

UCDA / May 22, 2017

Fusing Hand and Hi-Tech for Hi-Touch

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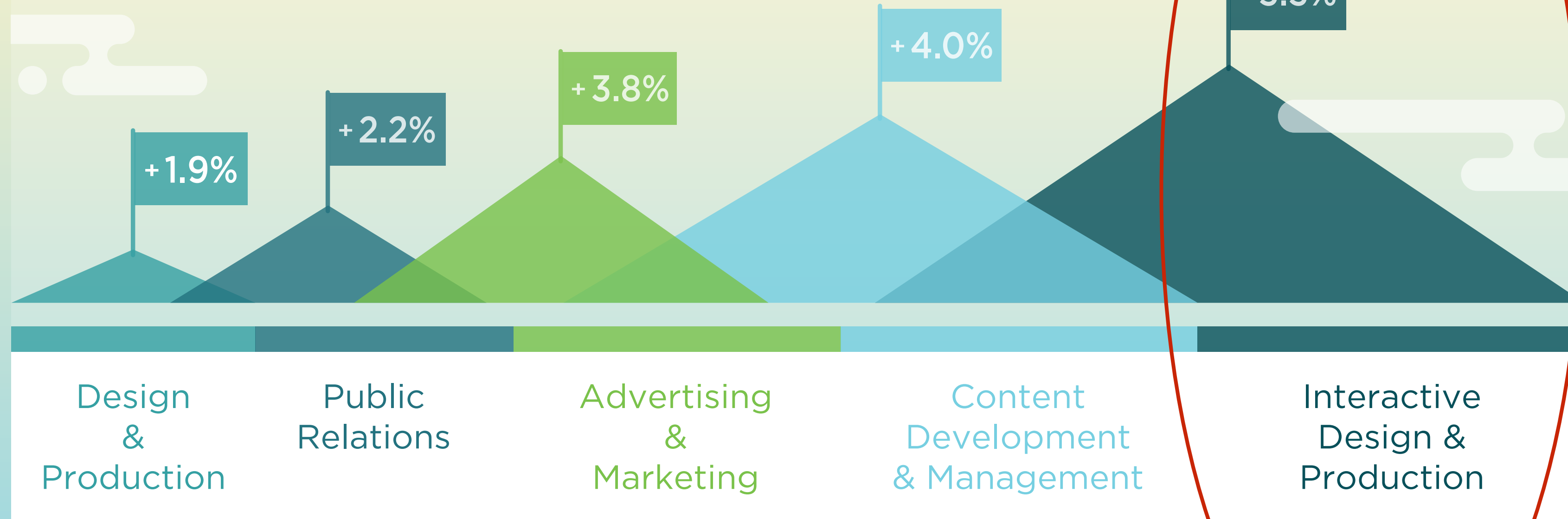
What keeps us up at night?

Student success.

Salary Growth in 2017

Which Creative Specialties Will See the Highest Salary Growth in 2017?

+3.6% Overall Increase



Source: The Creative Group 2017 Salary Guide

Download your free copy of The Creative Group 2017 Salary Guide at creativegroup.com/salary-center.



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HOW WE DO IT

Fusing

The process of combining two or more things together into one.

OUR PROCESS

Hand + Hi-Tech → Hi-Touch

OUR PROCESS

Hand + Hi-Tech → Hi-Touch

Research

Focused Sketching

User Testing

Written Reflections

Brand Development

OUR PROCESS

Hand + Hi-Tech → Hi-Touch

Research

Focused Sketching

User Testing

Written Reflections

Brand Development

Prototyping

Brand Identity

Animation

Mobile Design

Websites

AR/VR

OUR PROCESS

Hand + Hi-Tech → Hi-Touch

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Brand Development

Prototyping

Brand Identity

Animation

Mobile Design

Websites

AR/VR

Storytelling

Empathy

Relationship

Loyalty

HOW WE DO IT

Project Examples

The process of guiding student projects into interactive brand experiences over multiple courses.



recycle

RESPONSIBLY

BY *Coca-Cola*

ABOUT THE CAMPAIGN

The goal — to raise awareness of and increase involvement in the recycling of Coca-Cola products.

The image shows the iconic Coca-Cola script logo in black, positioned in the bottom right corner of the page. The logo is partially cut off on the right side.

THE STORY —

One day, while in the city, I saw a homeless woman digging through the trash. I thought to myself, “Oh, that’s sad. She must be looking for food,”... but she wasn’t. She was trying to find bottles and cans. Many of the homeless in NYC collect recyclable goods in order to turn them in for approximately \$.05 cents each. They spend entire days rummaging through the garbage to maybe make as little as \$5/day.

It’s happening right beneath our eyes. So let’s help them!

FIELD RESEARCH

TRIP 1:

1 hour walk - (1.5 miles) around the Lower East Side, I saw 0 recycling bins

TRIP 2:

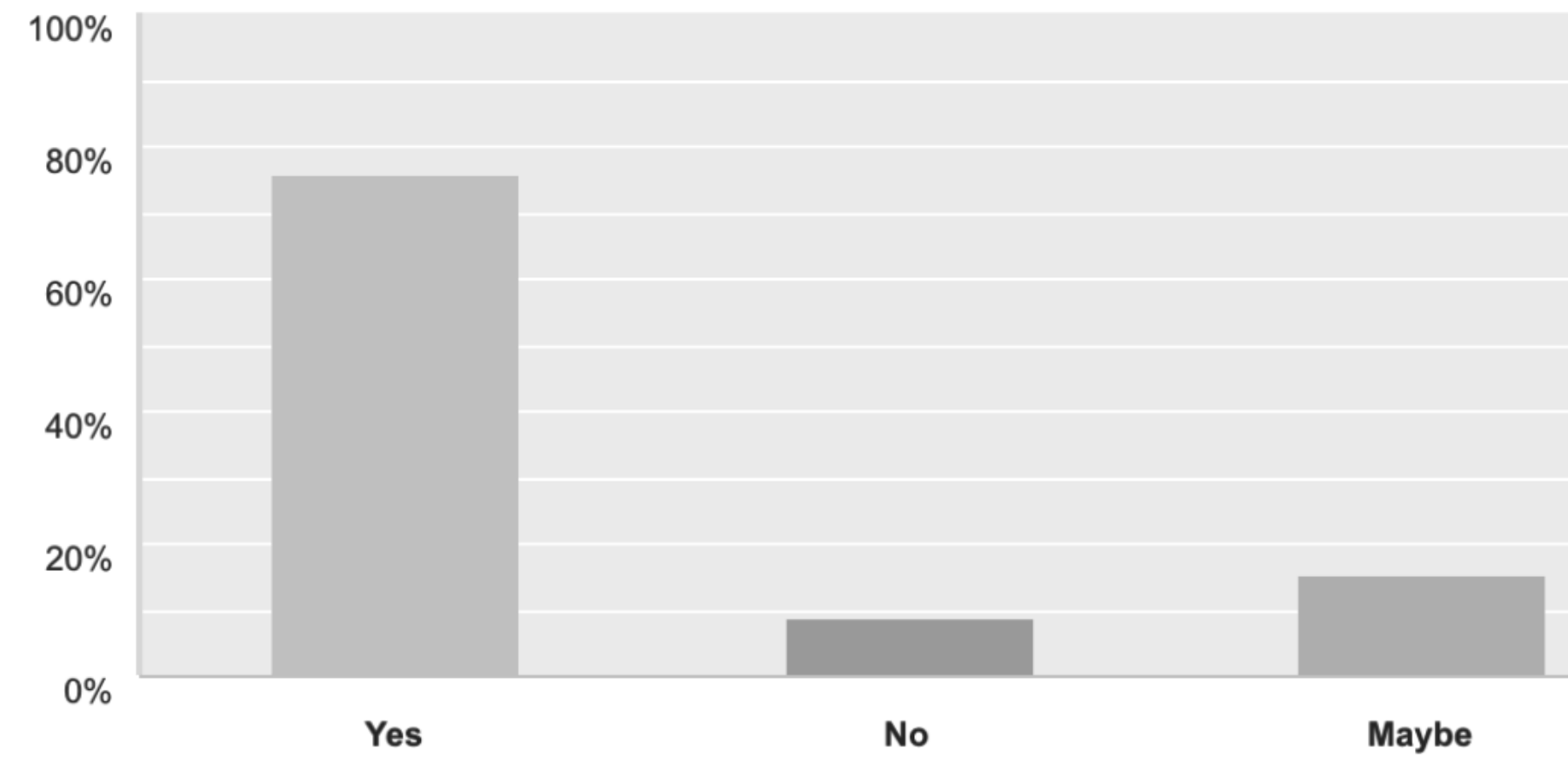
3 hour walk - (6 miles) From the WTC to Soho, I saw 1 recycling bin

TRIP 3:

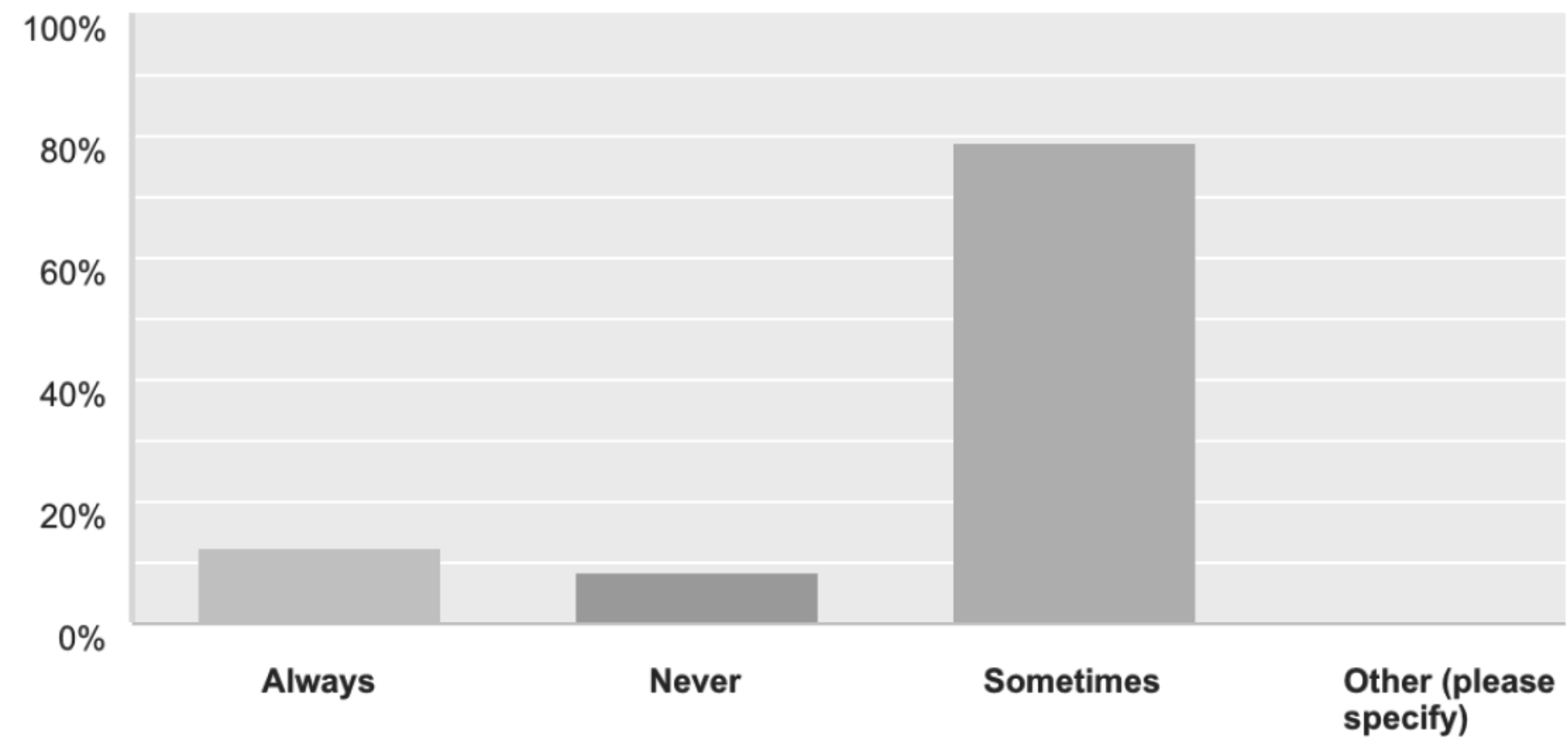
10 minute walk - (.5 miles) around West Village and Greenwich Village, I saw 0 recycling bins



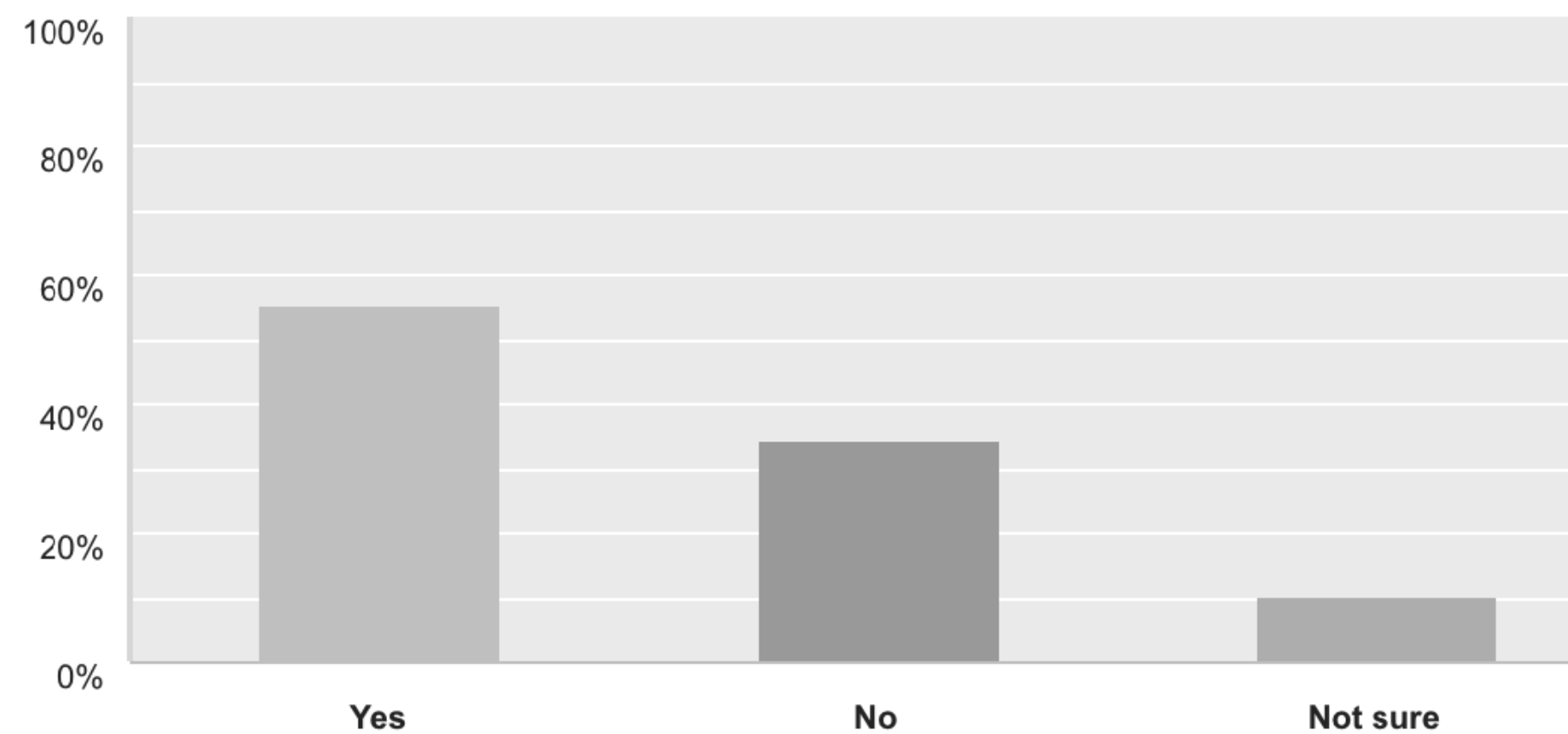
3. Do you think there should be a larger focus on recycling in our community?



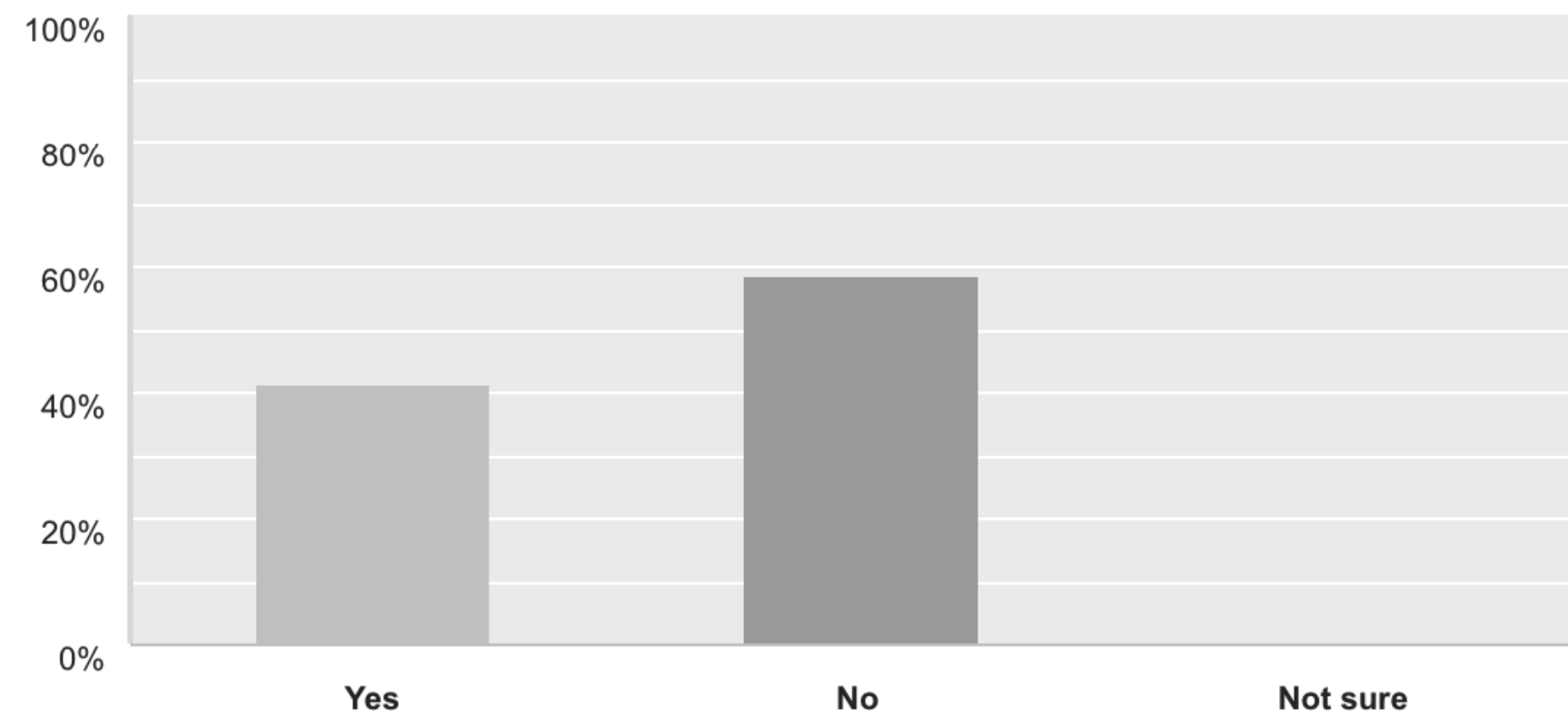
5. How often do you see recycling bins in public? In particular major cities such as Philly, NYC, LA?



4. Would seeing others recycle motivate you to recycle more?



6. Have you ever taken bottles, cans, and/or other recyclable items to a recycling center in exchange for cash?



7. In what ways do you think homeless people make money in major cities?

- “To be honest, selling items they find in trashcans, if possible drugs”
- “Collecting money from people on the streets”
- “Begging, picking”
- “Pan handling; performing on subways”
- “Asking or begging for it, stealing”
- “Sitting on street corners asking for money Or trading in aluminum/ plastics”
- “Recycling bottles, begging, prostitution”

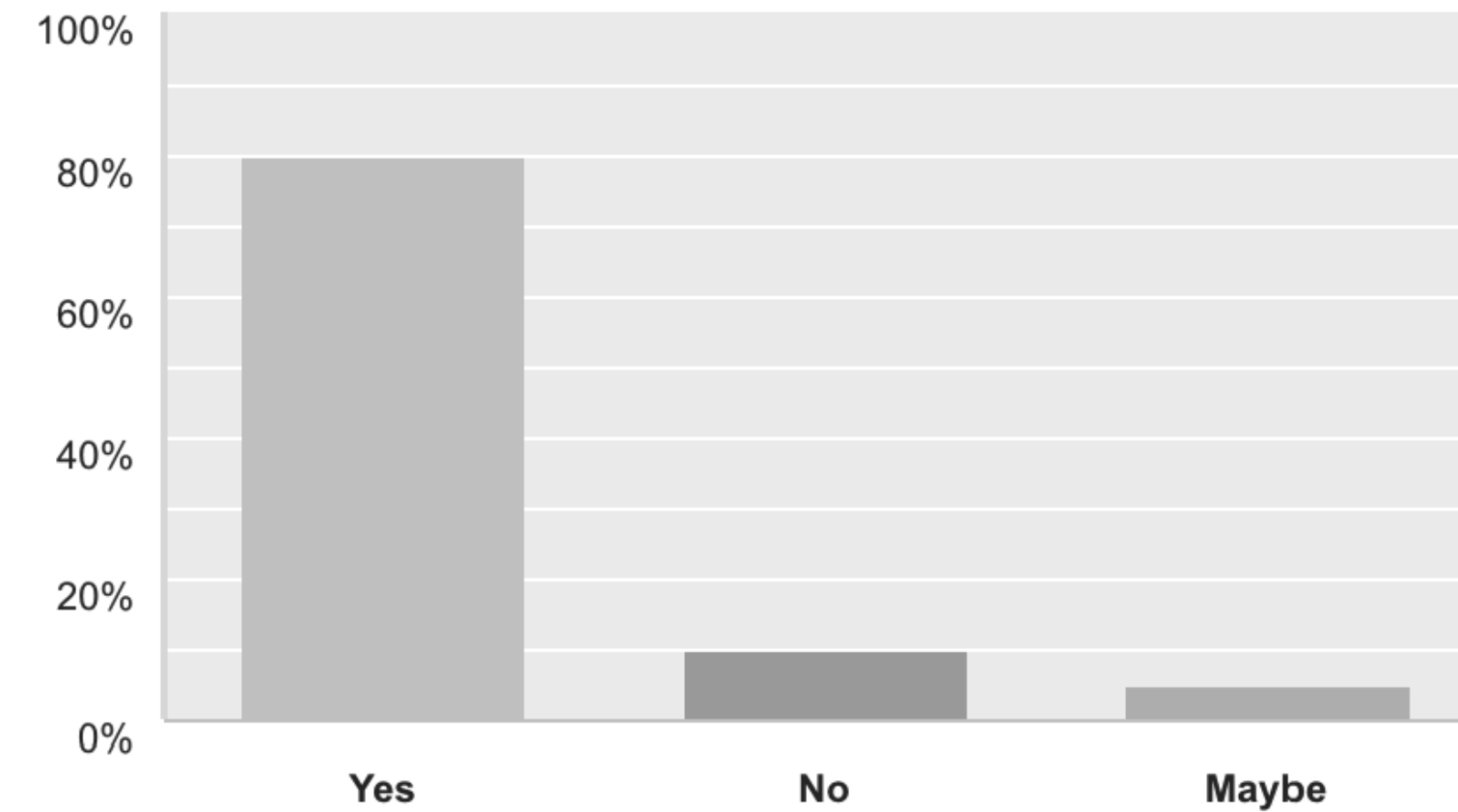
8. Do you know why homeless people dig through the trash?

- “To find food,drinks, clothing and valuable items if possible”
- “To find empty bottles or objects they can use to help themselves from day-to-day”
- “For spare change, food, things to sell”
- “For food or things to sell”
- “To look for items they can use”

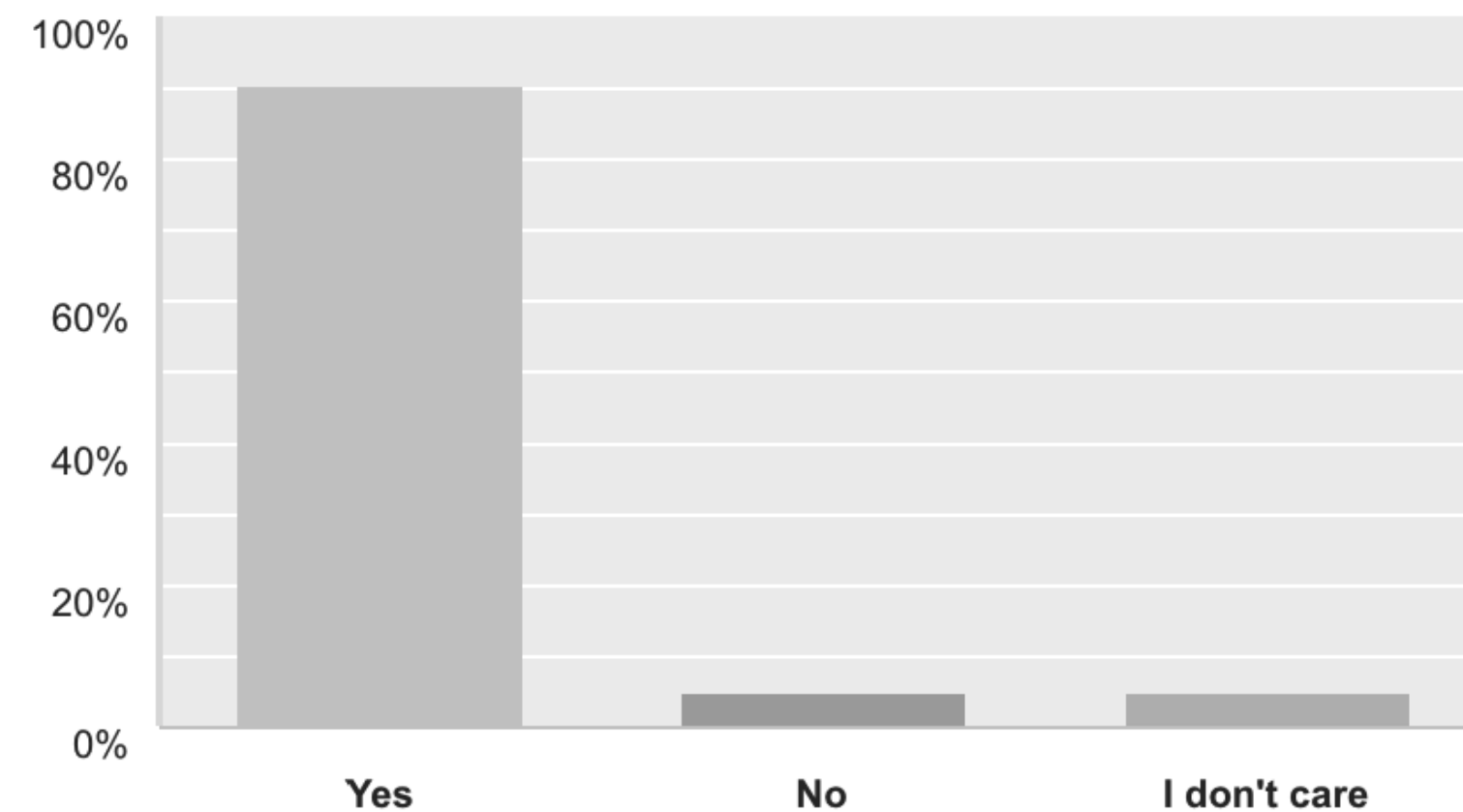
9. What companies come to mind when referring to recycling or green initiatives? (Does not have to relate directly to garbage or recycling.)

- Wegmans
- Trader Joe’s
- Pepsi
- Poland spring
- Starbucks
- Coke
- Toms
- Tesla

10. Would knowing that companies such as Coke and Pepsi are helping these homeless people make a steady income, make you recycle more?



11. Would knowing that homeless people rely on bottles and cans to make money, prove as an incentive to recycle more in public?





recycle
RESPONSIBLY



recycle
RESPONSIBLY



recycle
RESPONSIBLY



recycle
RESPONSIBLY

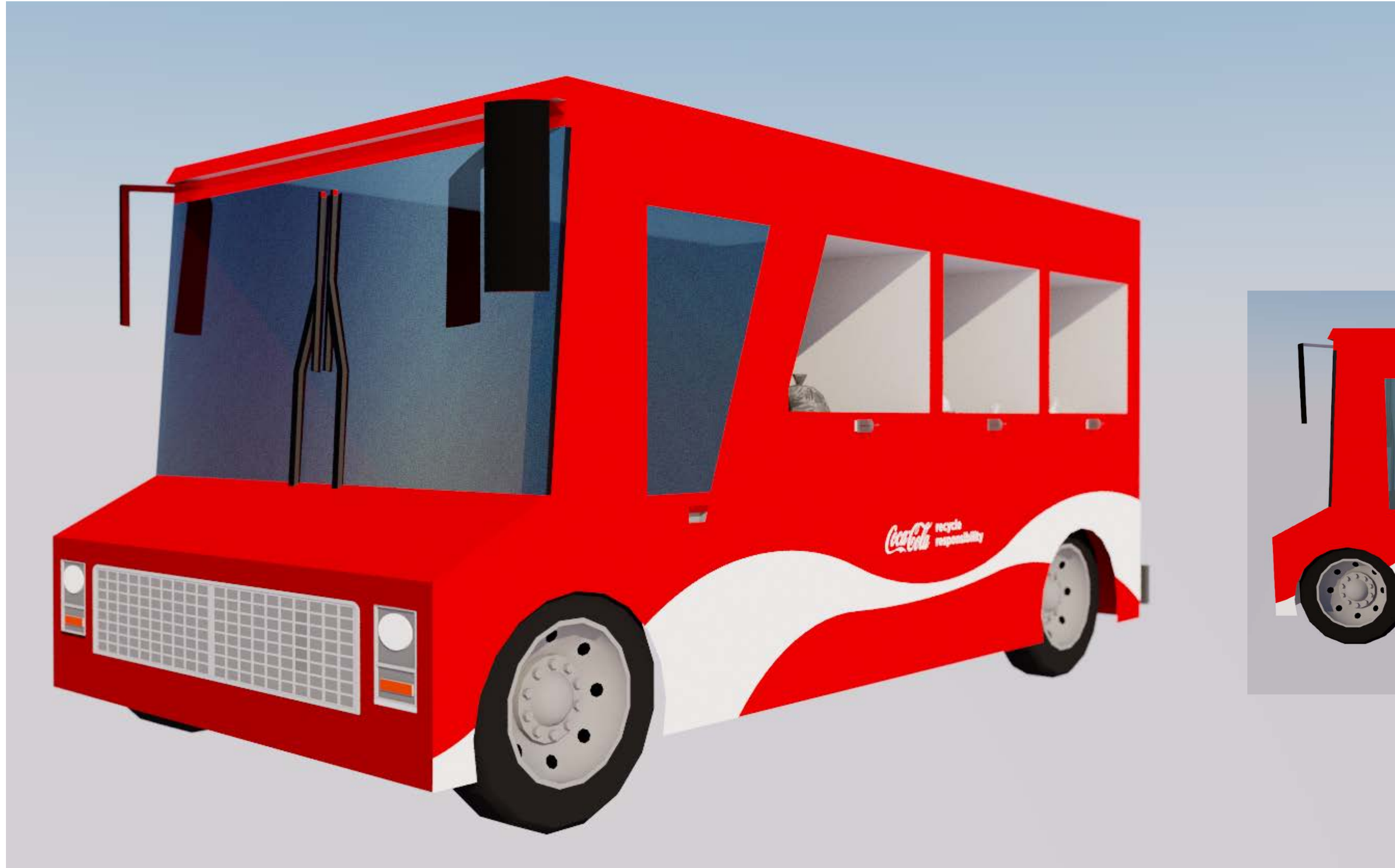


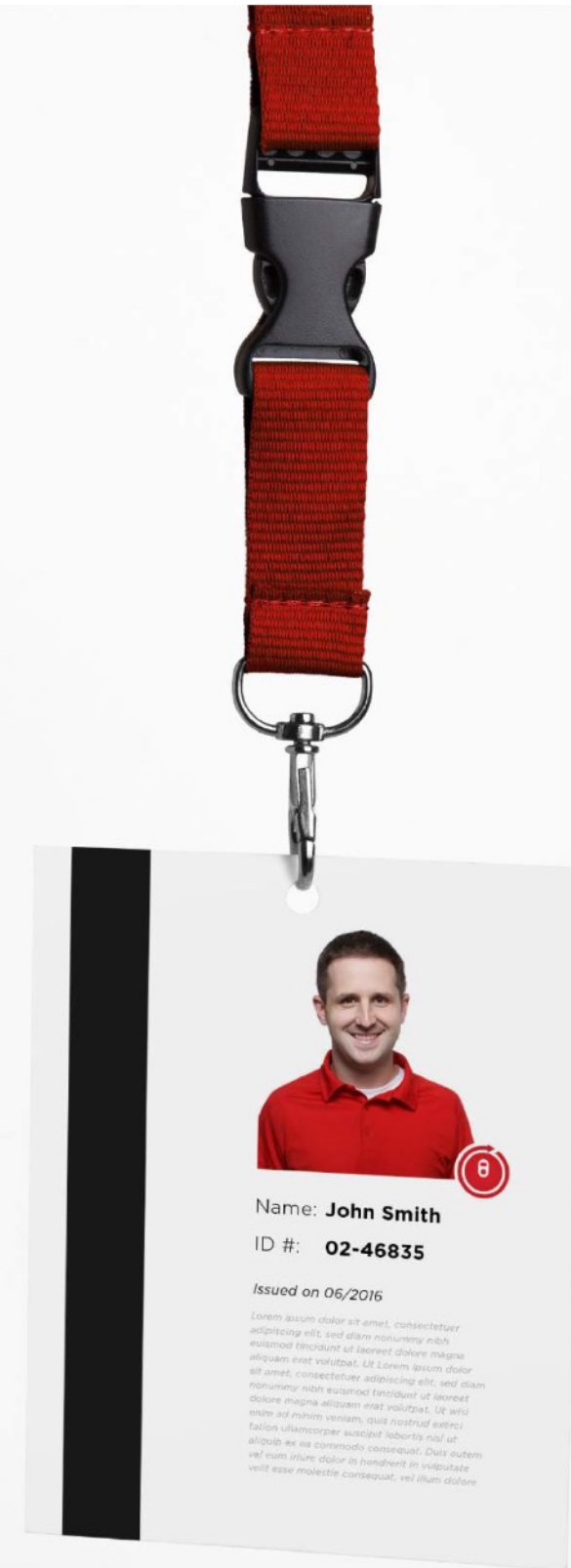
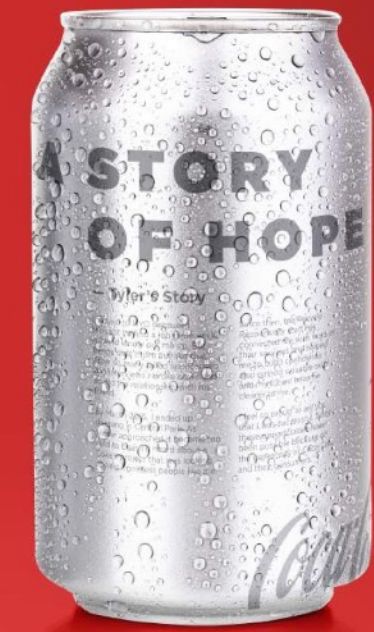
recycle
RESPONSIBLY



recycle
RESPONSIBLY







Everio X CAMS
NASDAQ
a t u e e
v d e a d



DUNKIN' DONUTS
COFFEE

Coca-Cola
recycle responsibly



News Corporation

5,000
recycled



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RICOH

THOMSON REUTERS

europa café



Hard Rock
CAFÉ



Coca-Cola

*#recycle**responsibly***





sharpen

PAIN POINTS

SOURCES

Bestthenews.com
Dribbble.com
Hbr.org
Henryaquino.com
Huffingtonpost.com
Nsf.gov
Statista.com

MUSIC STREAMING

In 2015, music streaming became popular. More people tend to just stream music and not download or purchase.

From its revenue, it rose from \$1.4 million to \$2.4 million within 3 years.

Over 100 million active users streams music on Spotify.

VECTOR BASED DESIGNS

There are approx. 523 Billion vectorized designs in Dribbble.

TYPES OF CREATIVE / WRITER'S BLOCK

Mental, Emotional, Inspirational, Work Habits, Personal Problems, The Perfectionism, Lack of Time or Knowledge, Procrastination, and Following Rules

FEAR OF BEING JUDGED

Many people doesn't like sharing unfinished work because they tend to judge themselves first before they share it with other people.

MUSIC INSPIRES CREATIVITY

it's not just that music is a diversion or an extracurricular, but it's something that's fundamental to life and mind.

GOALS

MUSIC STREAMING

Take advantage of the free or premium music streaming using the shuffle mode.

HANDDRAWN / HANDWRITTEN DESIGNS

Bringing brainstorming to another level using music as an kick starter for the users.

SHARING UNFINISHED WORK

Sketches or outlines are better to share than finished work. Users can upload and re-upload their progressions over time.

PROJECT PURPOSE

A mobile application that helps users overcome creative blocks, boost their creativity and productivity, and step outside their comfort zones using the power of music.

MARC ROSARIO SAYS :

"The more research I did with user-testing and outside resources, the more it helped me build touch points for a better brand experience."

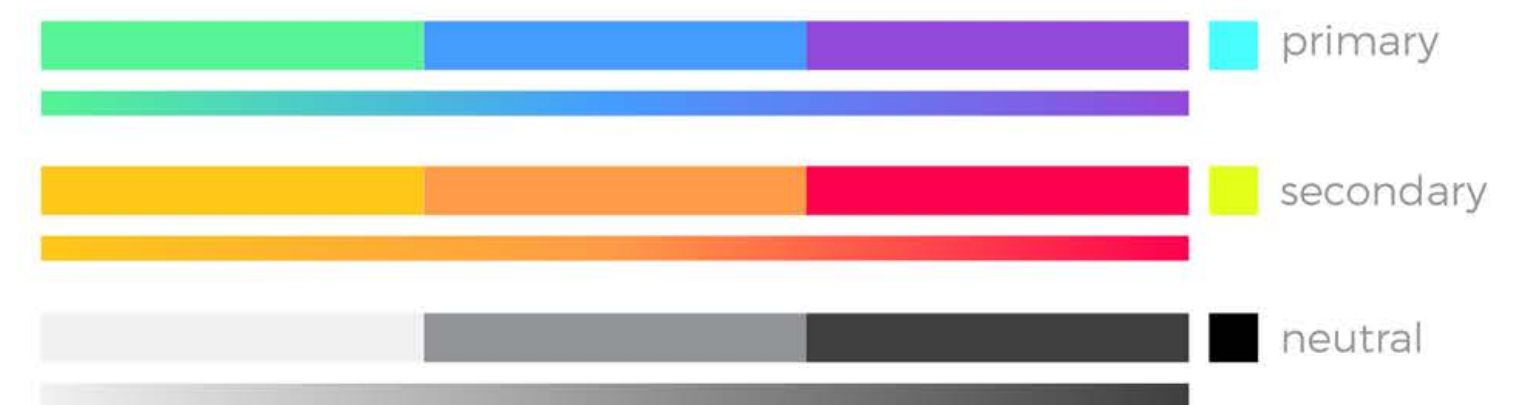
LOGO



LOGO PROCESS



COLOR PALETTE

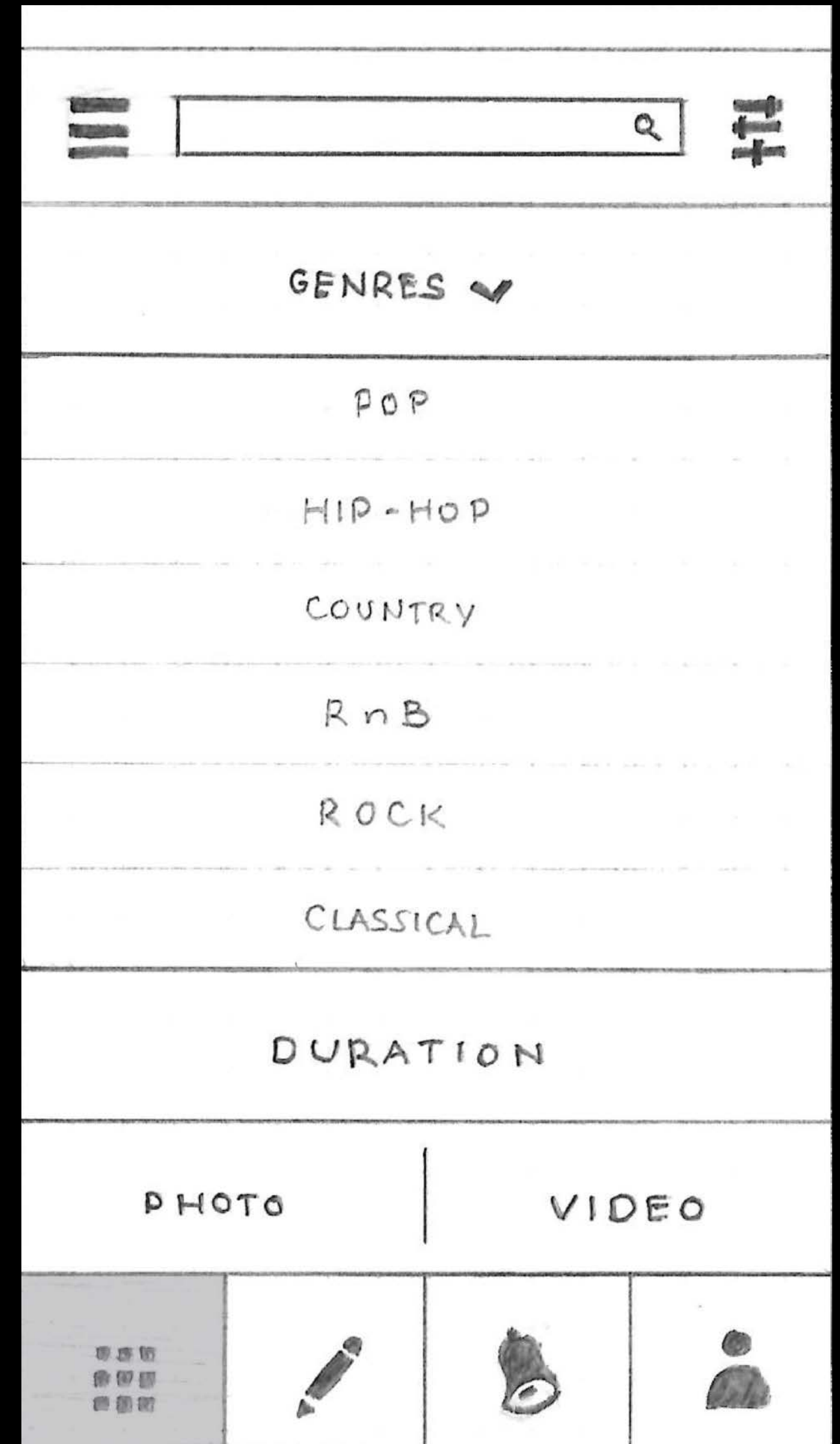
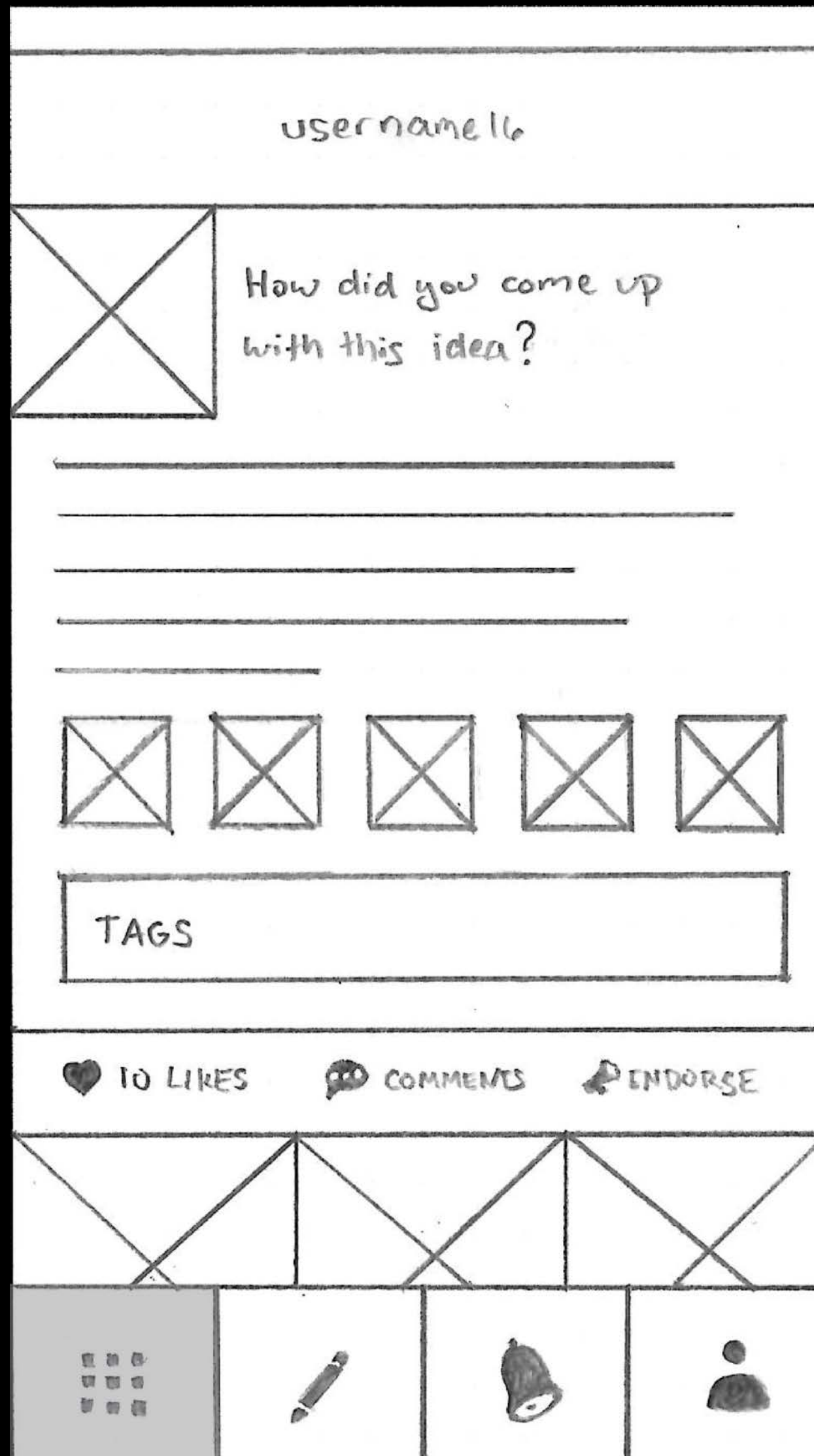
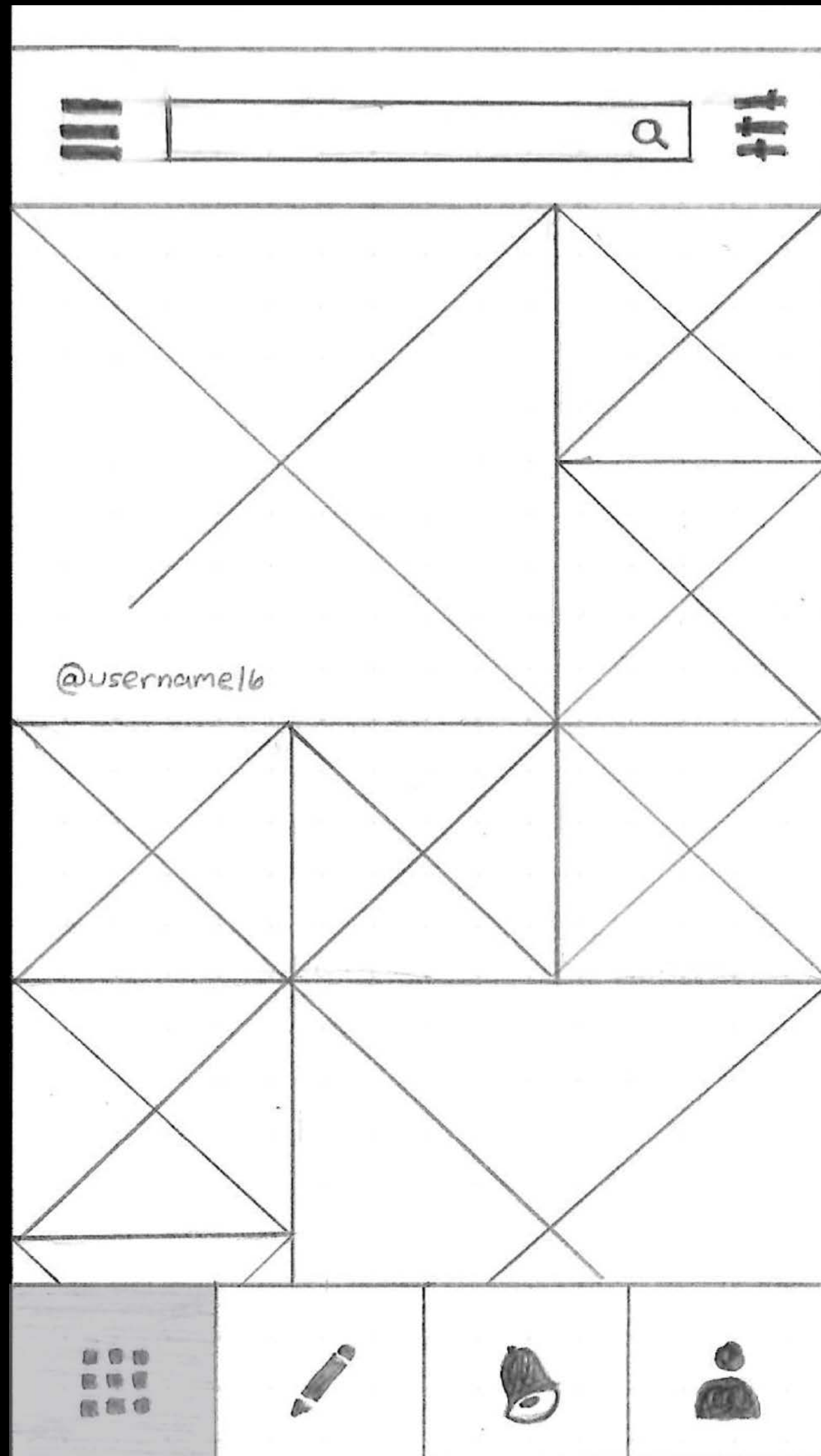


TYPEFACE



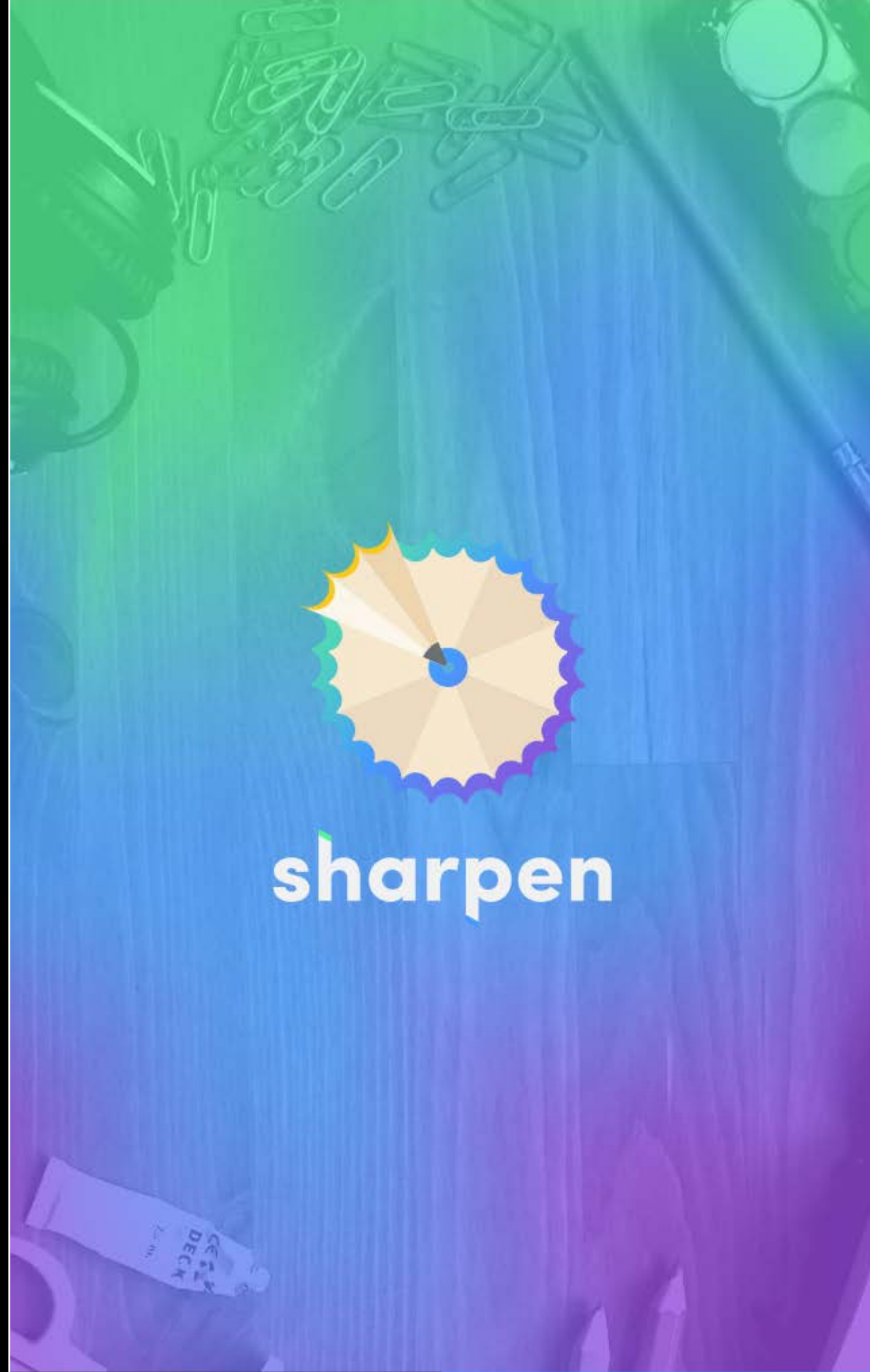
VISUAL ELEMENTS







2:21 PM



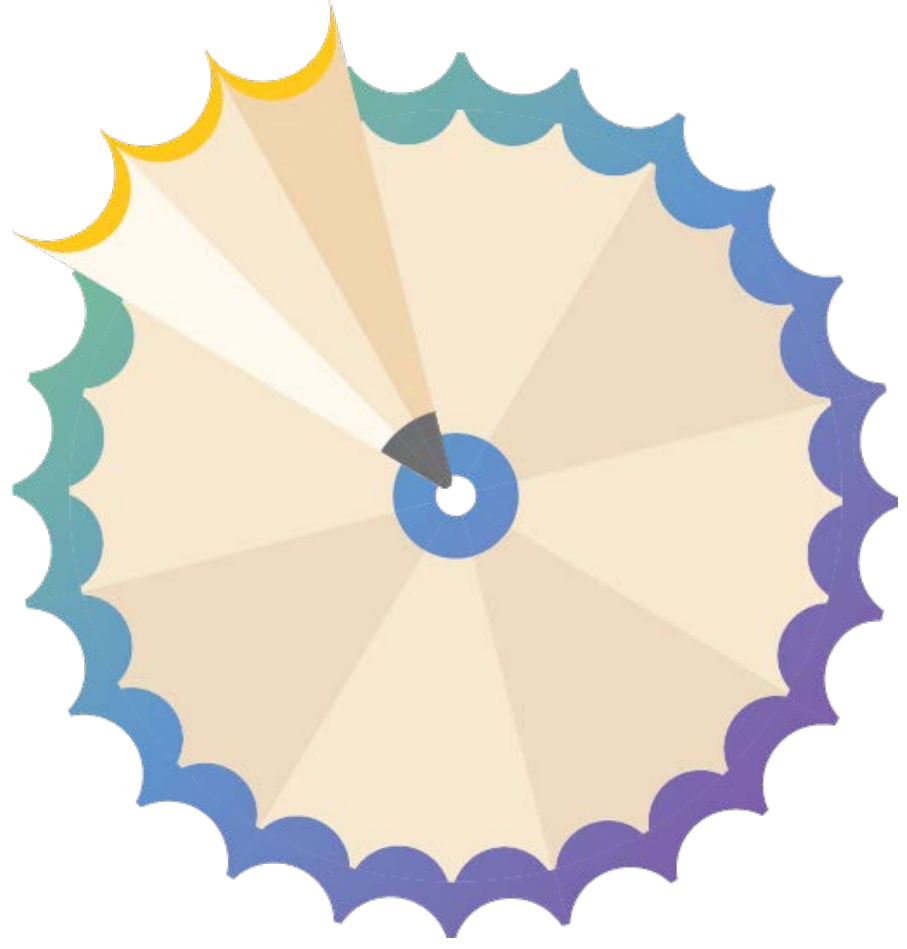
sharpen

REGISTER

SIGN IN



ms. n. i. r. e



A blue-tinted background image showing a person's hands sharpening a knife on a whetstone. The person is wearing a dark long-sleeved shirt and dark pants. The whetstone is on a wooden surface, and the knife is being held at an angle against it. The word "Sharpen" is overlaid in the center in a white, stylized font.

Sharpen

DESIGNER'S KRYPTONITE

Sometimes generating ideas feels impossible

DIGITAL



MORE TIME



STATIONARY



FINAL

PAPER



LESS TIME



ON THE GO



PROGRESS

DESIGNER'S TOOL



ON THE GO

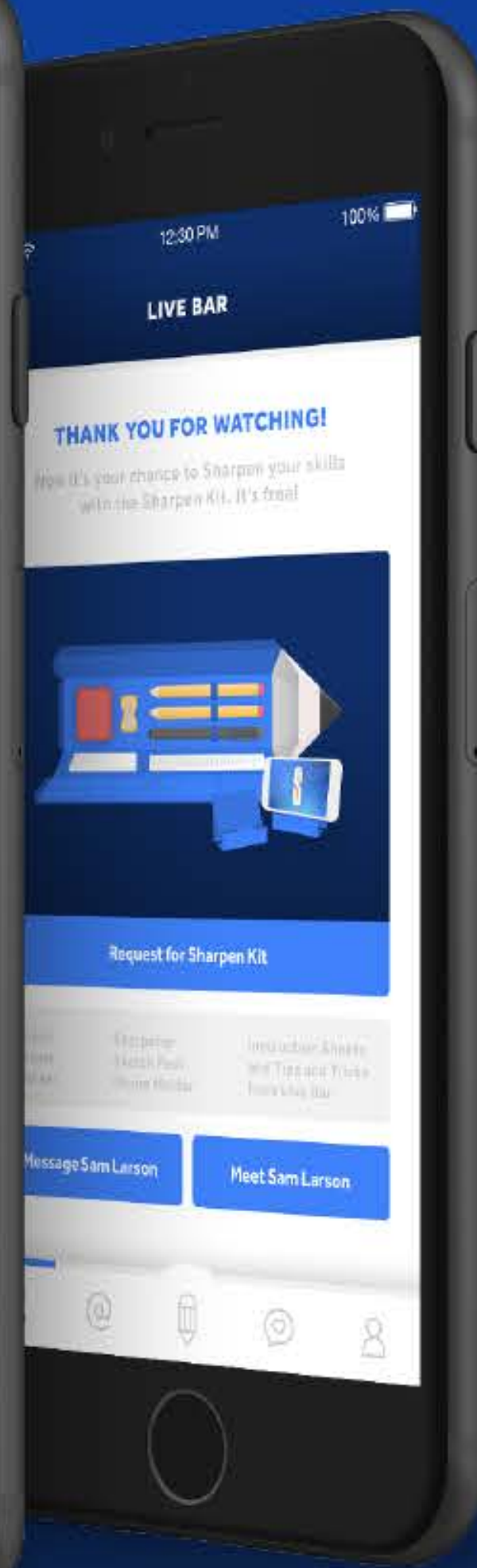
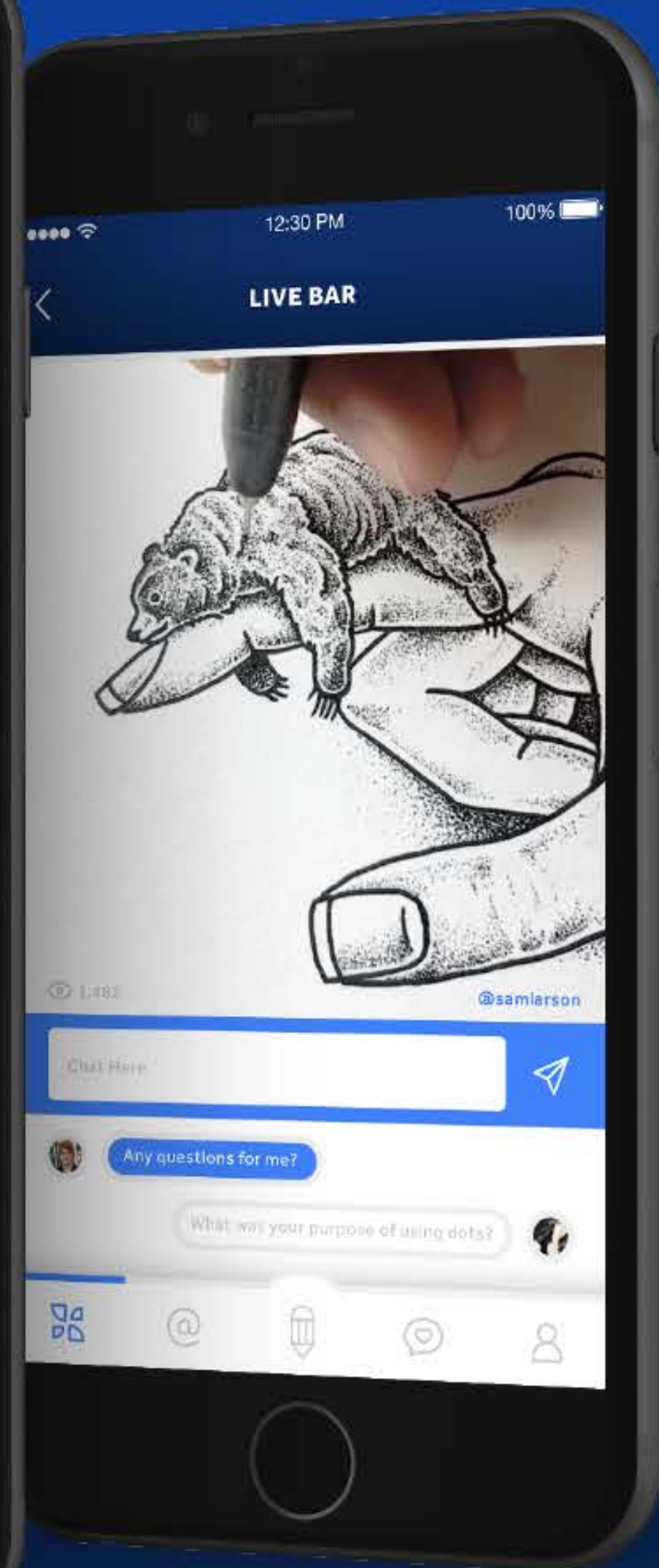
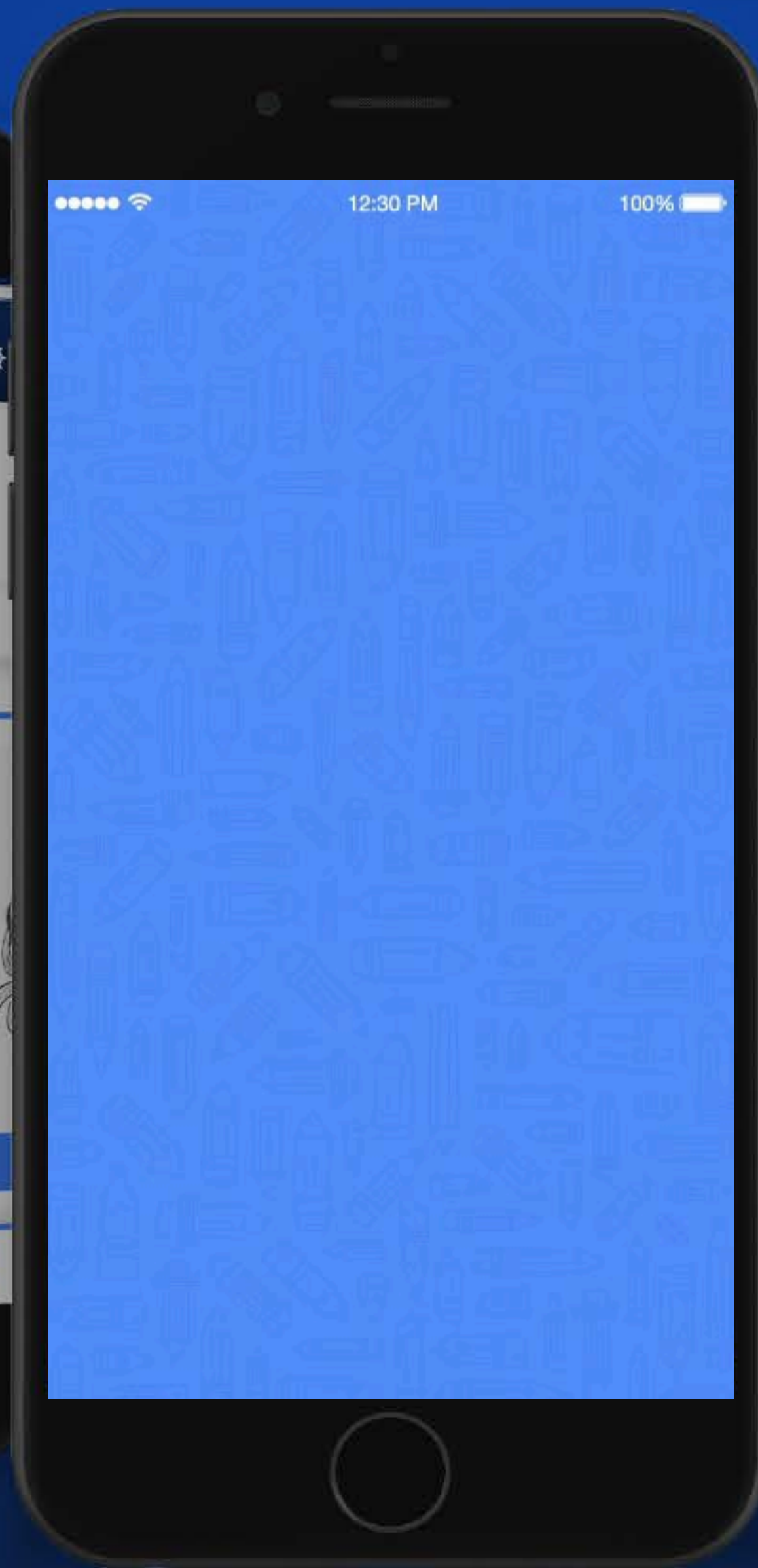
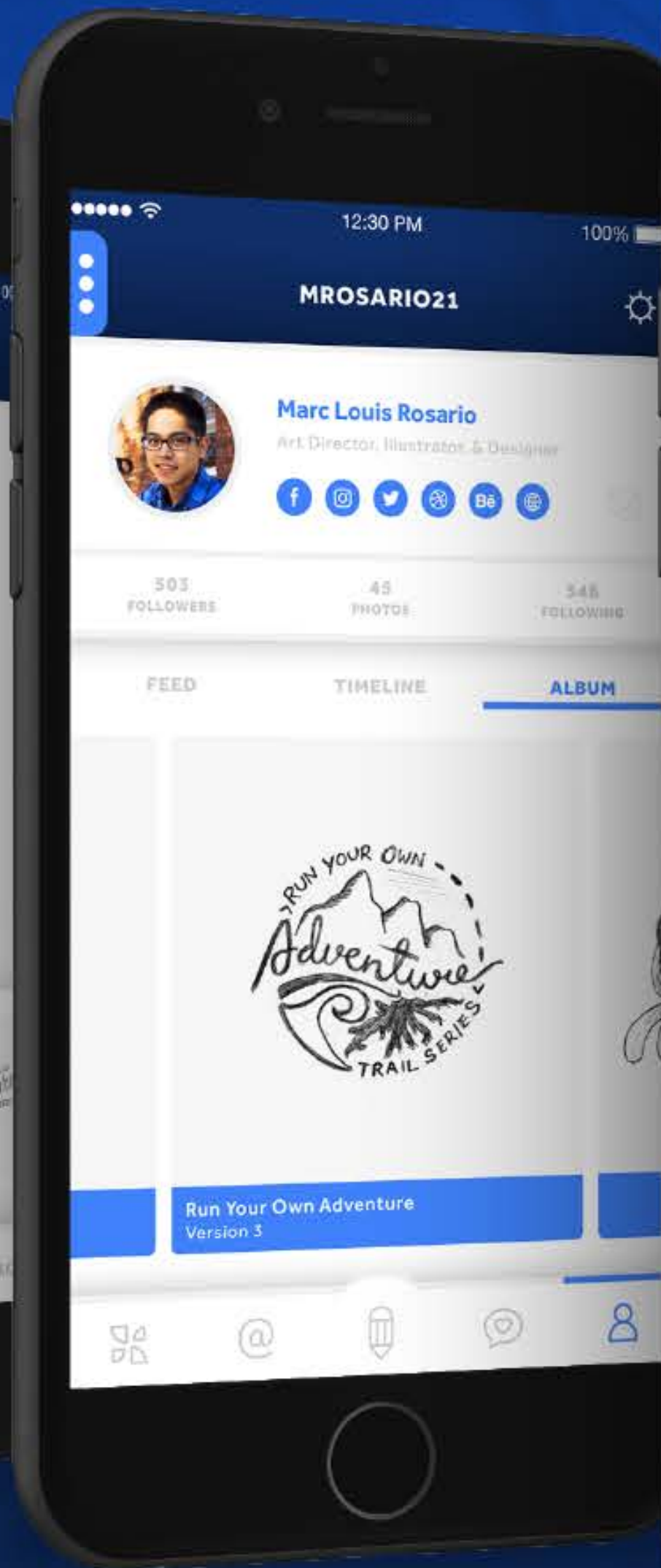


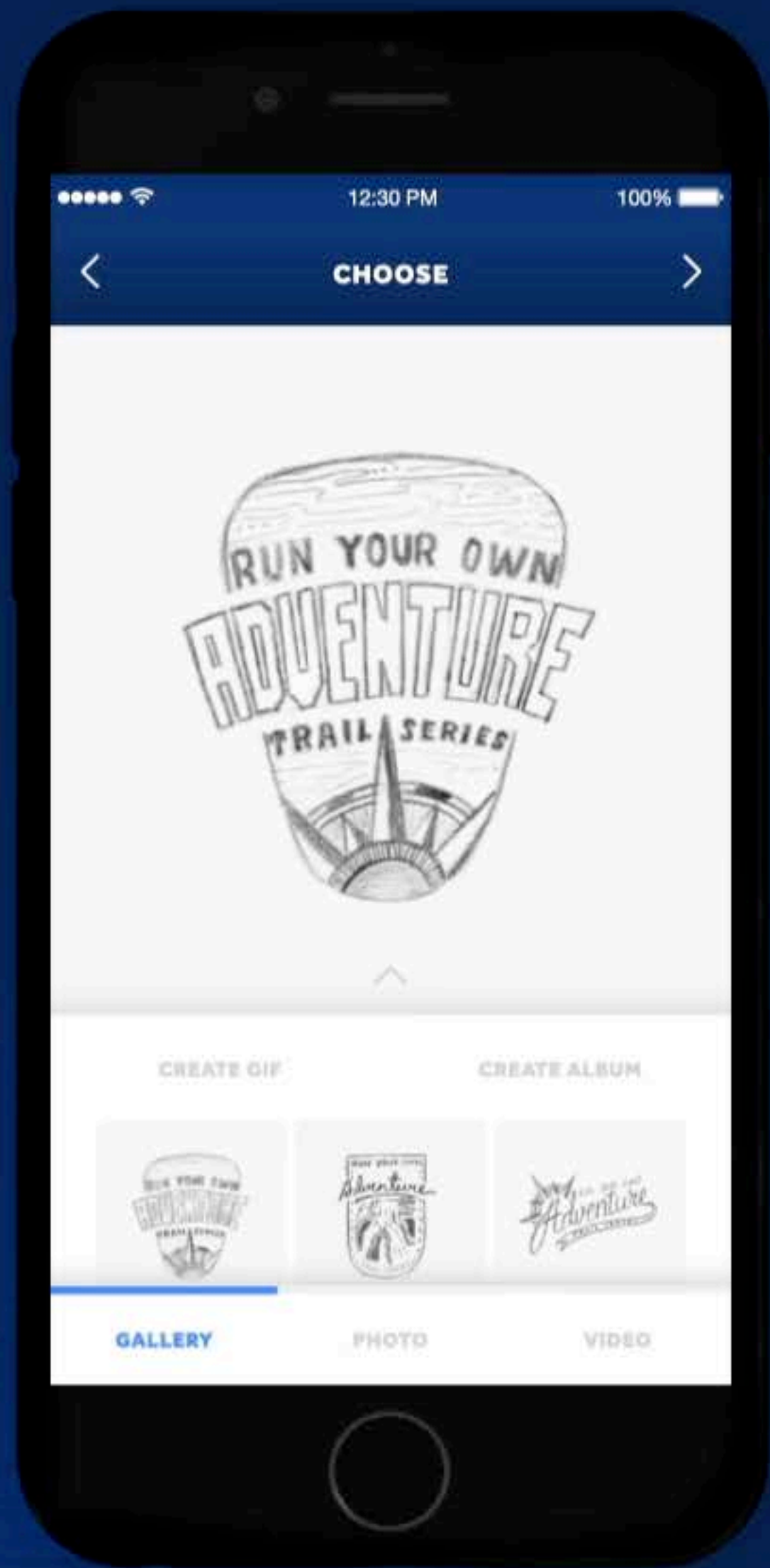
EASY ACCESS



SHARABLE







001

SKETCH



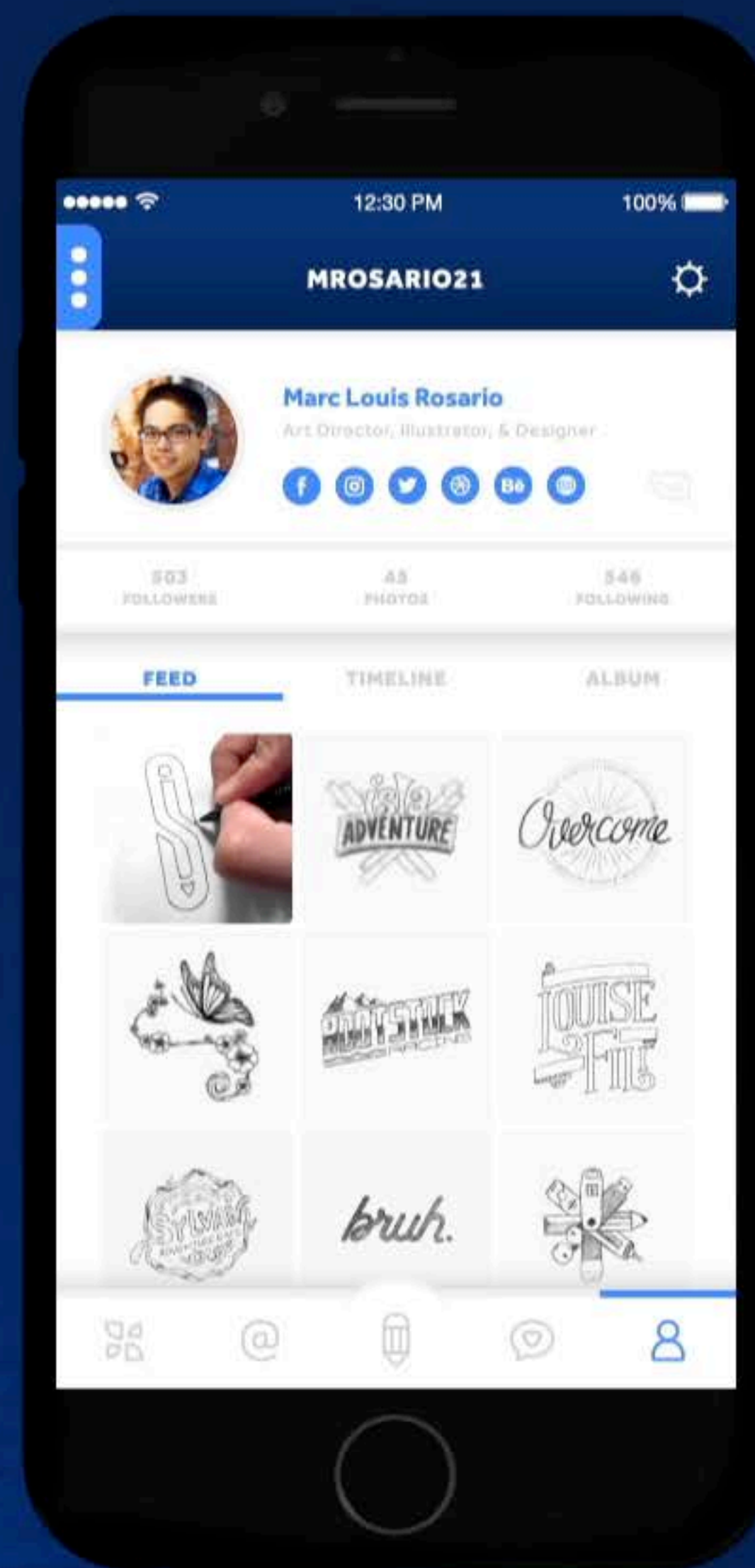
SKETCH YOUR IDEAS
ON PAPER AND UPLOAD

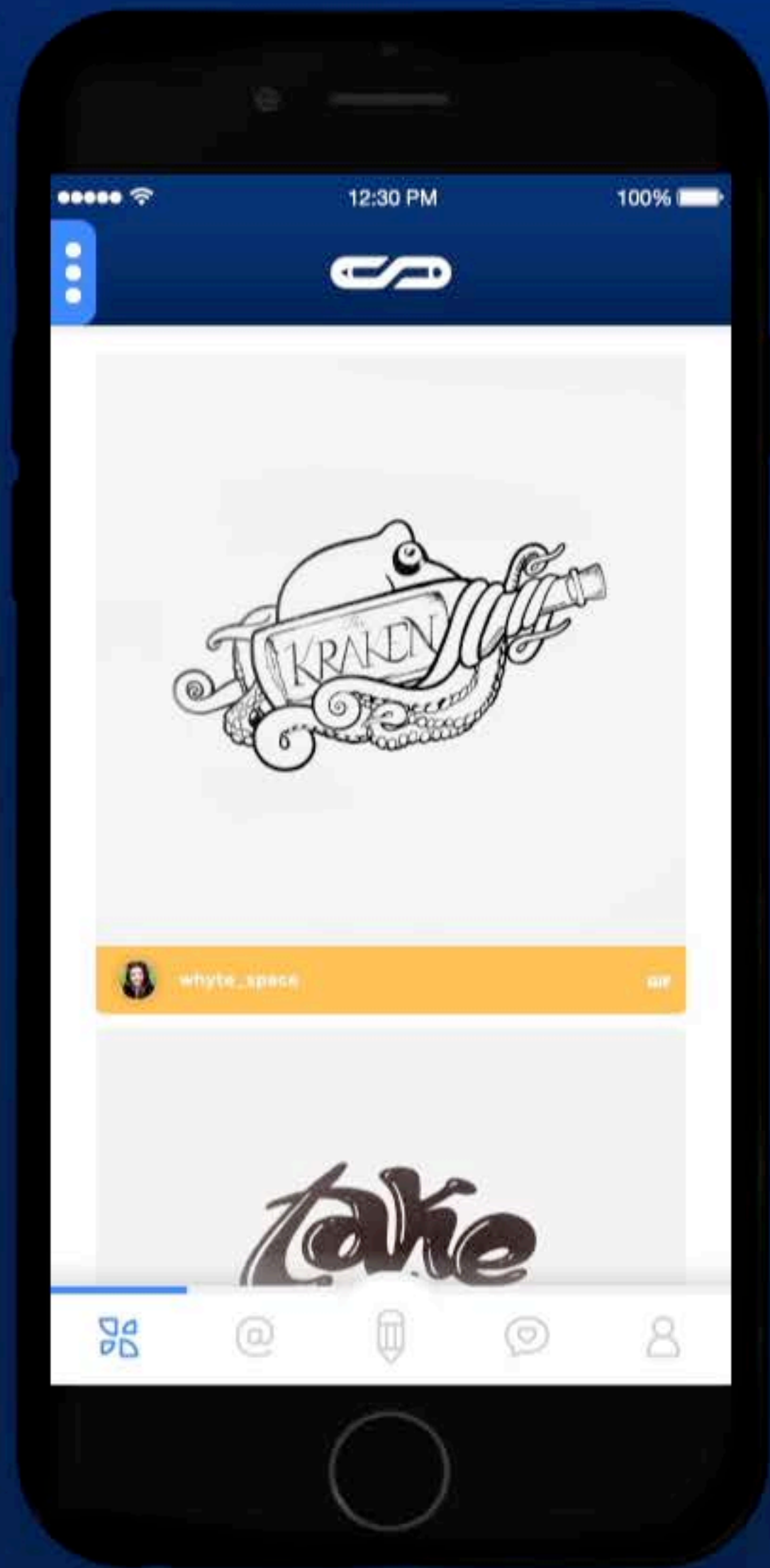
002

ARCHIVE



ARCHIVE YOUR SKETCHES
ONTO YOUR PROFILE PAGE





003

CONNECT



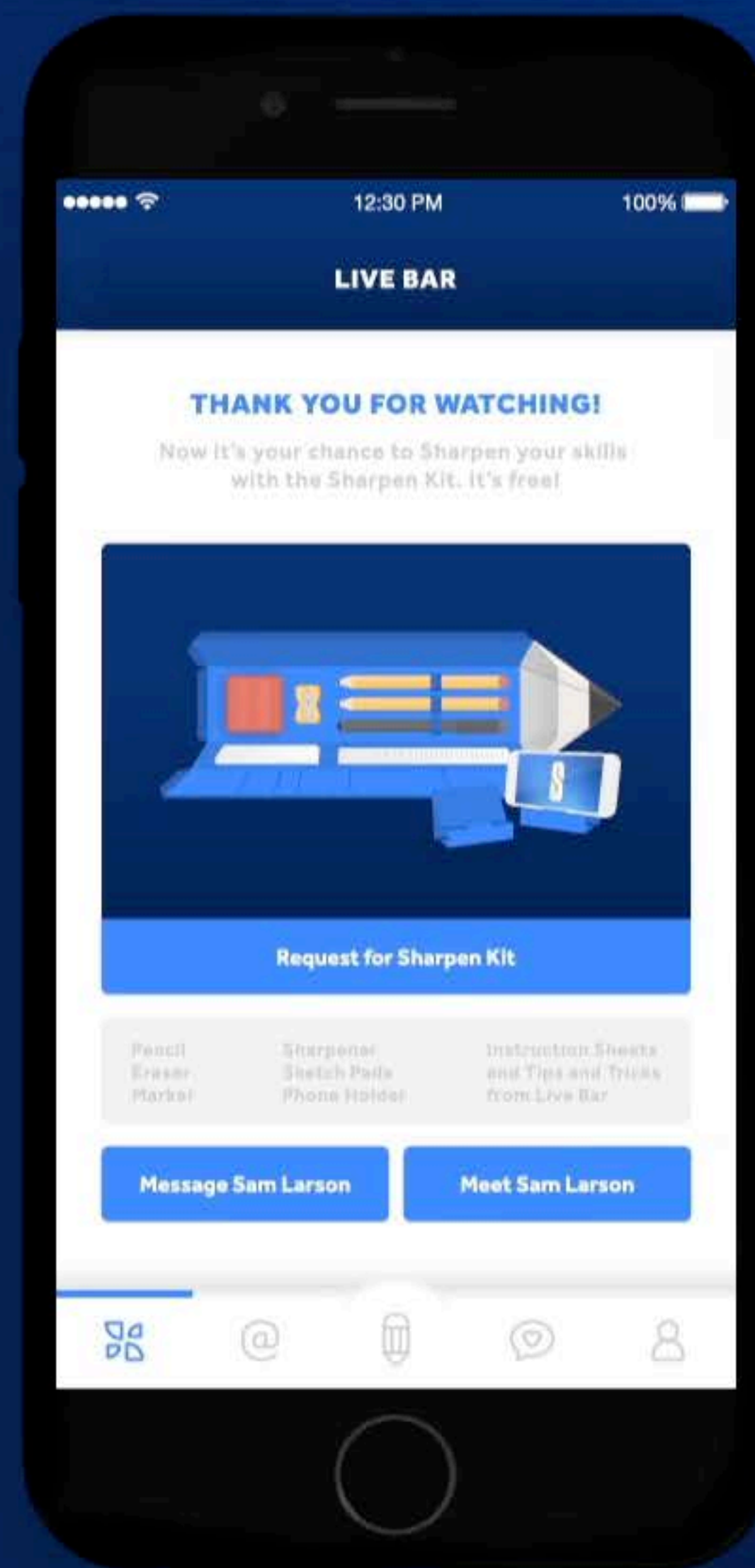
CONNECT WITH USERS
AROUND THE WORLD

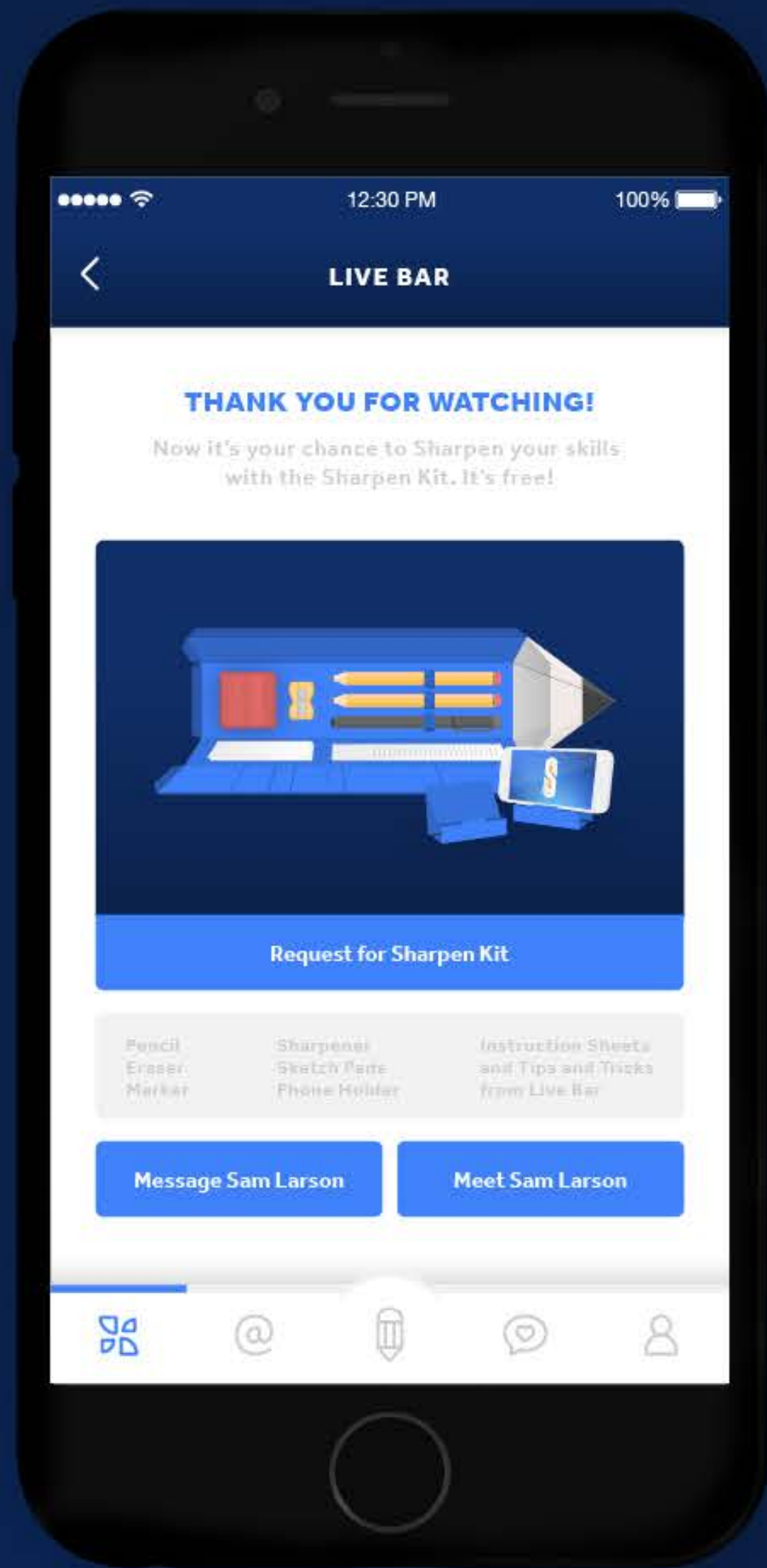
004

MEETUP



MEET WITH OTHER USERS
AROUND YOUR AREA





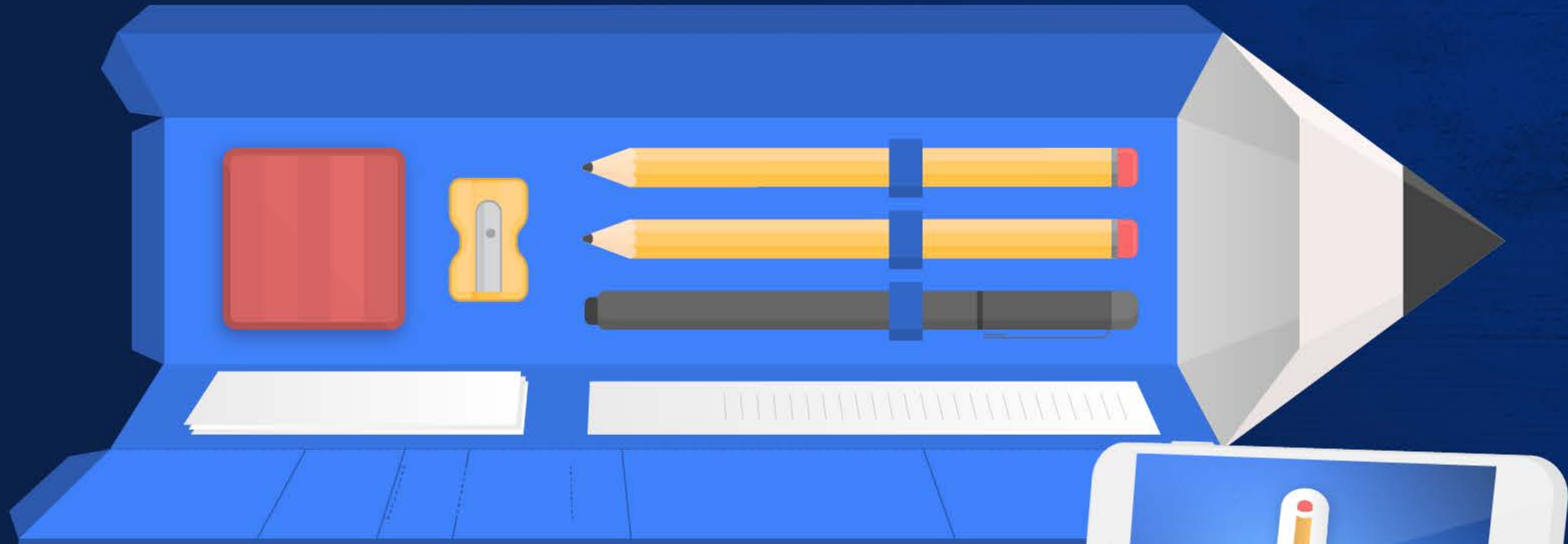
005

SHARPEN



SHARPEN YOUR SKILLS
WITH THE SHARPEN KIT

SHARPEN KIT



SHARPEN KIT INCLUDES

Pencils

Sketch Pads

Sharpener

Phone Holder

Marker

Tips & Tricks

Eraser

Instructions



SHARPEN MEETUP

Worldwide social media inspired events where users can socialize and Sharpen together at coffee shops



NEW YORK, USA



LONDON, UK



SAN PAOLO, BRAZIL



PARIS, FRANCE





ARE YOU READY TO **Sharpen** YOUR SKILLS?

Empowering students to succeed!

GUIDING STUDENTS TO SUCCEED

1. Reinforce the basics

Emphasize “deep dive” development of an idea in regards to research, user testing, wire framing, and brand building. Repeat in each course, as necessary.

GUIDING STUDENTS TO SUCCEED

2. Iteratively improve projects

*Strategically partner to validate an idea,
and to create and refine touch points for
portfolio projects.*

GUIDING STUDENTS TO SUCCEED

3. *Celebrate student success*

Finding opportunities for students to share their project stories.

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Thank you

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