

Market Analysis Research

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Client:

RISD (Rhode Island School of Design)



What is your market?

Students that want a degree in art and design, continuing higher education specifically in Art and design

Who is your user?

Bachelor's Degree, Undergrad, Master's degree

Higher education (22 years old and up)

Who are your competitors?

The logo for Pratt, featuring the word "Pratt" in a bold, yellow, sans-serif font.The logo for The New School Parsons, featuring the words "THE NEW SCHOOL" in black, uppercase, sans-serif font, followed by a horizontal line and the word "PARSONS" in a larger, bold, red, uppercase, sans-serif font.The logo for RIT, featuring the letters "RIT" in a large, orange, serif font, followed by a vertical line and the words "Rochester Institute of Technology" in a smaller, black, sans-serif font.

Parsons New School



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THE UNIVERSITY THAT REIMAGINES THE FUTURE



Identifying Bias In Tech With Morgan Boals '23

Parsons New School Color Palette

#191919 - Black
#E42A1D - Red
#FFFFFF- White
#767676 - Gray



Parsons New School

Typeface (names, sizes, hierarchy)

Helvetica Neue

Neue Display

H1

Size: 70px, 73px

H2

Size: 20px, 22px, 35px

Body

Size: 10px, 13px, 14px, 15px

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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List all the media types used (images, videos, audio, interactive embedded assets).

PHOTO, IMAGES, VIDEOS, INTERACTIVE, no audio

Identify their primary functions of their product

Create positive change and address issues in our time through art,
to provide real world experience to get ready for a professional career.

SVA (School of Visual Arts)

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School of Visual Arts



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SVA

Color Palette

#4d4d4d - Black

#e61f00 - Red

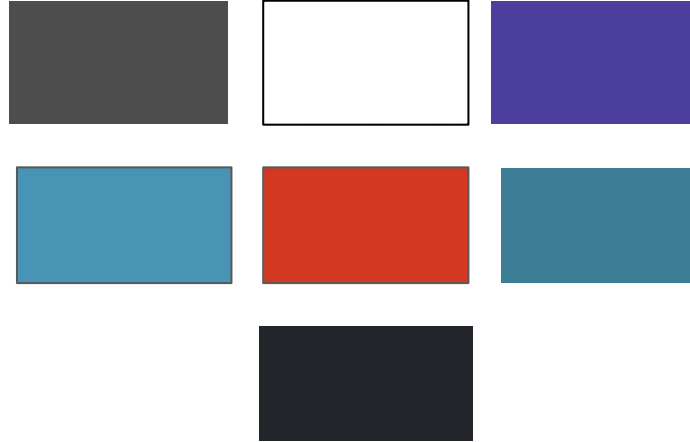
#FFFFFF- White

#1e7f99 - Blue Green

#1E96B8 - Blue

#4e3ea4 - Deep Indigo

#212529 - Black Pearl



SVA (School of Visual Arts)

Typeface (names, sizes, hierarchy)

Ringside ExtraWide Bold

Size: 38px, 64px, 48px, 42px, 36px

Ringside Regular

Size: 24px, 14px, 15px, 16px

SentinelSSm Bold

Size: 41px,

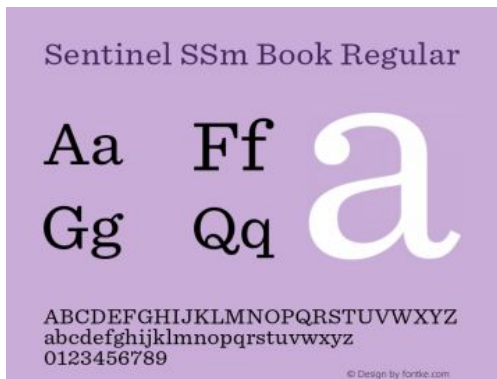
SentinelSSm Regular

Size: 20px, 17px

SentinelSSm Light

Size: 35px, 20px

Ringside Extra Wide Bold



- List all the media types used (images, videos, audio, interactive embedded assets).

Images, video, interactive embedded asset, carousel, audio

- Identify their primary functions of their product

Innovation and social responsibility, citizenship, diversity and inclusion,
freedom of expression, professionalism and integrity