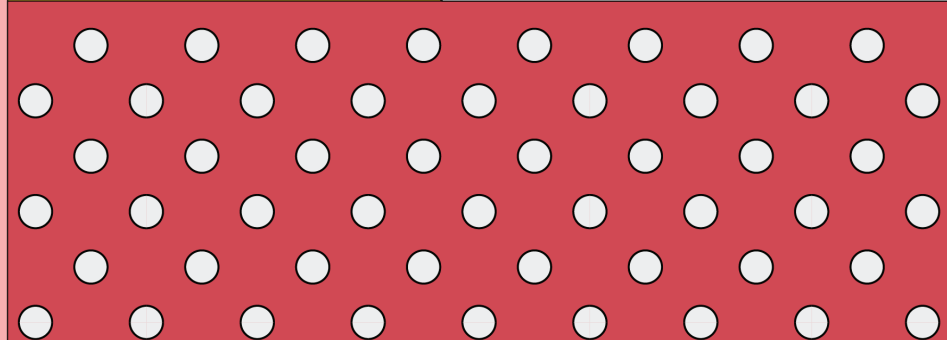
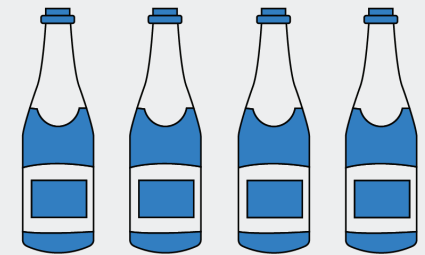
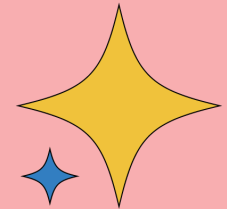
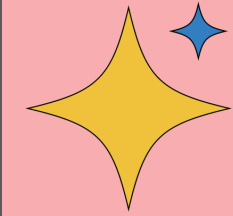
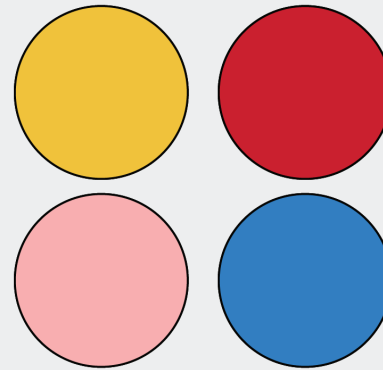
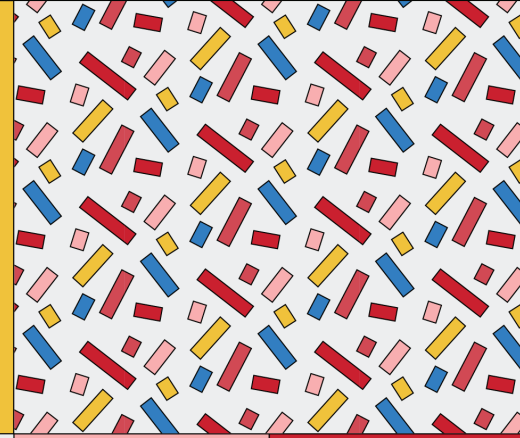
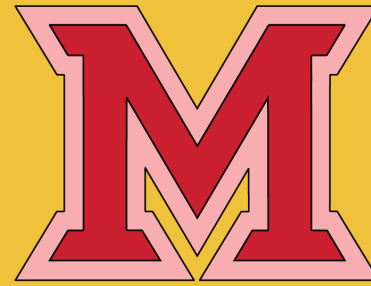




# THE FINAL LAP

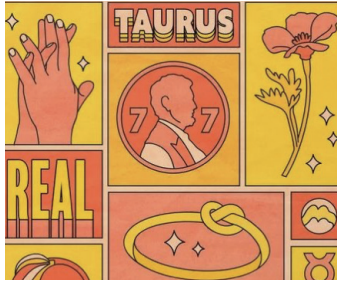


# PROJECT OVERVIEW

## ABOUT

Create a fully branded self guided tour for Miami University. It must have a total of three touchpoints. I created **a tour aimed towards graduating seniors**. This tour allows them to capture photos in their cap and gowns all across Miami's beautiful spots around campus. As a senior at Miami I have begun to notice how important it is to be able to **capture the memories of these four years**. The idea for The Final Lap came from that want to make memories that I can take with me once I leave Oxford, Ohio.

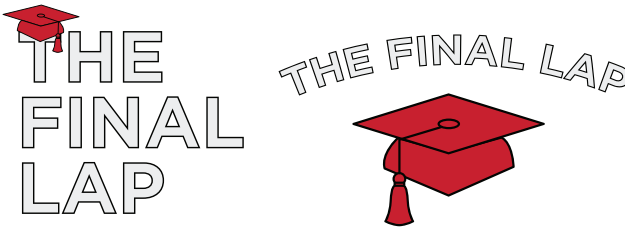
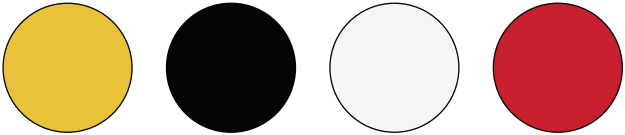
# PROJECT OVERVIEW



## MOODBOARD

I was really conflicted between going with strict Miami style branded with this tour or with trying something new. I have worked with Miami's brand in the past and I really wanted to try out a style that I have never worked with before. I have really been drawn to this color blocked and basic illustrations based style and thought it would be a great way to challenge myself. I also think that the bold and bright colors work well with the vibe I was going for with this tour and it works toward the idea of celebration and making memories.

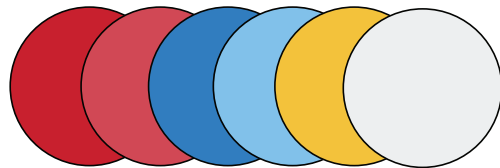
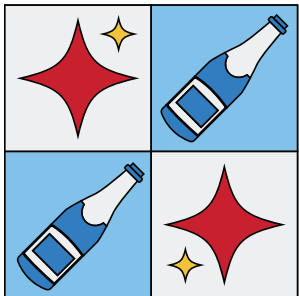
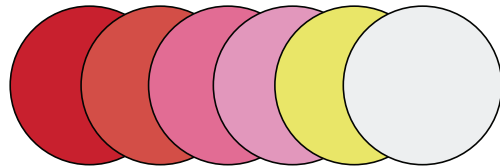
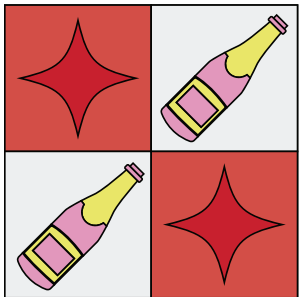
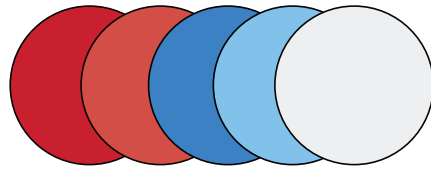
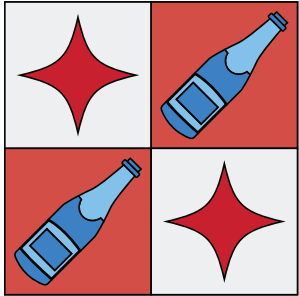
# DESIGN PROCESS



## INITIAL DESIGN

These are a few of my initial designs I made when I was first starting out. I started out with a bit of a limited color scheme to pair better with Miami's branding. I also started creating icons that could be used within the branding pattern which includes, tassels, champagne bottles, and graduation caps.

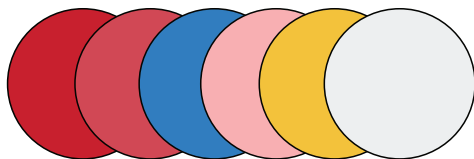
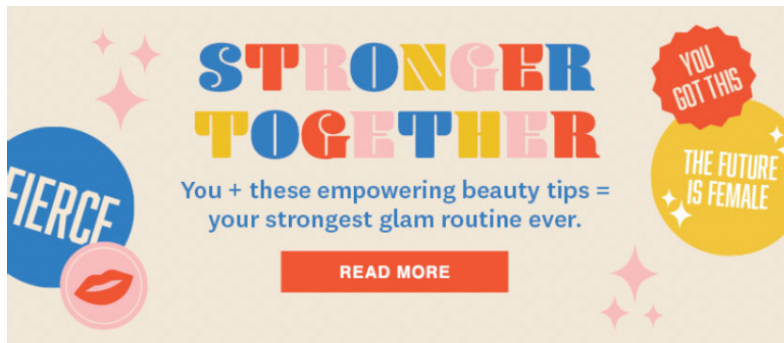
# DESIGN PROCESS



## REVISED DESIGN

Here is the revised logo concept for the brand. I added a more expressive handle on the tassel and really liked how it pulled the whole thing together a bit more. I also experimented a lot with different color schemes. Here are three of the color schemes I was aiming for, but I still was not sold with any of them.

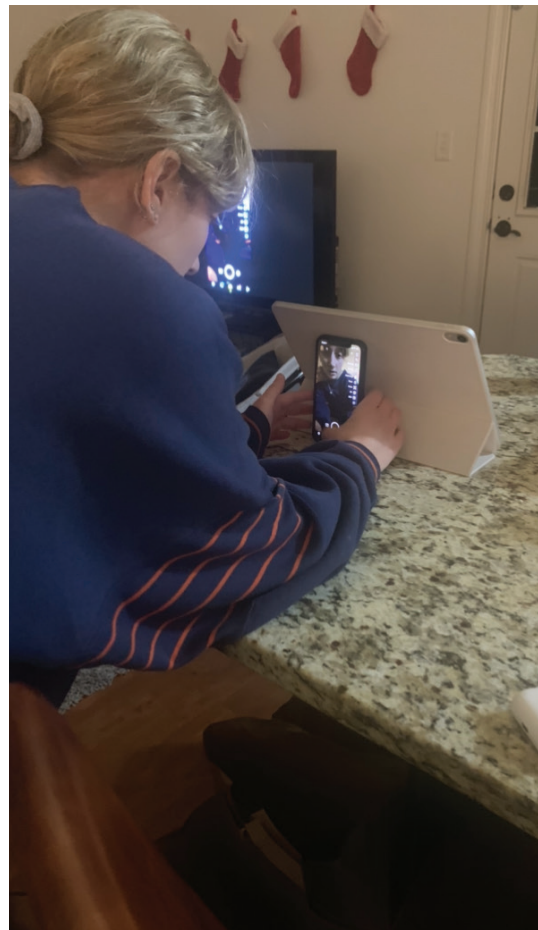
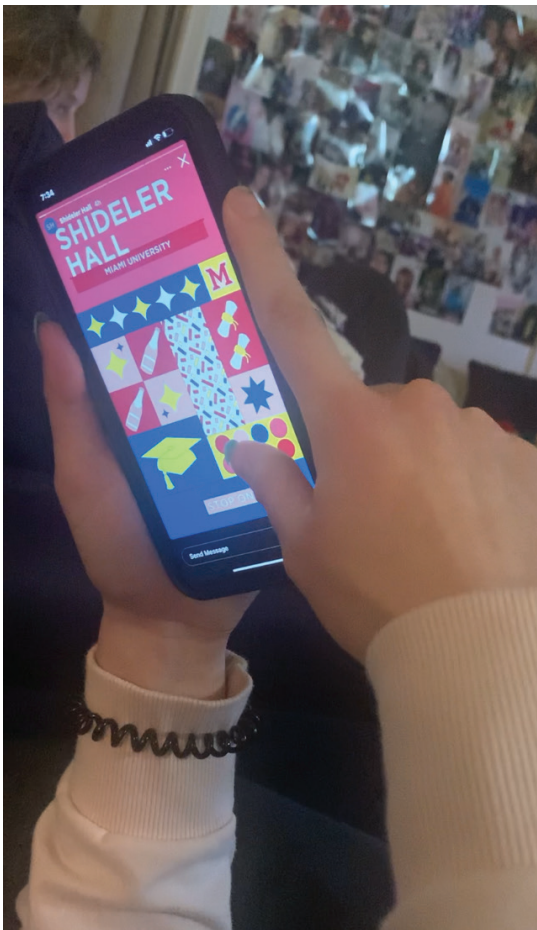
# DESIGN PROCESS



## REVISED DESIGN

Here is the revised logo with the white instead of the lighter red. I really think this made the logo much cleaner and helps it to work better within the brand pattern. I was still a little unsure of how the color scheme was going to turn out, but then I got an email with this ad shown here that I felt fit perfect. So I used the the same reds and whites that I had used in previous color schemes and then used a blue, pink, and yellow. I think that this color scheme really started working well together and as I extended the pattern I knew that I had made the right choice in not choosing the first color scheme I had created.

# DESIGN PROCESS

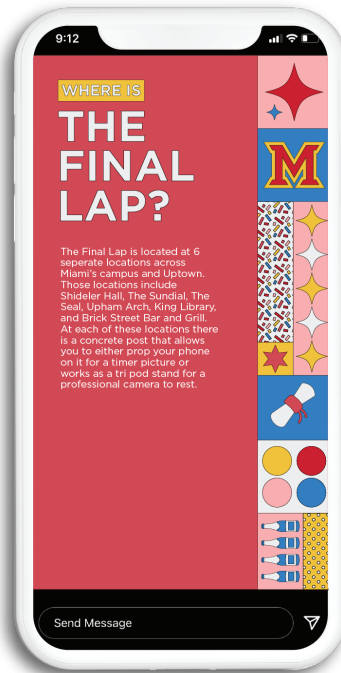
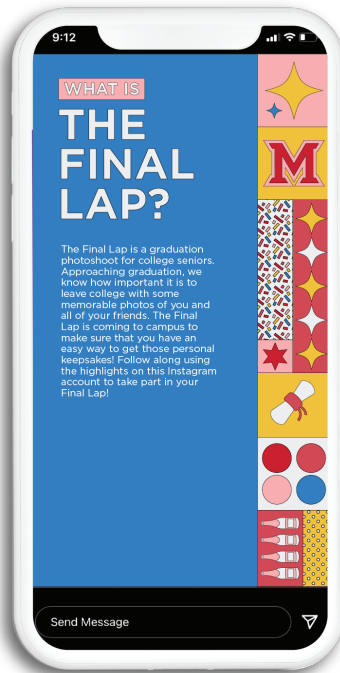
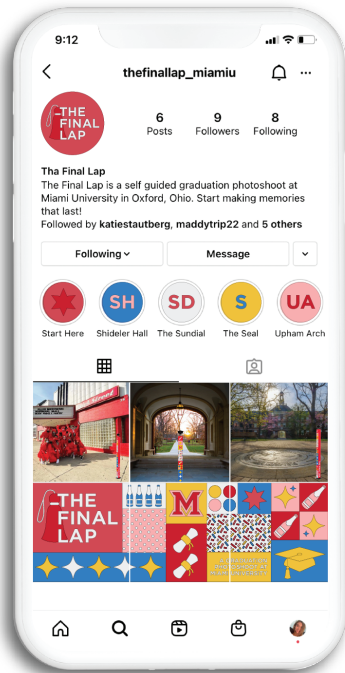


## USER TESTING

This design is meant for people, so user testing became a very important aspect of the project. I conducted two different user tests and tested three people for each one. My first test was seeing how people interacted with the Instagram. I set up a few highlights and noticed that my users wanted to go through the highlights left to right so I needed to make sure that they went in the correct order. The next user test I did was to have people set up their phones for a timer camera picture. I took note of the orientation of their phone and also how far they stood back from the camera to get a full shot. I measured the distance and got a wide range from 50 inches to 92 inches. I decided that when it came to the orientation everyone set up their camera vertical, but for group photos a horizontal orientation fits more in the frame. I wanted my users who were using these branded posts to be able to choose based on their group size so the attachment to the post is rotatable.

# FINAL DESIGNS

## INSTAGRAM ACCOUNT

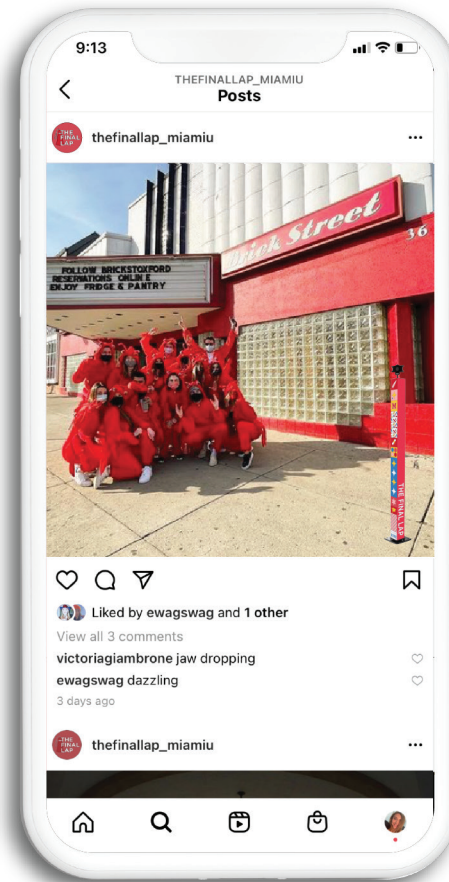
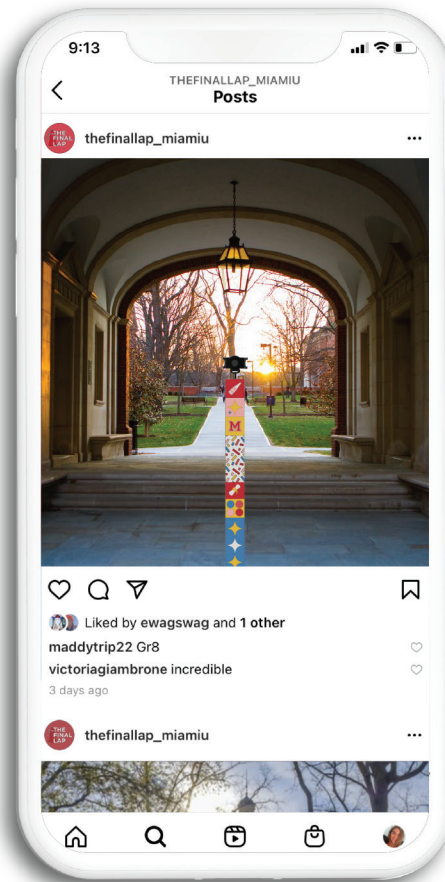
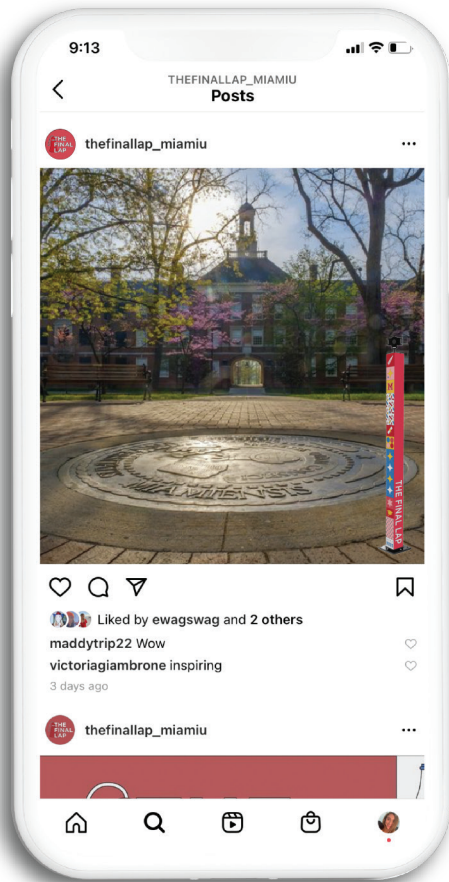






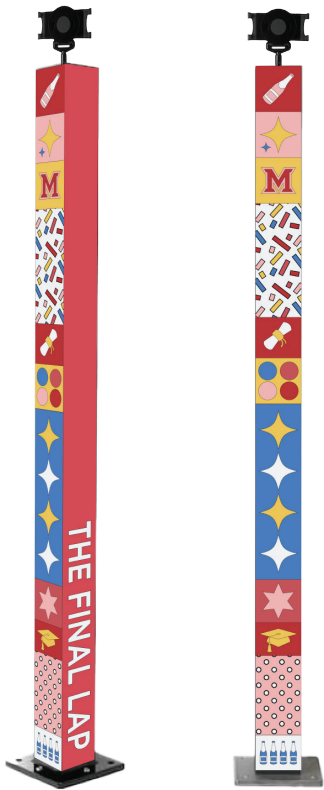
# FINAL DESIGNS

## INSTAGRAM ACCOUNT



# FINAL DESIGNS

## BRANDED POSTS



# FINAL DESIGNS

## AD FLYER



# FINAL INSIGHTS

## REFLECTION

Overall, this project has really allowed myself to explore a new style that I had been interested in working with. I tend to usually stick to similar styles and looks and I feel like going in this direction really forced me to go **outside of my comfort zone** and I am really pleased with how it all turned out. Going forward I would love to be able to see people actually walk through the route and take pictures at each of the spots and get reactions from my target demographic. I really enjoyed creating this brand and concept for the tour, I have learned a lot about **designing with purpose** through this project.

BY:  
RACHEL  
ANTHONY

