

OCT 2020 - DEC 2020

INTERNSHIP BRIEF



saeDESIGN



LIANA
MICHELLE
YOUNG

ART 293

INSTRUCTOR: CHRIS GARGIULO

HALEPUNA HOLIDAY CARD

A non-denominational holiday card for the Halepuna Hotel and Resort.



FRONT



INSIDE

Holiday Card needed to feel festive but also follow brand guidelines.

Design is of a morning glory flower of the Halepuna Resort.

I was provided a Style Guide for direction and brand assets.

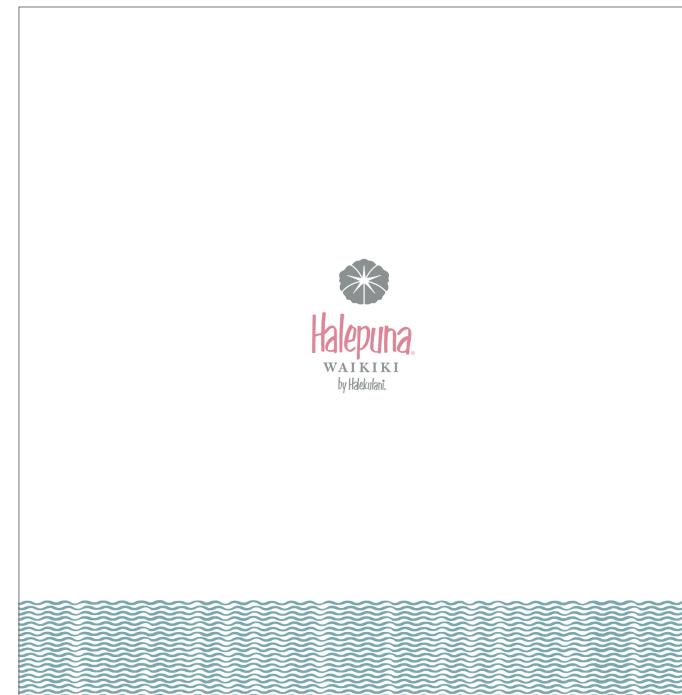
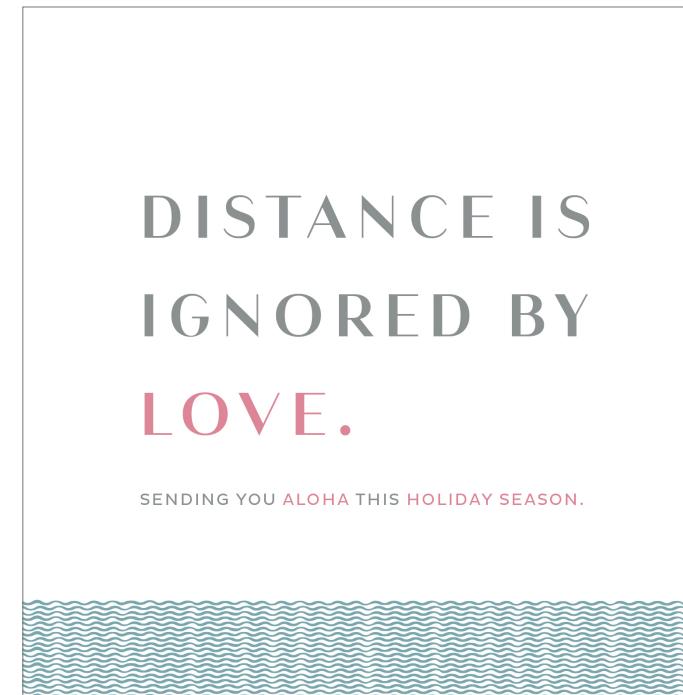
Exercise in copywriting, typography, and illustration.

Illustration took several rounds of feedback and refinement using variable stroke width, blend, and transparency.

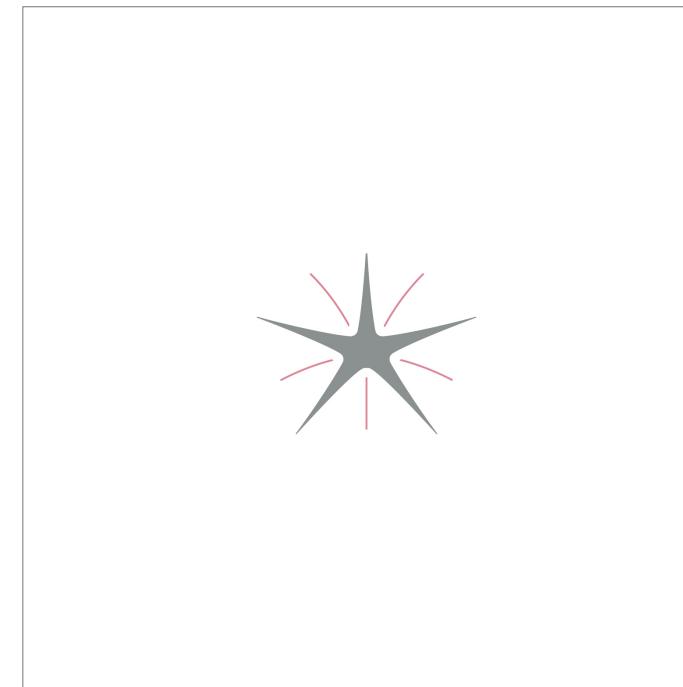
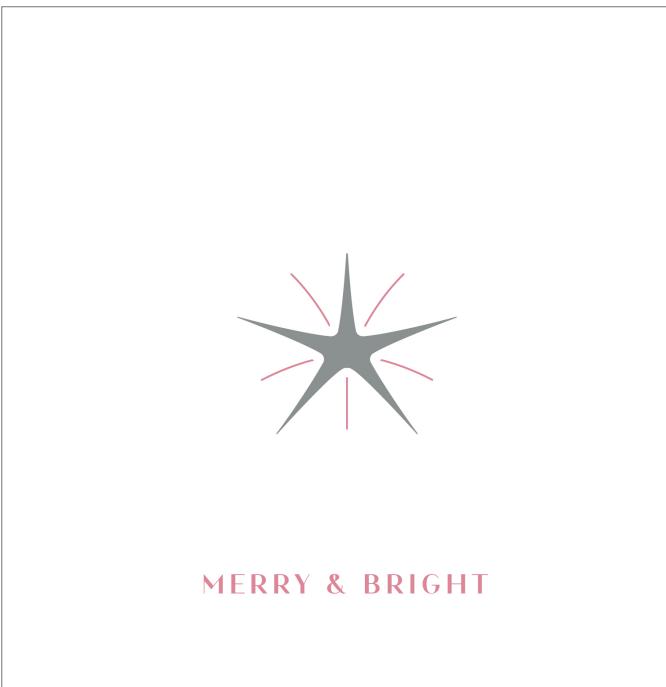
Final result features spot color printing and foil stamp.

6 Total Concepts Proposed.

NEXT TOP 2 CONTENDERS



CONCEPT #1
The phrase in hawaiian on the front is revealed on the inside cover. The phrase is a friendly phrase in response to the COVID 19 pandemic.

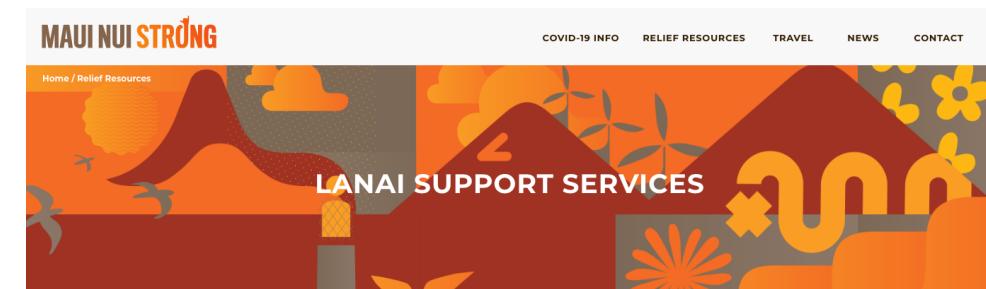


CONCEPT #2
Stars = Holiday Feelings.
Inside Morning Glory Logo = Star
Abstract Star + "Merry & Bright" =
"HEY, THAT SEEKS CHRISTMAS LIKE BUT WITHIN BRAND GUIDELINES!"

MAUI NUI STRONG WIREFRAMES

Maui Nui Strong Travel, Molokai, and Lanai subpages.

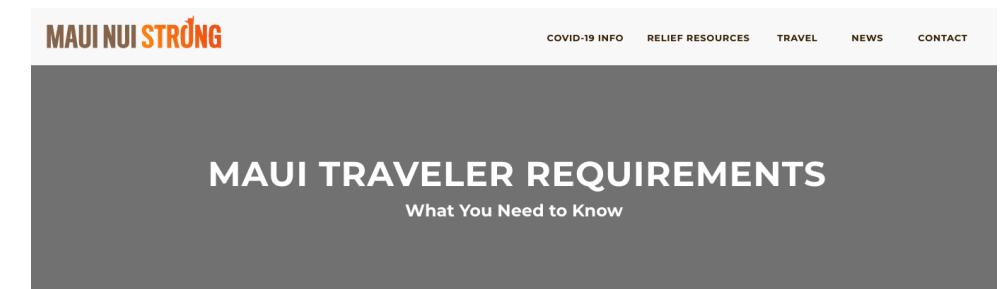
"HOLY SHIT, THERE'S A LOT OF STUFF ON ALL THESE PAGES."



CHALLENGE: Make sense of a long page by prioritizing information, adding navigational tools, and focusing on the user-journey.



Live for viewing at mauinuistrong.net



QUICK CONTACTS:

- County of Maui
- Hawaii State Department of Health
- CDC

COVID-19 QUICK LINKS:

- News
- Prevention
- Testing in Maui County

CONNECT

- facebook.com/mauinuistrong
- @mauinuistrong

MOLOKAI BUSINESSES OPEN

GROCERY STORES / MARKETS

Name	Address, Phone number	Hours
Ace Hardware: Atlas Building Supplies	10 Mohala St, Kaunakakai, HI 96748 Ph: (808) 553-5350	Mon-Fri: 7:30 am-5 pm Saturday: 8 am-3 pm Closed Sun
C. Pascua Store	109 Ala Malama Ave., Kaunakakai Ph: (808) 553-5350	Mon-Fri: 5:30 am-10 pm Sat-Sun: 6:30am-10pm Closed Sun
Da HotSpot Kaunakakai	65 Ala Malama St., Suite 2, Kaunakakai Ph: 808-553-8282	—
Friendly Market Center	90 Ala Malama Ave., Kaunakakai. Ph: 808-553-5595	—

MORE GROCERY STORES / MARKETS

HEALTH CARE

Name	Address, Phone number	Hours
Molokai Drugs	28 Kamoi St., #100, Kaunakakai Ph: 808-553-5790	Mon-Fri: 8:45am-5:45pm Saturday: 8-45am-2pm Closed Sun
Molokai Community Health Center	30 Oki Pl, Kaunakakai, HI 96748 Ph: (808) 553-5038	Mon-Fri: 7am-6pm Sat-Sun Closed

PUBLIC TRANSPORTATION

Name	Address, Phone number	Hours
MEO Bus Service	808-553-3216 CLICK HERE FOR THE LATEST BUS SCHEDULE	—

BANKS

MAUI TRAVELER REQUIREMENTS

Safe Travels System

Beginning September 1st, 2020. Beginning September 1, 2020, all travelers must complete the State of Hawaii's mandatory online Safe Travels Application before their trip.

APPLICATION

Traveling on The Lanai Ferry

Travelers taking the Expeditions Lanai Ferry will need to complete a paper mandatory travel form. Please complete this form, print it out and bring it with you to the harbor.

TRAVEL DECLARATION FORM

The Mandatory Travel Quarantine

The State of Hawaii has a mandatory 14-day quarantine and passenger verification process for all travelers to the state, including returning residents. Mandatory quarantines may also apply to travelers coming to Maui County from Oahu, Kauai County, or Hawaii Island.

Find a Place to Stay

Click below to see the list of approved hotels and motels for visitors subject to the 14-day Quarantine Requirement.

PLACES TO STAY

Travelers can expect to undergo a screening process upon arrival, including temperature checks and secondary screening if they have symptoms of COVID-19 or a temperature of 100.4°F or higher.

Limited Quarantine Exemption

Travelers may request a limited quarantine exemption for essential medical or essential work reasons.

Interisland Travelers Requests: MAUICOUNTY.GOV
Transpacific Traveler Requests: COVIDEXEMPTION@HAWAII.GOV

COVID-19 Testing

Pre-Travel Testing Program

Beginning Oct. 15, 2020. The Pre-Travel Testing Program gives travelers – including travelers to Maui County – the option of possibly avoiding the mandatory 14-day travel quarantine by producing a negative COVID-19 test no earlier than 72 hours prior to their arrival to Hawaii. For more information, visit [here](#).

UH MAUI COLLEGE

COMPARATIVE ANALYSIS

ABOUT PAGE WIREFRAMES

HERO LETTERING



About Pages

Hawai'i Pacific University

Features

Content

Student Success

Flinders University

Features

Content

Facts and Figures

Social / Community impact...

Northwestern University

Content

University of Sydney

Features

Content

The University of Wisconsin-Ma...

Features

Content

Flinders University

<https://www.flinders.edu.au/about>



For over 50 years, Flinders has been a centre of inspiring achievement: from our pioneering research and excellence in teaching to the positive impact we have in the communities we serve.

Innovation leads to innovation. But innovation is more than just a buzzword at Flinders.

It extends from our founding Vice-Chancellor Peter Kamel's enthusiasm to experiment and experiment bravely through to the creative, trailblazing work of our staff, students and alumni.

As we enter an era of disruptive change and remarkable technological innovation, Flinders is well prepared for this unpredictable, exciting future.

Our strong network of external links keeps our work dynamic, enabling us to connect across barriers to create enterprising solutions for the future, to make a difference by changing lives and, ultimately, the world.



[Download our corporate brochure](#)



Governance

Strategy

Contact us

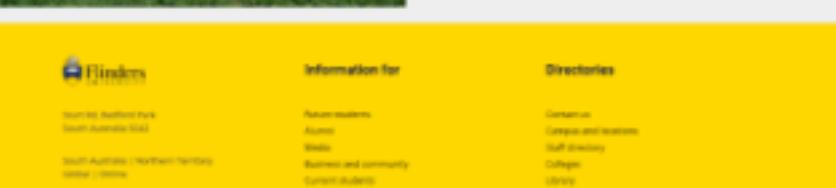
Our mission is to change lives and change the world.

Our agenda for 2023 is to make a difference. Whether you want to discuss your study options with us, you want to connect with us or you have a question, contact us.

[Read more](#)

[Read more](#)

[Find out here](#)



Flinders

South Australian
Health and Medical
Research Institute

South Australia Northern Territory
Centre

Information for

Human resources
Access
Media
Business and community
Current students
Staff

Directories

Community
Campus and facilities
Staff directory
College
Library
Contact us and feedback

COMPARATIVE ANALYSIS

Investigated 5 different school website.

Searched for model About, Staff/Faculty, and For Parents pages.

Compared Key Features and Content.





ABOUT UHMC

An Overview

situated on one of the most beautiful islands in the world, the University of Hawai'i Maui College is an accredited college that offers three bachelor of applied science degrees, a wide variety of associate degrees and certificates, as well as distance learning degrees through its UH Center on campus. UHMC is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools & College.

With small class sizes, a low student to faculty ratio, math labs and career counseling, UHMC students enjoy personalized, individual attention and the support they need to be successful in school and their future careers.

Mission

The University of Hawai'i Maui College inspires students to develop knowledge and skills in pursuit of academic, career, and personal goals in a supportive educational environment that emphasizes community engagement, life long learning, sustainable living, Native Hawaiian culture, and global understanding.

Vision

UH Maui College: We will prepare students to respond to emerging challenges in their lives, communities, and the world through compassion, leadership, problem-solving, and innovation.



Success Stories

Meet the "Top Chef" favorite and UHMC alumni, Chef Sheldon Simeon.

[SUCCESS STORIES](#)

Facts & Figures

uis porta, sapien in posuere rhoncus, mi leo dignissim tortor, tellus lacus quis nulla.

Awards & Accolades

Phasellus sem erat, vehicula in aliquet quis, efficitur eu nibh.

[OUR ACHIEVEMENTS](#)

Our Core Values

ALOHA

Affection, compassion, sympathy, kindness, grace; to show kindness, mercy, charity.

PONO

Goodness, morality, excellence, prosperity, duty; righteous, right, virtuous, correct.

Student Life

Your College experience is so much more than just a degree.

[GO TO STUDENT LIFE](#)

MĀLAMA

To take care of, tend, care for, preserve, protect, support, agreed, in unity.

LŌKAHI

Unity, accord, unison, harmony; agreed, in unity.

Facilities

Quisque eu interdum arcu, id consectetur risus.

[SEE FACILITIES](#)

Institutional Learning Outcomes

To qualify for graduation, students demonstrate the following abilities at a level of rigor appropriate for their degree:

- Apply essential skills and knowledge of a technical or academic field to perform tasks, address challenges, and solve problems
- Address social, environmental, or economic issues through work that exemplifies effective interaction in real-world situations
- Apply creativity and analytical thinking to convey ideas, address challenges, and seek solutions to problems
- Find, evaluate, and share information effectively and responsibly
- Solve problems utilizing mathematical models, methods, and effective quantitative reasoning
- Write and speak effectively to convey ideas that meet the needs of specific audiences and purposes
- Integrate multiple perspectives and a broad context of understanding to interpret problems, issues, and artifacts

The UHMC Difference

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec condimentum at sapien vel tincidunt. Morbi nec rutrum lacus, a vehicula urna.

[WHY GO TO UHMC?](#)

History



University of Hawai'i Maui College is the largest neighbor island college in the University of Hawai'i system, and serves the educational needs of residents of the three islands that comprise Maui County: Molokai, Lanai, and Maui.

The College is an outgrowth of the Maui Vocational School established in 1931. In 1958 the Department of Public Instruction authorized the name change to Maui Technical School, denoting an upgrade of vocational education to a technical level. In 1964, the Hawai'i State Legislature enacted the Community College Act establishing a statewide community college system under the University of Hawai'i. Maui Technical School was incorporated into this system on July 1, 1965, and transferred from jurisdiction of the Department of Education to the University of Hawai'i.

facility in 2001, Maui College opened its television and audio studios, digital media and electronic and computer engineering technology labs, and seven interactive TV classrooms.

In 1966, the Board of Regents of the University of Hawai'i authorized the College to confer the Associate in Arts and the Associate in Science degrees and approved the name change to Maui Community College.

Fall 2003, Maui College opened its culinary arts facility and began its Maui Oral Health Center in Kahului. Since 1995 five new classroom and

#ALL-ABOARD-THE-
STRUGGLE-BUS

ABOUT PAGE WIREFRAMES

CHALLENGES: Sorting through LOTS of information in big blocks. Breaking big walls of text. Trying to add navigational elements sprinkled throughout page.

UPGRADE yourself! ▷▷▷



It's never too late to **BUILD A BETTER FUTURE** ➡ ➡ ➡ **NEW OPPORTUNITIES** YOU & MAUI COLLEGE

ONE DEGREE FORWARD ➤

PIVOT INVEST IN YOURSELF *get it* **DO**



POTENTIAL NE

CHANGE HAPPENS HERE! COLLEGE IS possible **REFOCUS**



HERO LETTERING

CHALLENGES: Matching visual style from previous campaigns. Doing lettering when I'm not a letter. Dealing with large image-traces.

HALE MAKUA HOLIDAY CARD

A very Christmas-ey Card for Hale Makua Health Services.



HALE MAKUA HEALTH SERVICES

COMPASSION COMMITMENT COMMUNITY



CONCEPT #1

Santa wearing a mask is a COVID Holiday concept. Hale Makua logo is integrated on mask and in snowflake background.

CONCEPT #2

The phrase makes the card a COVID friendly holiday card. Hands from the Hale Makua logo form a christmas tree enclosed in a snowglobe. The snowglobe contextually represents safety, distancing, and health. The tree and star represents cherished memories to be made despite the pandemic.

"GEESH, HOW MANY HOLIDAY CARDS CAN I PULL OFF?"

MAUI HEALTH SYSTEM HOLIDAY CARD

Another non-denominational holiday card
sticking closer to brand guidelines.

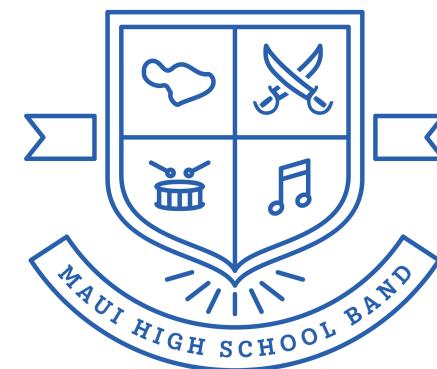
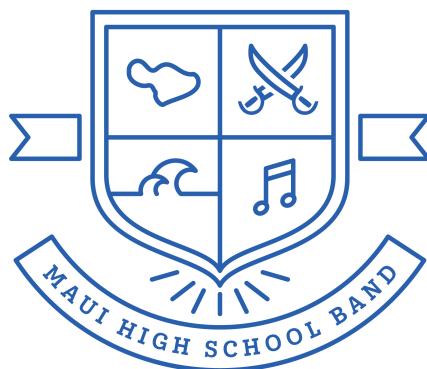
"I HAVE DISCOVERED MY CURRENT CAPACITY FOR HOLIDAY CARD DESIGN."

I did concepts for a holiday card, then passed it on to someone else for further exploration and refinements. By this time, I was struggling for original non-denominational holiday imagery. Pictured on the right is one of the concepts I designed created from the Maui Health System logo.



MAUI HIGH SCHOOL BAND LOGO CONCEPTS

Concepts for a new MHS Band Logo that encompasses the whole program, not just marching band.



KEY TAKEAWAYS

How to work in a team that operates remotely.

How to work 20+ hrs/week while balancing school work.

How to breakthrough creative block.

How to follow Brand / Style Guides.

How to send a file off to print-production.

Illustration / Sketching / Lettering



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MICHELLE
YOUNG

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