Discovery Informatics & Data Sciences Applied Computing Cybersecurity Geospatial
Information Systems & Technology **Industrial Mathematics** Information Technology Social Media &
Statistics & Biostatistics User Experience Design **UX/UI** Life Sciences Biotechnology & Genomics
Drug Discovery & Development Food Science **Global Agriculture** Global Food Technology & Innovation
Horticulture & Turfgrass Science Personal Care Science Sustainability Urban Environmental
Analysis Engineering Biomedical Engineering Chemical & Biochemical Engineering Electrical & Computer
Engineering Engineering Management Pharmaceutical Engineering Quality & Reliability Engineering

YES YOU CAN

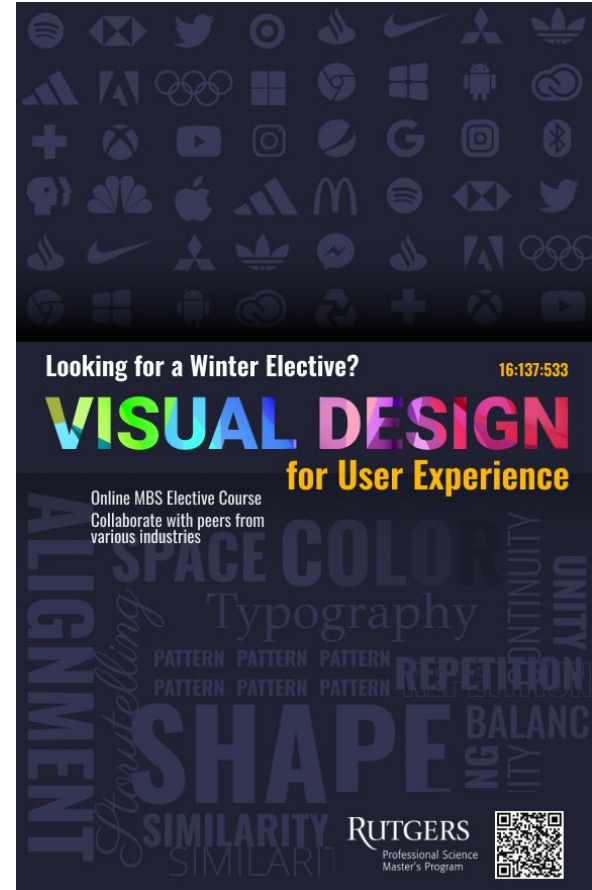
RUTGERS
Professional Service
Program

Visual Design for User Experience
mbs.rutgers.edu/visual-design-user-experience
Winter Session by David Ogundiré
16137:533

GRAPHIC COMMUNICATION
Typography
PATTERN PATTERN PATTERN
PATTERN PATTERN PATTERN
REpetition
BALANCE
UNITY

Solution: Print Poster

- Uses one of our prototypes as a base and incorporates elements from others
- Merges the word cloud philosophy with the high contest logo concept on the top half
- Use of many different colors in the course name to draw the viewers eyes to it
- 3 distinct spaces
- Course elements in the bottom space, seen if the user is curious and takes a closer look at the poster
- QR code on the print poster, for viewers to scan with their phones



Solution: Digital Ad(s)

- Social media campaign deliverables
- Used in outreach campaigns
- Higher possibility to reach audience than printed version
- Rutgers MBS LinkedIn, Facebook and Twitter feeds

LinkedIn Story >



Rutgers' Activity

All activity

Articles

Posts

Documents

Rutgers Professional Science Master's Program celebrates this



David Ogunrinde • 1st
Principal | Creative Director at INKROOTS
White Plains, NY

Are you curious about learning the best practices of design and fundamentals? Join other curious minds at this winter elective online course! More details at Rutgers MBS website: <https://mbs.rutgers.edu/visual-design-user-experience>



Rutgers Professional Science Master's Program and 271 others

124 comments



Like



Comment



Share

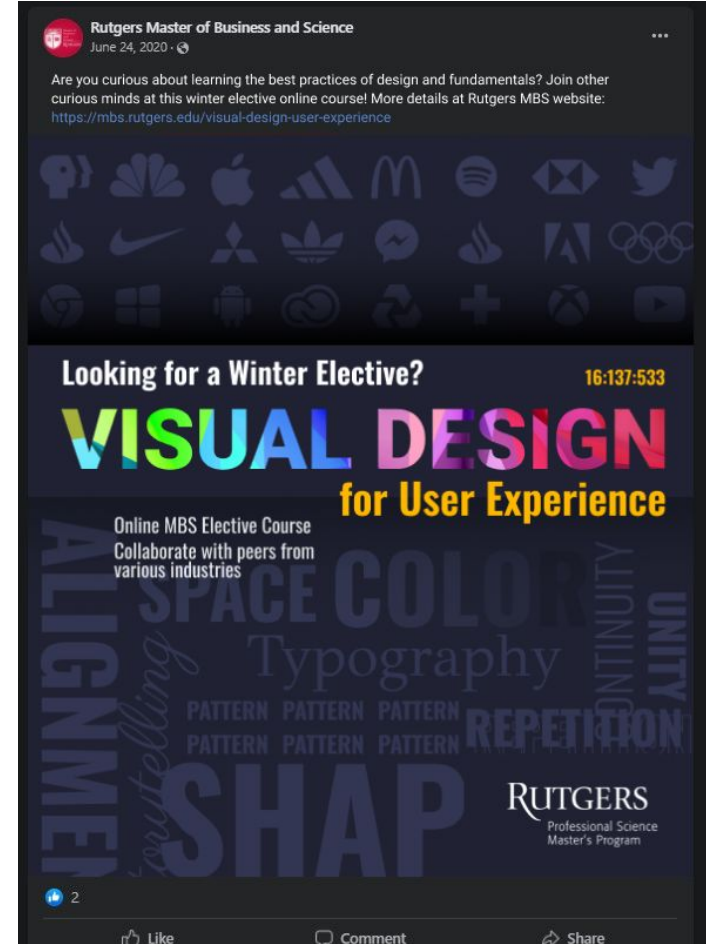


Send

Facebook post >

Solution: Digital Ad(s)

Twitter feed >



Questions?

← Rutgers MBS
2,377 Tweets

Follow

1 2 11

Rutgers MBS @Rutgers_PSM · Jan 11

Are you curious about learning the best practices of design and fundamentals? Join other curious minds at this winter elective online course! More details at Rutgers MBS website: <https://mbs.rutgers.edu/visual-design-user-experience>

Looking for a Winter Elective? 16:137:533

VISUAL DESIGN
for User Experience

RUTGERS
Professional Science
Master's Program

Online MBS Elective Course
Collaborate with peers from
various industries

2 4

Rutgers Master of Business and Science
June 24, 2020 ·

Are you curious about learning the best practices of design and fundamentals? Join other curious minds at this winter elective online course! More details at Rutgers MBS website: <https://mbs.rutgers.edu/visual-design-user-experience>

Looking for a Winter Elective? 16:137:533

VISUAL DESIGN
for User Experience

Online MBS Elective Course
Collaborate with peers from
various industries

ALIGNMENT
SPACE
COLOR
Typography
PATTERN
REpetition
SHAPE
RUTGERS
Professional Science
Master's Program

2

Like Comment Share

Looking for a Winter Elective? 16:137:533

VISUAL DESIGN
for User Experience

Online MBS Elective Course
Collaborate with peers from
various industries

ALIGNMENT
SPACE
COLOR
Typography
PATTERN
REpetition
SHAPE
RUTGERS
Professional Science
Master's Program

2

Like Comment Share



Appendix

Empathy Maps:

https://miro.com/app/board/uXjVOXSJAOU=

Ideation Board:

https://miro.com/app/board/uXjVOXRrrNM=