

RISD- (Rhode Island School of Design)

Both a college and a museum located in Rhode Island

What is the Market?

- Art education
- Creative education

What is the User?

- Students interested in any kind of art education, people interested in higher education in the visual arts

Paul Santos

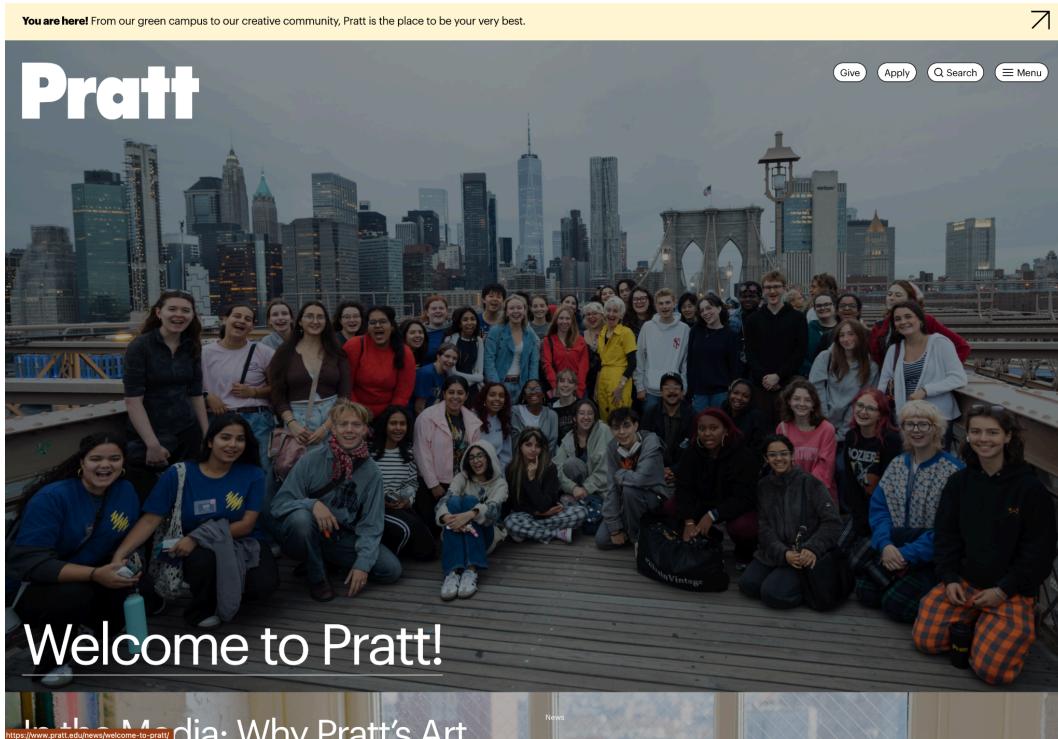


- Lives in Rhode Island
- Male
- Age 18
- High school senior who has taken previous art classes
- Interested in graphic design
- His goal is to get into one of the best art schools without leaving his hometown for college.

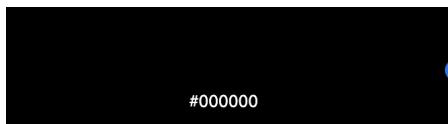
Competitors:



Pratt Institute



Color palette:



Font:

16px Graphic Sans-serif
45.49px Graphic, sans-serif

#000000



#FFFFFF

Media:

Hero images of campus, Brooklyn skyline, students in studios.

Documentation of student projects, artwork, installations, and exhibitions.

Lifestyle shots of community, campus life, and events.

Background video loops or feature reels (showing students working in studios, classes, critiques, or events).

Displays pictures of students in thumbnails.

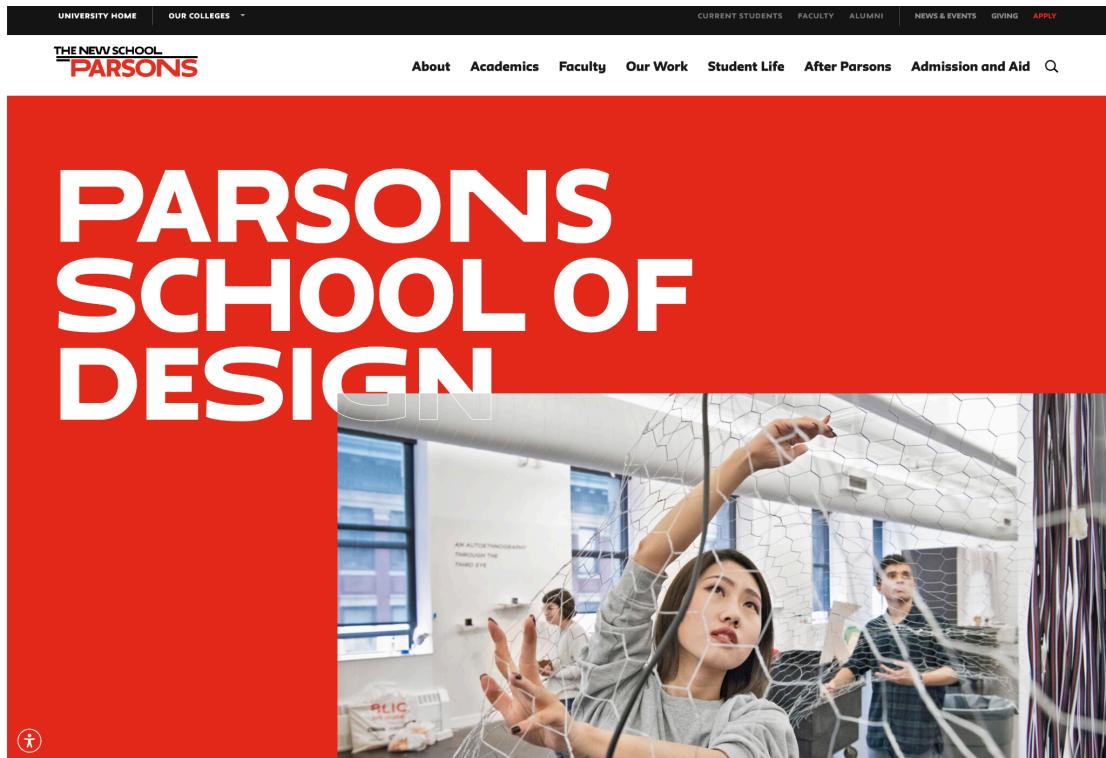
#F0E3B9

Functions

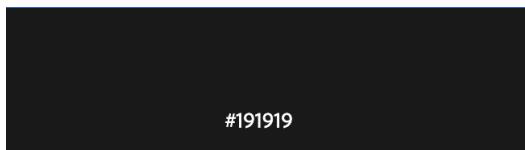
Attracts prospective students,

Showcase platform Displays student work, culture, and outcomes.

Parsons School of Design



Color Pallete:



#FFFFFF

Fonts:

113.36px neue-display-random, Helvetica
15px Helvetica Neue, Helvetica



Media:

Uses images and videos showcasing students engaging in the artistic world that is amplified through the school's experiences

Primary functions of the Product:

Showcases a platform to display student work, culture, and outcomes.
Information hub. Allow their art student to learn with NYC innovators

[ACADEMICS](#)[ADMISSIONS](#)[LIFE@SVA](#)[FACULTY](#)[ALUMNI](#)[ABOUT](#)[GET INFO](#)[APPLY](#)

School of Visual Arts

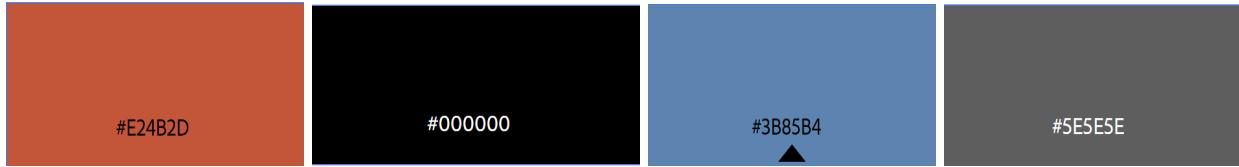
Accelerate Your Ingenuity

◀ LEARN MORE ▶

LEARN MORE APPLY

School of Visual Arts SVA

Color Parlette



Typography (typefaces & hierarchy)

Headline (e.g., “School of Visual Arts”): Bold Sans Serif, possibly Helvetica Neue / Arial Black style. Large font size (~36–48px in hero).

Subhead (“Accelerate Your Ingenuity”): Serif font (likely Georgia / Times New Roman for “Accelerate Your”), with a Sans Serif accent for “Ingenuity.” This creates contrast. Size 28–36px.

Buttons (“LEARN MORE”, “APPLY”): All-caps, bold sans serif, 14px.

Hierarchy: Hero headline (largest, bold).

Hero subhead (secondary size, serif + sans mix).

Media Types Used- Images: Hero photography of students working, art projects, campus spaces.

Video: Likely on homepage (scroll down, SVA usually features video reels).

Functions:

Recruitment tool Attracts prospective students, guiding them to “Learn More” or “Apply.”

Showcase platform Displays student work, culture, and outcomes.

Information hub Organizes Academics, Admissions, Life@SVA, Faculty, Alumni, About.