



2.

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Branding:

Ottawa Film School is a fictional college located in Centretown, Ottawa. The school was established in 2002. They are currently expanding their campus and have taken the opportunity to re-brand their website. With the expansion, new programs, services, and buildings have been added. The school wishes to highlight their increasing selection of film-related programs. This includes: film production, screenwriting, acting, animation, digital design, makeup design, and prop design & construction. They want the re-brand to appeal to a young demographic who are excited to join the film industry.

Target Audience:

This website is intended for four main groups. It will be the primary hub of information for potential students. These students will be seeking out the details of programs and fees. Future students will use this website to access information such as maps, academic calendars, setting up student emails, etc. Current students will use the website to find information on their courses, professors, events, and job opportunities. Staff and Faculty will use the website to access information about the school and their employment.

User Experience:

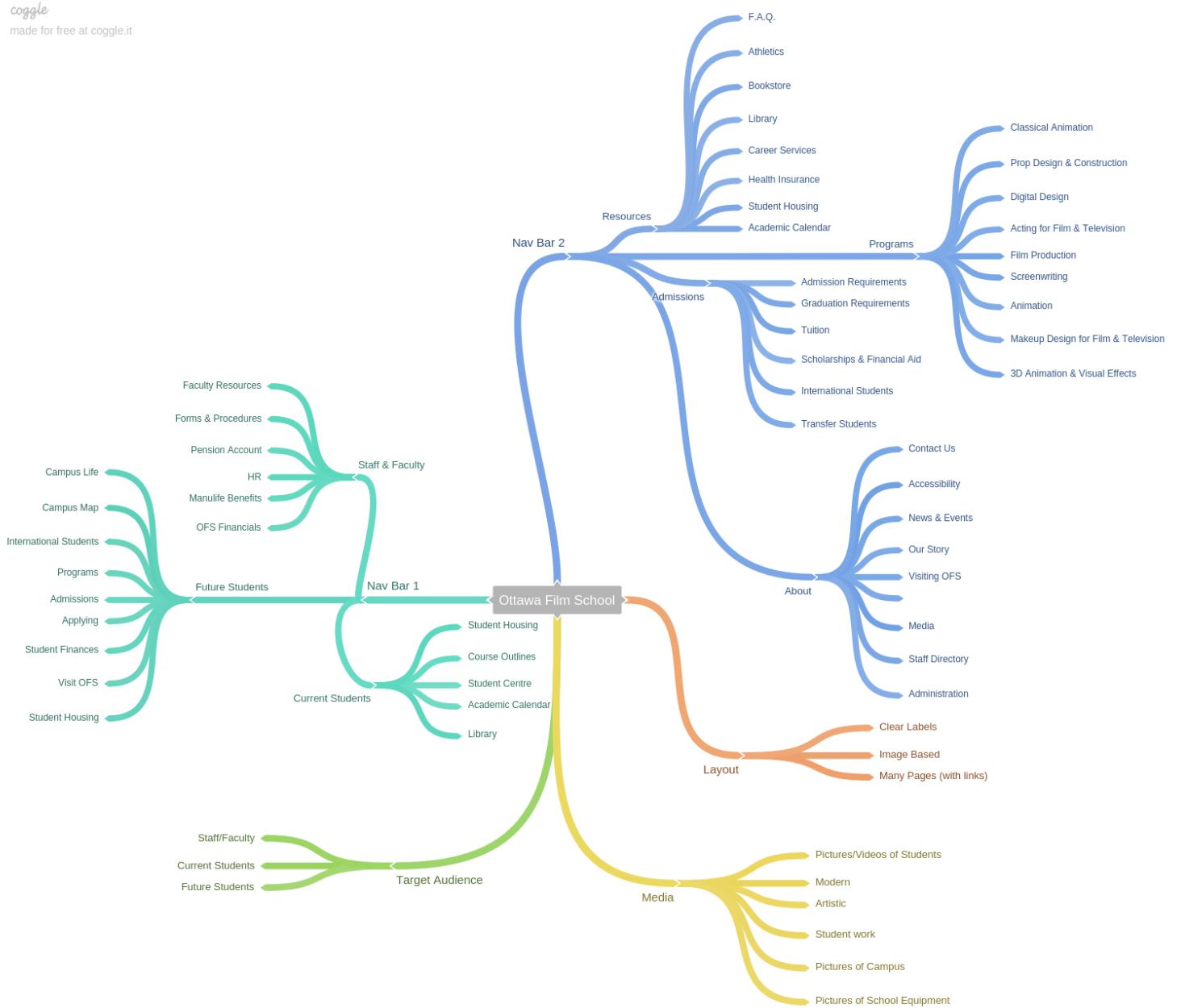
It is essential that this website is easy to navigate. It must not confuse or frustrate users. Since the website must be visually appealing as it is intended for those with an interest in visual arts. Users must be able to access all of the information they could possibly need in one place. There will be an emphasis on pages about programs, events, services, and admissions. These are the most important pages for the target audience to see.

Design Philosophy:

The website will use media content to give an overall feel of “technology,” “art,” and “style.” We want users to be intrigued by what they see initially, and satisfied by what they read about it. Navigation bars and multiple pages will be used extensively to avoid cluttered pages. Both school logos will be used throughout the website. There will be a minimal colour palette, consisting of mainly neutrals. There will also be a final number of fonts. This will allow the media content to stand out. Overall the site will look “sleek” and “professional.”

Site Structure/Map

coggle
made for free at coggle.it



5.

Original Designs: Home Page

FUTURE STUDENTS | CURRENT STUDENTS | FACULTY/STAFF



PROGRAMS ADMISSIONS RESOURCES ABOUT

FILM PRODUCTION

The Film Production Diploma program is comprised of highly technical and practical courses that prepare students for a career producing various types of movies. It offers an intensive, behind-the-scenes education across all areas of filmmaking.



FUTURE STUDENTS | CURRENT STUDENTS | FACULTY/STAFF



FILM PRODUCTION

The Film Production Diploma program is comprised of highly technical and practical courses that prepare students for a career producing various types of movies. It offers an intensive, behind-the-scenes education across all areas of filmmaking.

WHAT WILL YOU LEARN?

- 3D Animation
- Film Production
- Acting
- Makeup Design
- Animation
- Prop Design & Construction
- Classical Animation
- Screenwriting
- Digital Design



CREATIVITY MEETS TECHNOLOGY

Storytelling is a craft that has been passed down throughout the ages. Join us to discover what storytelling means in the digital age.

CREATIVITY MEETS TECHNOLOGY



OFS CAMPUS



Want to know more? Check out our virtual campus tour and [campus maps](#), or come see us at 515 McLaren St.



GRADUATES DIRECT "ALLURE"



OFS CAMPUS

Our school is located in the heart of our beautiful capital city, Ottawa. Centretown is the perfect location for arts and culture to thrive.

Want to know more? Check out our virtual campus tour and [campus maps](#), or come see us at 515 McLaren St.



OFS PARTNERS WITH OIAF



2019 PROGRAM UPDATES



2019 PROGRAM UPDATES

6.



Original Designs: “Current Students” Page

FUTURE STUDENTS | CURRENT STUDENTS | FACULTY/STAFF

Ottawa Film School

PROGRAMS ADMISSIONS RESOURCES ABOUT

 ARTS, SPORTS, CULTURE

 CAMPUS LIFE

 ACADEMIC RESOURCES

 STUDENTS SERVICES

 TRANSPORTATION & PARKING

 HEALTH & WELLNESS

 EVENTS

 STUDENT NEWS

APR 14 Therapy Dogs
Location: Learning Commons
Time: 10:00 am - 3:00 pm

APR 19 OFS Film Awards
Location: Theatre B
Time: 7:00 pm - 9:30 pm

APR 26 Open House
Location: Meet in Great Hall
Time: 8:00 am - 6:00 pm

► Campus Recreation
► Athletics
► Student Gallery
► OFS Film Festival

► Bookstore
► Campus Eateries
► Student Housing
► Clubs

► Academic Calendar
► Course Timetables
► Library
► Registrar's Office

► Financial Aid
► Career Centre
► Student Centre
► International Students

► Maps & Directions
► OC Transpo
► Student Bus Passes
► Parking

► Student Health Services
► Mental Health Resources
► Wellness Activities
► Crisis Contacts

ARTS, SPORTS, CULTURE

CAMPUS LIFE

ACADEMIC RESOURCES

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STUDENT NEWS

Animation students nominated for national award

OFS Animation students team up with Disney

Animation students nominated for national award

OFS Animation students team up with Disney

7.

Original Designs: “Program” Page

FUTURE STUDENTS | CURRENT STUDENTS | FACULTY/STAFF



Ottawa Film School

PROGRAMS ADMISSIONS RESOURCES ABOUT

FILM PRODUCTION

The film production industry is an exciting one to work in, with many creative and challenging career opportunities available. The creative economy is absolutely booming. The entertainment arts and creative media industries have some of the fastest growing economies in the world.



Magna Carta Film Contest
1ST Prize
SEBASTIAN TAGLIAFERRO, 2016

RECKLESS ABANDON, 2017
Oscar Nominee
BEST DOCUMENTARY SHORT SUBJECT

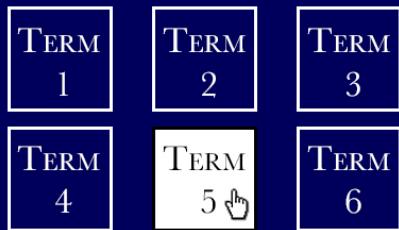
CAREER DIRECTIONS

- | | |
|----------------------|------------------------------------|
| ► Director | ► Post Production Supervisor |
| ► Producer | ► Data Management Technician (DMT) |
| ► Camera Operator | ► Location Manager |
| ► Production Manager | ► Technical Director |
| ► Sound Designer | ► Visual Effects Supervisor |



WHY OUR SCHOOL?

At OFS, students are mentored by leading industry professionals. They develop a wide variety of productions from documentaries to commercials, public service announcements, short films, and music videos. Students leave the program with the creative, technical and business expertise to launch your career in the film industry.



TESTIMONIALS

Our students and graduates talk about their experience in the Film Production program and their at OFS.

"Filmmaking is a business as well as an art. VFS prepares students for the business obstacles that independent filmmakers face. The art comes from those special instructors and the creative synergy among students."

- Larrissa Ramone,
Film Production Alumni



FUTURE STUDENTS | CURRENT STUDENTS | FACULTY/STAFF



FILM PRODUCTION

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MAGNA CARTA FILM CONTEST
1ST PRIZE
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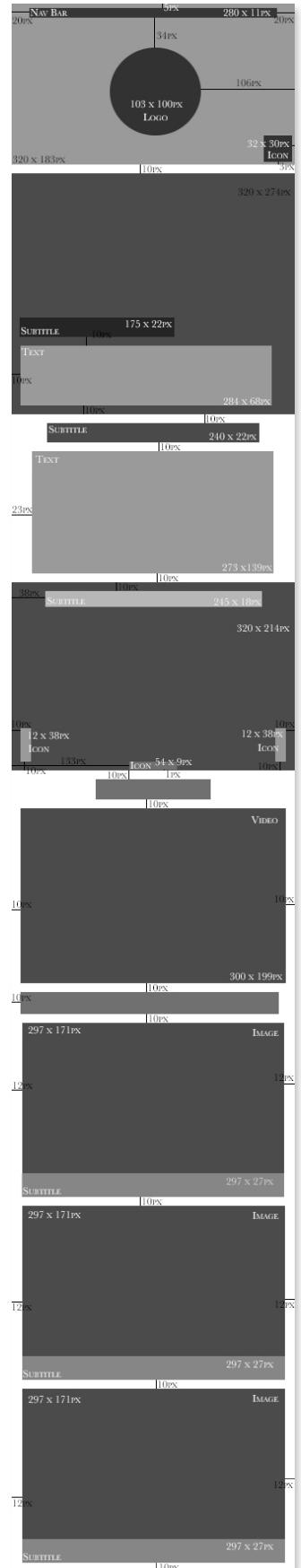
TERM 1	TERM 2
TERM 3	TERM 4
TERM 5	TERM 6

TESTIMONIALS



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Wire-frames: Home Page



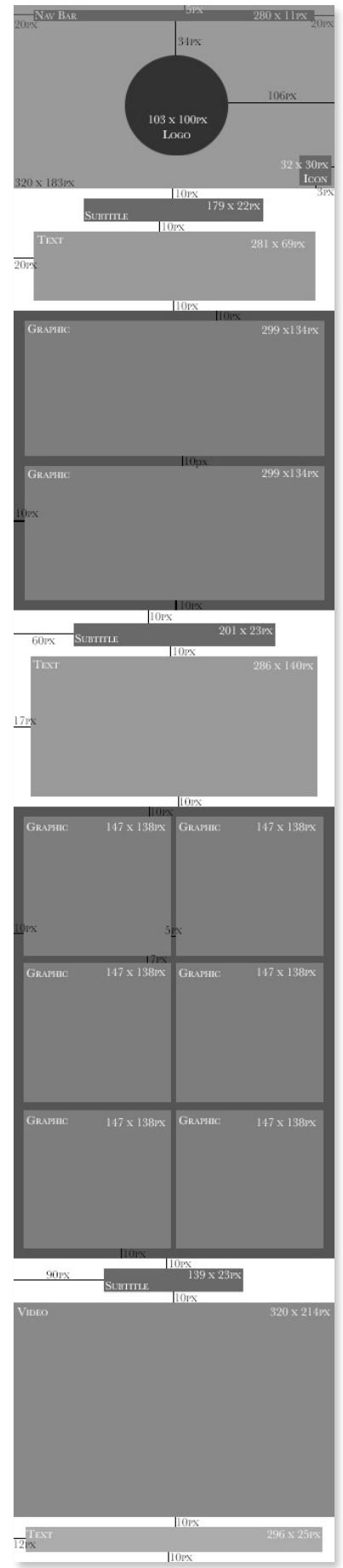
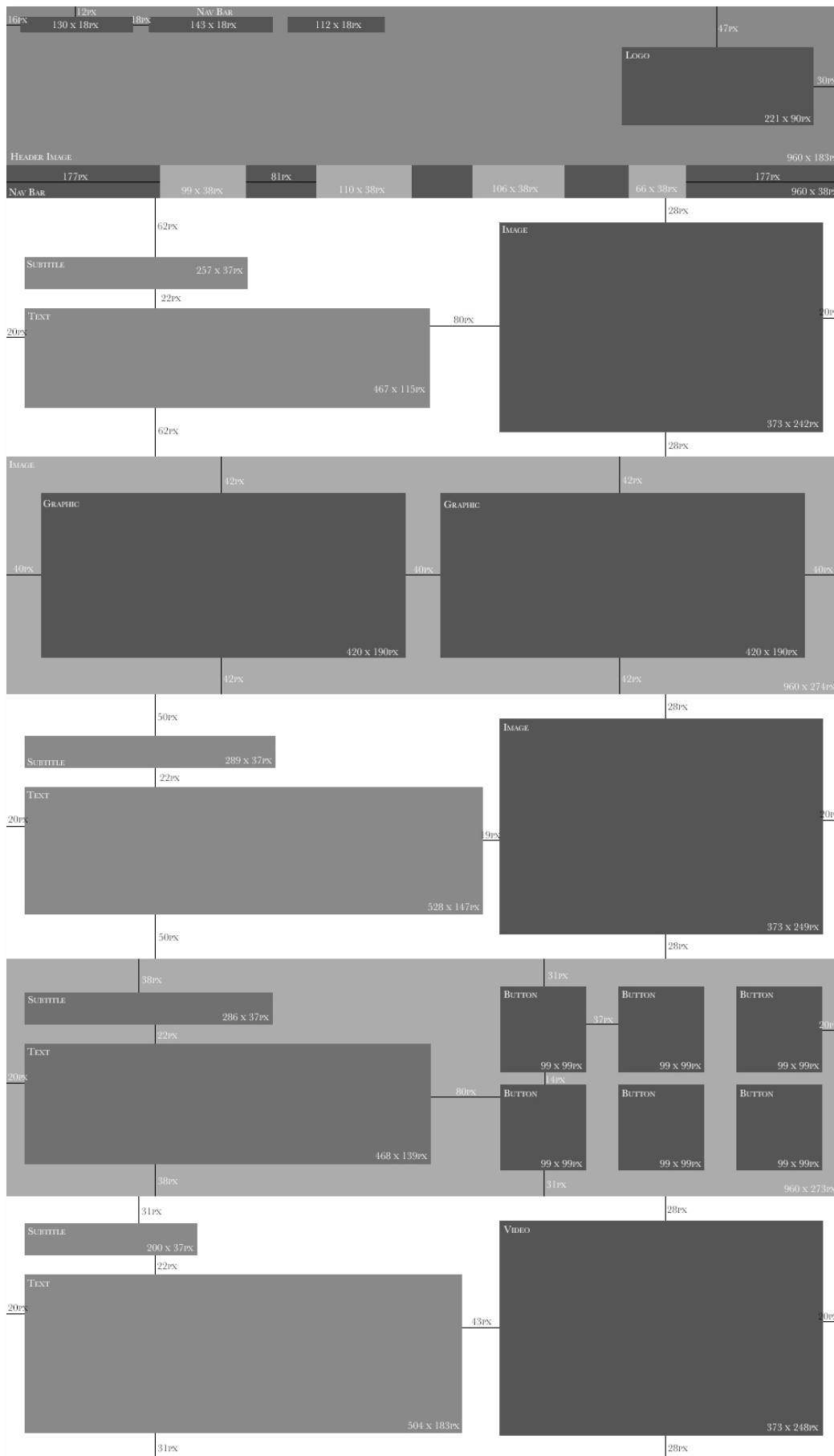
9.

Wire-frames: “Current Students” Page



10.

Wire-frames: “Program” Page



11.

Components



The image displays four vertically stacked horizontal navigation bars, each consisting of a dark header bar with white text and a light gray footer bar with black text. The top bar is labeled 'PROGRAMS' (highlighted with a cursor), 'ADMISSIONS', 'RESOURCES', and 'ABOUT'. The middle bar is labeled 'PROGRAMS', 'ADMISSIONS', 'RESOURCES', and 'ABOUT'. The third bar is labeled 'PROGRAMS', 'ADMISSIONS', 'RESOURCES', and 'ABOUT'. The bottom bar is labeled 'PROGRAMS', 'ADMISSIONS', 'RESOURCES', and 'ABOUT'. Each bar contains a list of links corresponding to its category. In the middle bar, the 'Tuition' link is highlighted with a cursor. In the third bar, the 'Bookstore' link is highlighted with a cursor. In the bottom bar, the 'Visiting OFS' link is highlighted with a cursor.

PROGRAMS	ADMISSIONS	RESOURCES	ABOUT
Film Production Screenwriting Acting for Film & Television Animation Digital Design Makeup Design for Film & Television Prop Design & Construction 3D Animation & Visual Effects Classical Animation	Admission Requirements Graduation Requirements Tuition Scholarships & Financial Aid International Students Transfer Students	Academic Calendar Student Housing Health Insurance Career Services Library Bookstore Athletics FAQ	Visiting OFS Our Story Media News & Events Staff Directory Accessibility Administration Contact Us

WHAT WILL YOU LEARN?

- 3D Animation
- Film Production
- Acting
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- Classical Animation
- Screenwriting
- Digital Design

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ARTS, SPORTS, CULTURE

Campus Recreation

Athletics

Student Gallery

OFS Film Festival



^Home Page slider is animated



2019 PROGRAM UPDATES



ARTS, SPORTS, CULTURE

[Campus Recreation](#)

Athletics

Student Gallery

OFS Film Festival

**APR
26**

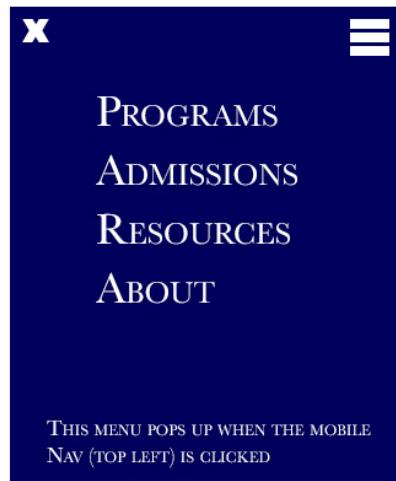
[Open House](#)

[Location: Met in Great Hall](#)

[Time: 8:00 am - 6:00 pm](#)



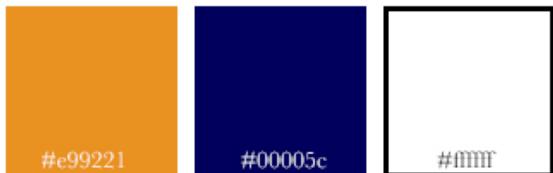
[OFS Animation students team up with Disney](#)



13.

Colour Palette

Primary



Logo and School Colours

Secondary



Subtitles and Backgrounds

Main Header Image Colours

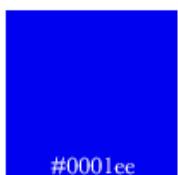


Current Students Page

Home Page

Program Page

Hyperlinks



Typeface

A A

BASKERVILLE (SMALL CAPS)

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

A a

Baskerville

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

TYPE: LOGO
FONT: BASKERVILLE
FONT-SIZE: 72 PT
COLOUR: #040c6e, #e99221

 Ottawa
Film School

TYPE: SUBTITLE
FONT: BASKERVILLE, SMALL CAPS
FONT-SIZE: 36 PT
COLOUR: #000000

STUDENT NEWS

TYPE: TEXT
FONT: BASKERVILLE
FONT-SIZE: 20 PT
COLOUR: #000000

OFS Animation students team
up with Disney

TYPE: QUOTE CREDIT
FONT: BASKERVILLE
FONT-SIZE: 16 PT
COLOUR: #000000

- Larrisa Ramone,
Film Production Alumni

TYPE: NAV BAR 1
FONT: BASKERVILLE, SMALL CAPS
FONT-SIZE: 18 PT
COLOUR: #FFFFFF

| FACULTY/STAFF

TYPE: NAV BAR 2
FONT: BASKERVILLE, SMALL CAPS
FONT-SIZE: 24 PT
COLOUR: #FFFFFF

RESOURCES

TYPE: HEADING
FONT: BASKERVILLE, SMALL CAPS
FONT-SIZE: 24 PT
COLOUR: #FFFFFF

ARTS, SPORTS, CULTURE

TYPE: HEADER LINK HOVER
FONT: BASKERVILLE, SMALL CAPS
FONT-SIZE: 24 PT
COLOUR: #99221

2019 PROGRAM UPDATES

TYPE: TEXT HYPERLINK
FONT: BASKERVILLE
FONT-SIZE: 20 PT
COLOUR: #0000EE

campus maps

TYPE: TEXT LINK HOVER
FONT: BASKERVILLE, UNDERLINE
FONT-SIZE: 20 PT
COLOUR: #99221

Open House
Location: Meet in Great Hall
Time: 8:00 am - 6:00 pm

Logo Redesign

Do:



- Use the logo with wordmark and image
- Use the logo with only wordmark on official documents
- Use the logo with only image outside of header

DON'T:



- Change colours
- Take out accent
- Use wordmark logo outside of header