

Design: drkarenarmand.com

Prepared for Dr. Karen Armand

Round 3 Designs by Taylor Edwards

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FEEDBACK FROM ROUND 2

Revise existing styles:

- Increase readability of text all around
- Increase size and contrast of mudra
- Refine new logo and insert it

Incorporate new content:

- Excerpt from C.G. Jung's *The Portable Jung*

Explore new ideas:

- Reversed color scheme (dark text on light/white background)

REVISIONS: READABILITY

My Mission: To guide people – to sense their connection to the heart-mind, to rediscover their inner power by establishing present moment awareness and learning how to create more freedom from emotional pain through the application of spiritual practices such as the eight limbs of Yoga, the eight fold path of Buddhism as well as compassionate listening – all essential components of the successful combination of yoga and psychotherapy. Spiritual practices reveal to us our resistance to existing in our natural state thereby give us the insight to go towards it, if only moment by moment, so that we might know joy, timeless wisdom and our natural state.

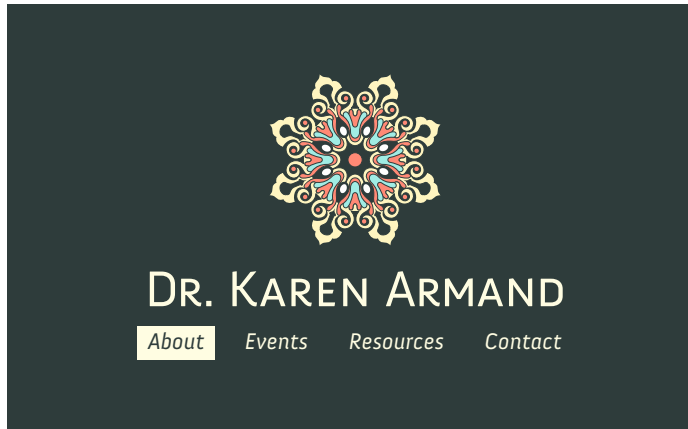
Before

Type is now significantly larger and has more space between lines as well as letters. Overall readability is drastically improved and the page has a slightly more open texture.

My Mission: To guide people – to sense their connection to the heart-mind, to rediscover their inner power by establishing present moment awareness and learning how to create more freedom from emotional pain through the application of spiritual practices such as the eight limbs of Yoga, the eight fold path of Buddhism as well as compassionate listening – all essential components of the successful combination of yoga and psychotherapy. Spiritual practices reveal to us our resistance to existing in our natural state thereby give us the insight to go towards it, if only moment by moment, so that we might know joy, timeless wisdom and our natural state.

After

REVISIONS: LOGO & SITE NAVIGATION



The new logo, while more complex, is also more visually interesting and holds a more valuable weight at the top of the page. The forms at this size have been simplified from the original tracing and several items redrawn to retain legibility of forms at the smaller size.

In response to the bolder logo, the navigation has been slightly re-treated to be more impactful when users are visiting these pages.

REVISIONS: LARGER MUDRA

appreciate direct and honest feedback and can agree to focus on the issues of their therapy. Karen believes that spiritual practices (such as mindfulness) are an important adjunct to psychotherapeutic work. Her research interests include breathwork and the mechanisms of psychological integration as seen through the lens of Yoga philosophy and psychology.

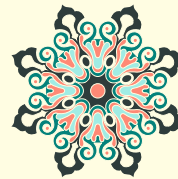
For 36 years, Karen has been a student and practitioner of Yoga and Zen Buddhism. She has also been a Yoga instructor over the past decade working with a culturally diverse client base.

Curriculum Vitae '14 →



The mudra hand sign has been increased in size and made slightly bolder with heavier lines to help it retain presence beneath the type.

ADDITIONS: REVERSED LAYOUT



DR. KAREN ARMAND

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Yoga Therapy Wellness – Research Project

We are seeking participants that are willing to commit to an 8-session series of Yoga therapy. As a participant you will receive a thorough wellness assessment at the beginning of your series and at the end of your series. This service will be offered at no additional charge. If willing to participate in this important research project, the results of your assessments will be shared with you through peer-journal publication under a pseudonym of your choice.

These two scientifically validated wellness assessments focus on multidimensional awareness and positive psychological attitudes.

Reversing the colors feels slightly harsh at first, but does improve on contrast. The design overall feels more open but less intimate.