

Research

New name

- Audio Fusion
- Quantum Rave
- Trance playground
- Groove Hub
- PulseWave Hub

User test for new name: (I went around the tables with another student)

Name	Votes
PulseWave Hub	9
Amplify Avenue	13
Frequency Forge	11
Audio Fusion	6
Groove Hub	18

Notes:

- We would like to have something simple like ... Lab room or Hub.
- Amplify Avenue and Frequency Forge are too complicated to say and not inviting for easy use.
- Pulse and wave are the same word.
- Audio Fusion is unique, but boring.

Typography

always
fiddlesticks

Do not joke for the bathroom

Lucida Sans

[Kris Holmes and Charles Bigelow](#) | [Monotype](#)

Lucida is a family of fonts with one basic design, but offered in two variations. It has both serif and sans serif characters. Lucida is suitable for books/text, documentation/business reports, posters, advertisement, multimedia.

winter
illustrative

Whatever you do, don't regurgitate

ITC Souvenir

[Edward Benguiat](#) | [ITC](#) | 1972

The Souvenir typeface was originally drawn by Morris Fuller Benton in 1914 as a single weight for the American Type Founders company. It was revived in 1967 by Photo-Lettering and optimized for phototypesetting equipment. ITC was formed in 1971 and, with the help of Photo-Lettering, introduced ITC Souvenir as one of its first font families. ITC Souvenir was designed by Ed Benguiat and comes... [Read More](#)

Content Strategy

Name: Groove Room

Meaning of the Name: The name “Groove Room” evokes a sense of rhythm and creativity. “Groove” implies a space where students can find their flow and rhythm in their creativity.

Logo: The logo features vibrant colors and dynamic shapes, symbolizing the energy and creativity that flow within the Groove Room.

Slogan: “Let’s Get Groovy”

Meaning of the Slogan: The slogan “Let’s Get Groovy” – it’s an invitation (call-to-action) for students to dive into a world of creativity, innovation, and exploration. It encourages students to embrace their unique talents and ideas.

Personality: The Groove Room’s personality is warm, playful, and approachable, with a touch of vibrancy and excitement. It’s a place where students feel welcome to express themselves creatively and try new things.

Values: The values of the Groove Room are creativity, accessibility, and innovation.

Goal:

Our goal is to create awareness of the groove room’s existence and promote its use by second and third-semester ICT media design students. We aim to encourage these students to not only discover but also take full advantage of the Groove Room’s diverse resources and facilities.

Additionally, we want to encourage students to explore the Groove Room. We will use content that reflects the Groove Room's mission and vision.

Target Audience:

The target group consists of ICT media design students from the second and third semester. These second and third-semester ICT media students are just beginning their studies and aren't fully familiar with the Groove Room or its possibilities. They're excited to learn but may not realize all the possible opportunities available to them in sound design and audio production.

In addition, teachers can also use the facilities to create their own sounds or podcasts.

(Fictional) Student Persona

Name: Emily Smith

Academic Level: Second Semester ICT Media Design Student

Background: Emily is a 20-year-old student who recently started her study in ICT Media Design. She has a passion for exploring various creative aspects within her field of study, but being in the early stages, she is not fully aware of all the resources available to her. Emily is eager to learn and is excited about the prospect of expanding her skills in sound design and audio production for her projects.

(Fictional) Student Teacher

Name: Michael Foster

Professional Position: ICT Media Design Educator

Experience: Michael has been an educator in the ICT Media Design for 6 years now. He is well-versed in the subject matter and is dedicated to providing quality education to his students. Because he has a strong foundation in sound design and audio production, he wants to make podcasts to help students during their studies.

Content plan

Website content (attachment 1):

- Feature an inviting introduction to the Groove Room.
- Provide information about the Groove Room's mission, vision, and the resources it offers.
- Make an easy-to-access booking section, available equipment, and any guidelines for students and teachers.

Social Media Content Instagram (attachment 2):

- Use call-to-action content, with little information.

Posters (attachment 3):

- Create visually appealing posters with the Groove Room's key message.
- Make use of the Groove Room easy approachable in design and add QR code.
- Ensure posters are strategically displayed around the college and are displayed at open days.

Tone of Voice:

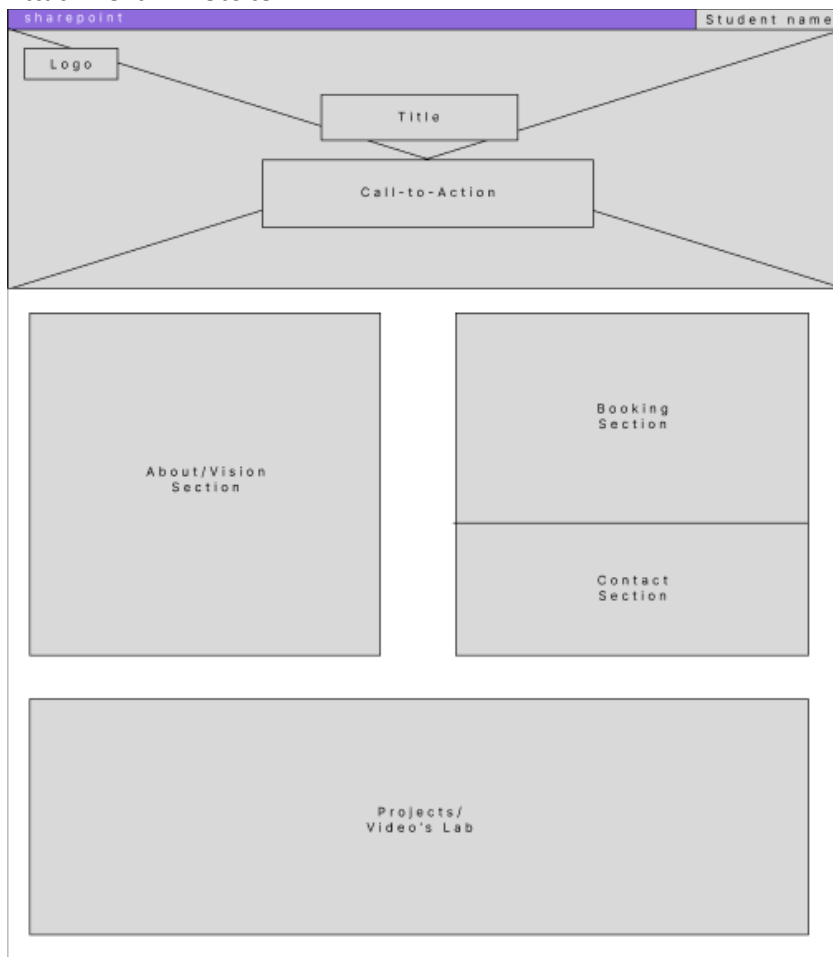
- Use a friendly and approachable tone to make students feel welcome.

Content Calendar:

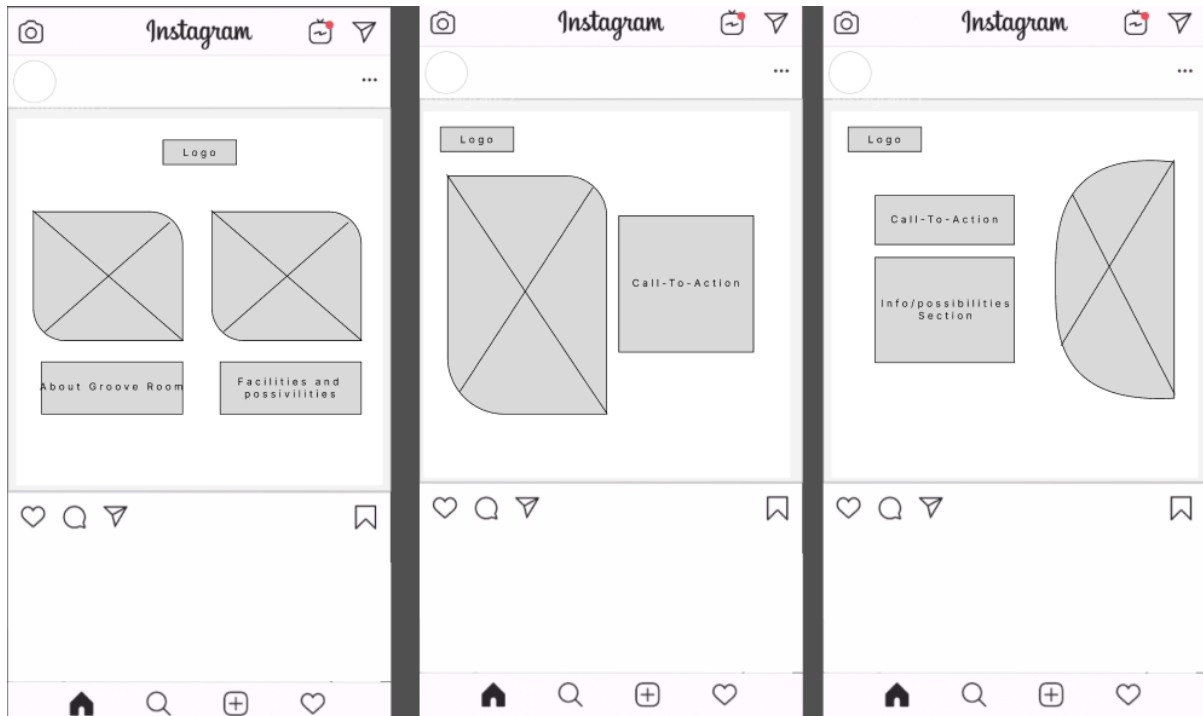
- Plan a consistent schedule for posting content on social media and the website. Regular updates will contribute to sustained interest and involvement.

Attachments

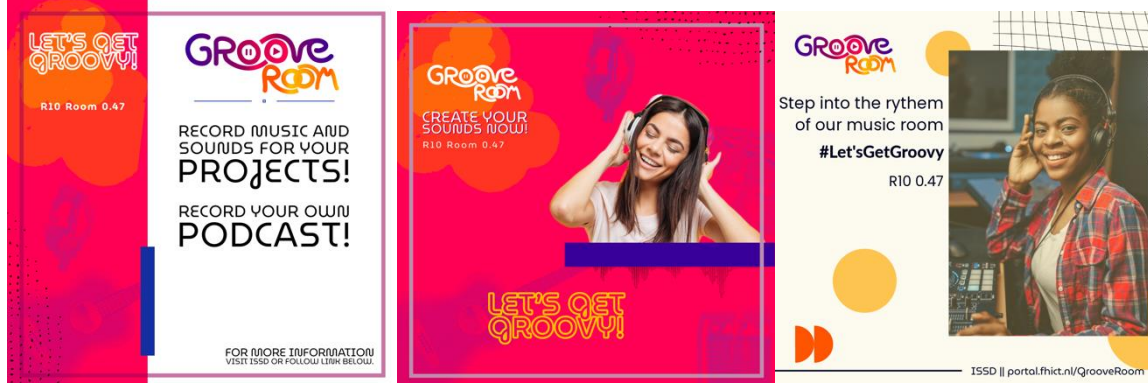
Attachment 1 Website



Attachment 2 Sociale media content



Examples schematic Instagram posts - Informative, call-to-action, call-to-action with little information.



Examples Instagram posts – Informative, call-to –action, call-to-action with little information.

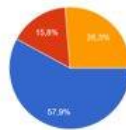
User test

Name:

For the name of the Groove Room we performed multiple survey's, which concluded that the students and teachers liked the name "Groove Room" the most. They liked a name that is short and easy to say.

Pulse Wave (or Hub)	9
Amplify Avenue	13
Frequency Forge	11
Audio Fusion	6
Groove Hub (or room or Lab)	18

Which name do you like most
19 antwoorden



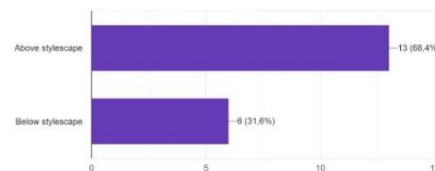
☐ GrooveRoom
☐ GrooveHub
☐ GrooveLab

Colors:

First, we interviewed the stakeholder which kind of colors he wanted and let him choose between multiple stylescapes. We performed a survey to find out which coloring is the most appealing and inviting to students, which concluded that the warmer colors are more suitable for our branding, because it gives students a feeling of creativity and warmth.



Which color style you like the most
19 antwoorden



Poster:

First, we designed a poster that is vibrant and gets the attention of students. But we got some feedback from our stakeholder. So, we changed the design a little bit. After changing it we performed a survey to see which poster is the most appealing and inviting to students. Which concluded that poster 1 is the most appealing and inviting, because her laugh gives students an inviting and welcoming feeling.



☐ Optie 1



☐ Optie 2

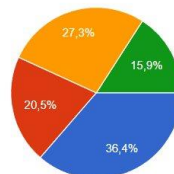
Which poster is the most appealing to you?
44 antwoorden



☐ Optie 3



☐ Optie 4



☐ Optie 1
☐ Optie 2
☐ Optie 3
☐ Optie 4

Logo Design:

For the logo design we regularly asked our stakeholder for feedback. With the end designs we conducted a survey which concluded that people liked option 1 the most, but without the background (option 2). People also liked a few other designs but option 1 stood out with eleven votes.

