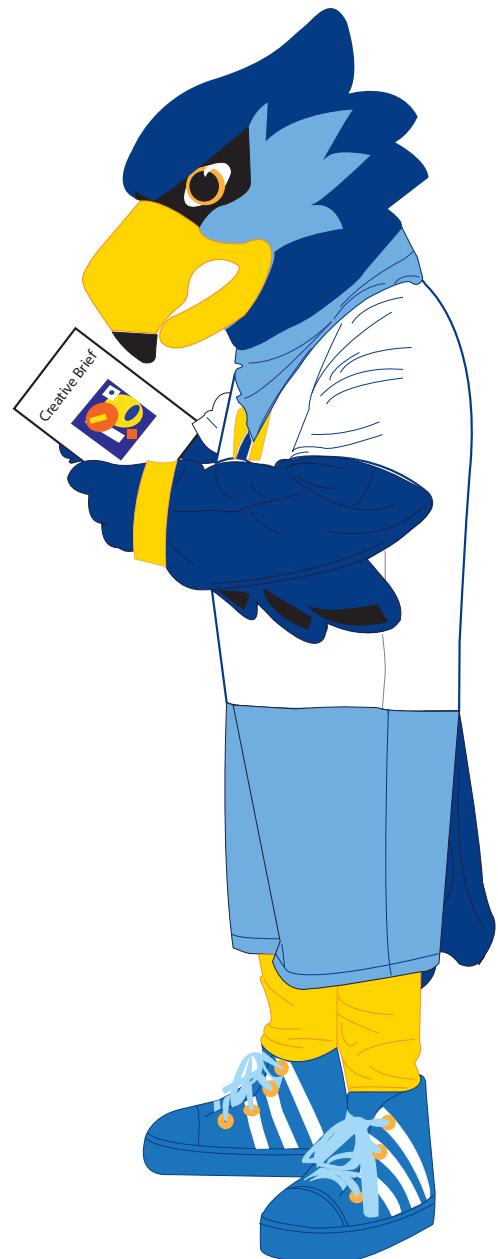


NOVEMBER 2, 2024

**SEMINOLE STATE COMMUNITY COLLEGE  
DIGITAL MEDIA PROGRAM - PRINT ROOM**

# **CREATIVE BRIEF**



**Prepared by Linda Heisterman  
CREATIVE CONSULTANT**

## OVERVIEW

For the digital media department laboratory, we want to create a mural as a visual statement that speaks to the students, faculty, and all who will encounter this space. This mural shall be an inspirational piece that evokes a sense of imagination, artistry, collaboration and community. Bringing together creative ideas and people.

Today's digital media and graphic design market is competitive, and forward thinking, pushing designers and artists to "think outside the box" and develop creative solutions while embracing ever-changing technology and trends. Today's designer must be creative, collaborative, strategic, technical and adaptable.

The school positions itself as a forward-thinking, skill focused and collaborative environment that fosters innovative creativity and adaptability among its students. The goal of this environment is to provide the skillset needed to be successful in the current market as well as the ability to be adaptable to future industry trends and standards as they emerge.

## OBJECTIVE/PURPOSE

The main objective of the mural is to serve as an inspiration piece that sparks creativity, collaboration, and community. The mural should allow the viewer to see themselves as part of a community of creators that are motivated by belief in themselves and those with which they collaborate as well as belief in their skills and training. The mural should reflect the school culture and the department culture and goals. The mural should have a meaningful impact for the viewer in a student-centered learning environment. The use of bold and colorful patterns will help create a vibrant and immersive atmosphere. Bold typography will help bring forth clarity and inclusivity.

## TARGET AUDIENCE

The primary audience is a diverse group of students, faculty, and visitors who will interact with the lab. The mural should embody design elements taught in the program and inspire students to view design as a way to engage their audience meaningfully and with inclusivity. The mural should also align with academic goals and assist in unleashing student potential. It should speak to students, the aspiring creatives within the digital media department, as well as digital media faculty, professionals and those that enter the digital media laboratory and encourage all who enter the space to feel welcomed, inspired, and connected.

**Demographics:**

The target audience for this mural should include, young creative professionals, primarily balanced gender, culturally diverse group in the 18-40 year age range. This group is largely urban, diverse, working in or training to work in a creative field/industry, and are of low to mid-range income brackets. Many receive financial aid and balance work with family and student life. These students are pursuing certifications, associates degrees, and some will be transferring to a four-year college.

**Psychographics:**

This target audience appreciates authenticity, artistry, inclusivity, and they tend to support projects and businesses that have these same values. They also value meaningful experiences. They have practical career goals and often are aiming to seek a pathway to a stable and well-paying job. This audience will perceive a mural as an enriching feature to a shared creative space but may overlook the feature if it does not speak to their values. The mural should draw this target audience in by encouraging reflection, inspiration, and a sense of ownership or responsibility for the space they are inhabiting (lab). The mural should help identify the community and its culture while also staying on brand for the college.

**Target Audience - Key Words:**

Meaningful, Innovative, Community, Practical, Creative, Inclusive, Authentic, Brand Alignment

**Target Audience References:**

[Seminole State College of Florida Diversity & Student Demographics](#)

[Seminole State College - Student Population and Demographics](#)

[Seminole State College of Florida Diversity: Racial Demographics & Other Stats](#)

[Statistics - Seminole State College](#)

## MAIN MESSAGE

This mural is a vibrant representation of the digital media community at Seminole State College. It symbolizes community, inspiration, diversity, inclusivity, and a shared purpose.

## REASONS TO BELIEVE

**Community:** The mural is a visual reminder that we are a community of creatives that support, inspire, and encourage one another. Each person has a place and a purpose here.

**Inclusivity:** The mural reflects the diverse target audience. Everyone is represented and valued.

**Positive Impact on Shared Space:** This mural will make the shared lab space inviting, inspirational, and enjoyable.

**Department Pride:** The mural engages with individuals and contributes to the department and college culture, fostering pride in the program and Seminole State University.

**Increased Foot Traffic:** A mural will draw people into the space, increasing foot traffic and activities within the lab.

**Reflection and Inspiration:** The mural will serve as a tool of reflection, motivation and inspiration. It will encourage the audience to reflect on their surroundings and be inspired and motivated within the space. This space will be viewed and remembered as a space where creativity comes to life and is embraced.

### REASONS TO BELIEVE REFERENCES:

<https://opticosdesign.com/blog/the-power-of-public-art-murals/>

<https://www.artdictionmagazine.com/how-murals-and-public-art-benefit-communities/>

<https://muralform.com/educational/psychology-murals/>

## MANDATORY ELEMENTS

### PSYCHOLOGICAL CONSIDERATIONS

#### Colors:

Colors shall reflect Seminole State College school colors with the addition of bold colors, possibly a deep teal for a modern touch along with coral for vibrancy and warmth, white for some negative space, with splashes of warm purple or emerald green in moderation to bring balance, diversity, and inclusivity. This would create an atmosphere that is warm, lively, modern, inspiring, and diverse - an excellent mix for a creative space.

**Topography:**

Layered or dimensional typography using words that support the objective of the mural should be considered. This will add depth and convey values. Words to consider are "Inspire", "Collaborate", "Create", "Community", "Diversity", and "Purpose"

**Shapes, Symbols, Elements:**

Physical design elements should relate to the department, the school, the digital media culture and community , as well as the intended use of the space. Elements can be abstract or literal.

## PSYCHOLOGICAL CONSIDERATIONS

The use of **color psychology** will evoke a sense of calm, trust, openness, community, and creativity.

**Blue** - The school's blue colors evoke calmness, stability, and trust, which can help those who enter feel welcomed and valued.

**Yellow** - The school's yellow color evokes warmth, happiness, and optimism. This color adds energy to the room and will help spark a sense of creativity and vibrancy.

**Burnt Orange** - The school's burnt orange color is a warm, earthy color that blends the energy of red with the stability of brown - the result is a hue that is both invigorating and grounded. Orange evokes energy, strength, warmth, nostalgia, and endurance.

**Purple** - An accent color of purple provides a sense of creativity, mystery, and imagination. This encourages innovative thought. This accent color combines blue's calming attributed and red's energy and warmth. This helps create a balanced environment.

**Emerald Green** - An accent color of emerald green will create a sense of grounding, growth, renewal, and energy. This can help promote fresh ideas, learning, and growth. Emerald green partners with blue to bring a sense of calm and stability, which can help reduce stress.

**Teal** - An accent color of teal will assist in promoting creativity and clarity. It combines the effects of blue and green (see colors above) and can invite an environment where modern and fresh ideas flourish. This color also adds a touch of modern vibe to the space.

**Coral** - An accent color of coral (a blend of pink and orange) will bring a sense of energy and enthusiasm to the space. A motivational and modern color, Coral can spark inspiration and help

make the space feel alive. It is a welcoming, playful and creative color than can inspire bold and new experimentation in design.

**White** - An accent color of white is a unifying color that can bring balance, negative space to key areas, and enhance other colors in the mural. White can help bring clarity and focus and allows bolder colors to stand out and shine. This color adds a polish and professionalism to the mural. White also represents a blank canvas that promotes new ideas and creative freedom. This color will make the space feel brighter and more spacious, which can be uplifting to the environment.

## SOCIAL CONSIDERATIONS

Seminole State College's brand personality is student-centered with the goal of building an inclusive community that encourages growth, support, and career readiness. The college's brand voice emphasizes being friendly, welcoming, and supportive via clear communication. The tone is approachable and inviting, aligning with its mission to create a nurturing atmosphere where students feel supported and valued. This fosters a sense of belonging and pride among students, faculty, and the surrounding community, creating an overall positive campus culture.

The Digital Media Lab mural should reflect the college brand, voice, and tone, making the students feel welcomed, valued, included, and creative when entering the room.

## REFERENCES:

<https://www.verywellmind.com/color-psychology-2795824>

<https://www.colormatters.com/>

<https://www.colorpsychology.org/>

<https://pixcap.com/blog/psychology-of-shapes>

<https://www.seminolestate.edu/guidelines/web-writing/tone-voice>

<https://www.seminolestate.edu/media/crm/SSC-Brand-Guide.pdf>

## SCHEDULE - ACTION ITEMS & DEADLINES

Action Item	Description	Completion Deadline
<b>Initial Design Concepts</b>	Sketches and brainstorming. Capture the values of the target audience as well as the culture of the program and the college.	11/05/24
<b>Design Concepts Internal Review and Approval</b>	Review and revise concept until final internal approval is obtained.	11/27/24
<b>Final Design Layout</b>	A complete, full-color, finalized digital mock up of the mural including all details, dimensions, and specs.	12/09/24
<b>Client Presentation</b>	Submit final (internally approved) design layout to client for review and approval.	12/12/14
<b>Client Approval for Production</b>	Final design approval (signed off by client) to move forward with production.	12/30/24
<b>Print Ready Files and Materials</b>	A complete and finalized, high resolution file with all required specs and notes for production.	01/08/25
<b>Production</b>	Production of the mural.	01/20/25
<b>Review of Production</b>	Review production to ensure it meets design concepts, specs, quality standards, and installation requirements.	01/23/25
<b>Installation</b>	Installation of the mural.	02/03/24
<b>Review of Installation</b>	Review installation and address any adjustments or issues.	02/07/25

## PRODUCTION NOTES

Consider the use of high quality paint or vinyl suited for indoor use and will hold up to daily traffic while also maintaining vibrant color. The mural shall be tailored to the dimensions of the print room space that is designated for mural application with goal of creating a warm, inviting, immersive, and creative space.

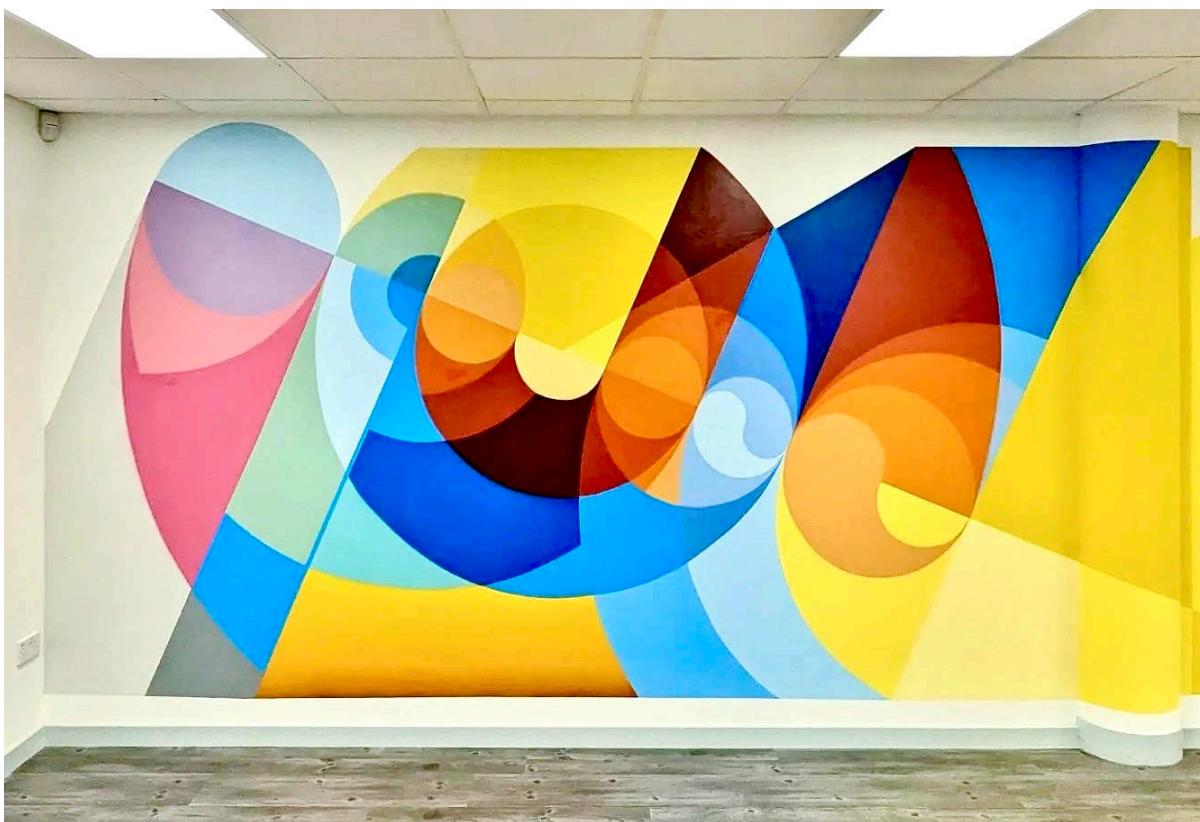
## EXAMPLES

### EXAMPLE 1

Shane O'malley is an artist whose artistry focuses on public murals and studio paintings that explore themes of perception and selfhood through color, form and symbols.

**Website:** <https://shaneomalleyart.com/>

**Appeal:** Bold, vibrant colors. Welcoming, modern, energetic vibe. Can incorporate typography, college logo and possibly mascot within the or subtly nuanced behind the geometric shapes.



## EXAMPLE 2

"The Garden of Imagination" - Inspired by the Art Works Now (AWN) tagline "Create the world you imagine" University of Maryland art students, in collaboration with AWN staff, designed this mural to celebrate the power of art and imagination to illustrate what draws us together as a community.

**Website:** <https://arch.umd.edu/events/garden-imagination-mural-celebration>

**Appeal:** Bold, warm, inviting colors. Scene evokes a journey, growth, new beginnings, community. Collaboration is represented via nature and the garden.



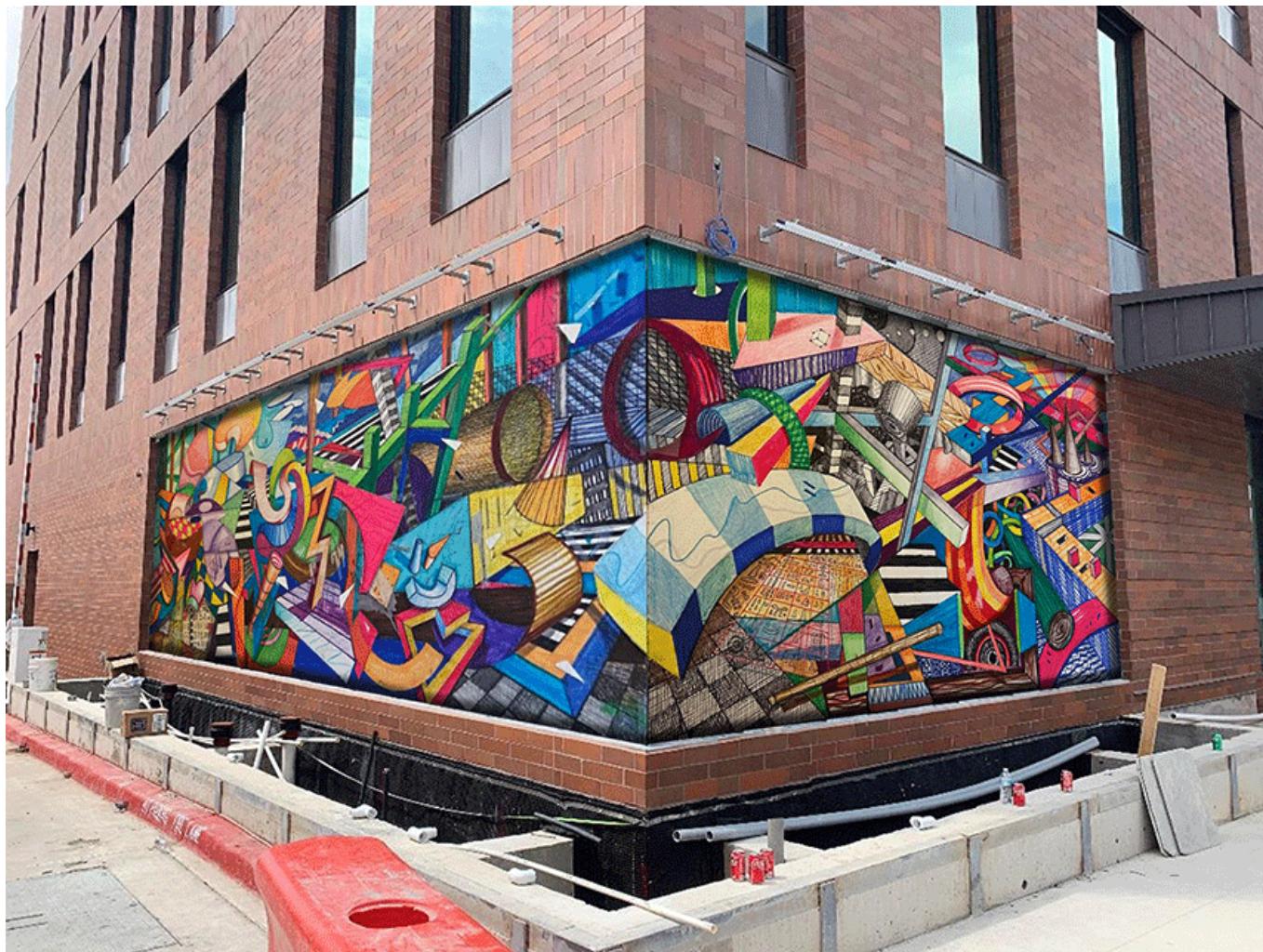
### EXAMPLE 3

University of Texas at San Antonio (UTSA) commissioned an alumnus to create a mural for San Pedro I, home of the university's National Security Collaboration Center and the new School of Data Science. UTSA's goal was to create cultural connections to the buildings and spaces. The murals are an access point to artwork for UTSA students and the community. Bold art was chosen to enrich.

#### Website:

<https://www.utsa.edu/today/2023/07/story/mark-hogensen-mural-installation-at-SPI.html>

**Appeal:** Bold, vibrant colors, cultural elements, and regional references. It is a modern format that blends traditional cultural elements that connects with a younger urban audience as well as the community and its history and culture.



## EXAMPLE 4

Mural at Baker College Residence, located at Rice University. Students were given opportunity to meet with the artist, Daniel Anguilu, to discuss ideas and suggestions. Daniel then transformed the wall from a badly-lit outdoor hallway into a colorful, welcoming space. The mural is now a hip spot for selfies and gatherings on campus, and also highlights the university's involvement in the art world as well as the Houston community.

**Website:** <https://latinocartographies.com/en/album/209/368>

**Appeal:** Bold, vibrant colors that are welcoming and draw the viewer into the scene and the room. Reach of the mural to include the ceiling and light fixture. Collaboration with the student body on what they wanted to see.

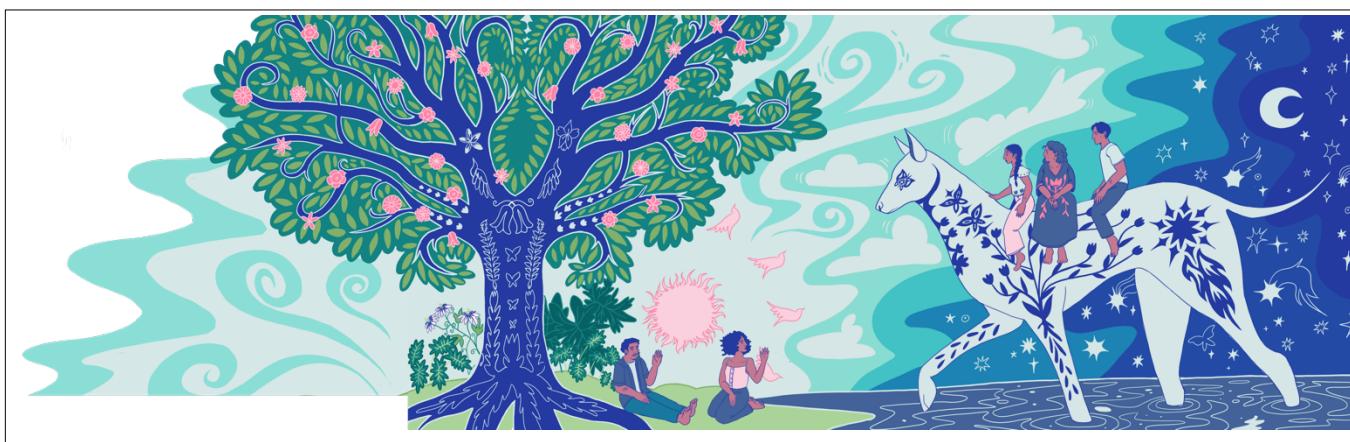


## EXAMPLE 5

North Seattle College supports an annual community mural through their art department. This mural was created for the Opportunity Center, where the college connects with the community. The art connects with the Latin heritage and includes symbols, colors, and a theme that is meaningful to the culture.

**Website:** <https://northseattle.edu/programs/art-and-art-history/community-mural-2023>

**Appeal:** Culturally significant to the audience which promotes a connection and sense of ownership to the mural. A more subdued, calm, color palette that is welcoming. Use of white space.



Grace Gonzalez Latine Mural

## RESEARCH

Research was conducted via online search of murals created by art schools, colleges, and the professional art community.

Findings indicated that the most successful murals were created with the local culture and community in mind. This method created a sense of mural ownership for the community as they could connect with it on a deeper level.

Colleges with similar target audiences opted to include the audience in the mural concept process. This resulted in the use of bold colors and geometric shapes or urban art styles along with cultural and regional references in the mural design.

## RESEARCH REFERENCES

- <https://shaneomalleyart.com/>
- <https://arch.umd.edu/events/garden-imagination-mural-celebration>
- <https://www.utsa.edu/today/2023/07/story/mark-hogensen-mural-installation-at-SPI.html>
- <https://latinocartographies.com/en/album/209/368>
- <https://northseattle.edu/programs/art-and-art-history/community-mural-2023>

## DESIGN SPECIFICATIONS

This mural will be used in the digital media print lab. Typeface, primary colors are to follow school brand guidelines, which can be found at the following link:

<https://www.seminolestate.edu/media/crm/SSC-Brand-Guide.pdf>

### TYPEFACE

Typeface should follow the school brand. The official typeface families for Seminole State College's Brand are Chalet Comprime, Chalet, and Helvetica. These typefaces are part of the Seminole State College identity and are used in print communications.

### COLORS

School colors of dark blue, gold, cyan, burnt orange, and light blue are to be incorporated into the mural (reference school brand guide link above for specific color information). Accent colors, such as dark teal, emerald green, coral, purple, and white are to be selected and approved by the client and creative team shall complete the color palette.

### IMAGERY

The school logo and mascot should be considered for incorporation into the mural to promote cohesiveness with school brand. This can be incorporated into the design subtly with the use of opacity (as a perceived subtle background element faded into a bolder abstract design) or as a bold element with a greater hierarchy in the design. Consider geometric shapes, graphic and digital media icon elements, as well as regional target audience cultural elements when brainstorming the design concept.

## TARGET AUDIENCE PERSONA

The target audience persona was developed by analyzing the demographics, psychographics, and various attributes of students at Seminole State College, along with key characteristics of the broader target audience. This persona encapsulates an average representation derived from the aggregated data, providing a comprehensive overview of the typical student profile.

### MEET SKYLAR MARTINEZ

Skylar Martinez is a passionate and driven Digital Media student at Seminole State College.

With a love of visual interaction, social media, and a curiosity about emerging digital trends, Skylar balances coursework with real-world creative projects. Skylar is also employed part time while enrolled at Seminole State College. Skylar represents the innovative, diverse, and aspirational spirit of digital media students at Seminole State College, blending technology, creativity, and personal identity in their approach to building a meaningful career in digital media.



Image sourced from Deposit Photos

DEMOGRAPHICS	PSYCHOGRAPHICS	PERSONAL CHALLENGES	VALUES
<b>Age:</b> 29	Digital Lifestyle	Work/Life/School Balance	Authentic, Individualistic Expression
<b>Gender:</b> Non-Binary	Creative Hobbies	Finding their design niche	Inclusivity and Diversity
<b>Ethnicity:</b> Latinx	Open-minded and curious	Social Pressure / Exclusion	Creativity
<b>Marital Status:</b> Single	Individualistically authentic	Self-Doubt	Community
<b>Income:</b> \$ 15k part time. additional support via scholarships, loans, or family.	Value of community and inclusion	Financial Pressure	Social Responsibility
<b>Education:</b> H.S. grad pursuing certificate or AS/AA degree in Digital Media. Additional self-taught skills and certifications.	Eco friendly values that promote sustainability	Market saturation in the profession. Employment Opportunities	Social and Environmental Ethics and Practices
Location: Central FL	Desires professional growth		Empathy
HOBBIES	INTERESTS	GOALS	NEEDS & EXPECTATIONS
Urban Photography	Digital Media & Design	Establish relationships within the art community.	Supportive Learning Environment
Digital Sketching	Social Media	Build a personal brand	Inclusivity and Acceptance
Gaming (Immersive and story-telling)	Pop Culture & Music	Learn advanced design and technical skills	Access to Resources and Technology
Experimental Cooking	Virtual & Augmented Reality Applications	Create a portfolio	Networking Opportunities
Social Media	Sustainability & Social Impact	Transition from student to employed designer.	Career Guidance and Mentorship
INFLUENCES	GROUP AFFILIATIONS	COMMUNICATION PREFERENCES	FAVORITE BRANDS
Social Media	SSC Digital Media Club	Preferred Method: Digital Communication	Adobe, Behance, Wacom
Art Communities	Behance and DeviantArt	Open & Collaborative	Vimeo
Digital Media Trends	LGBTQ+	Video Presentation	Steam, Twitch, Discord
Urban Culture	Gaming groups	Face to face in certain instances.	H&M, Free People, Uniqlo, Urban Outfitters

**NOTES:**