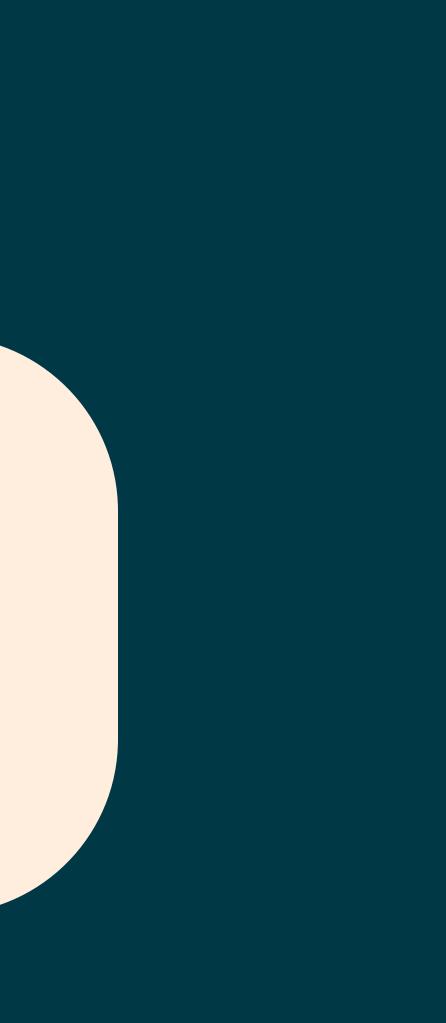
Process Book



Assignment Sheet



DELIVERABLES

Any 3 substantial artifacts, per project, across multiple media

PURPOSE

Studio II addresses the designer's role in visualizing complex, integrated systems. Through the independent exploration systems design, students develop strategies for managing design solutions across multiple communication media outlets.

GOALS

1. To implement advanced blog/social-issues-topics. methods of research and analysis. and contemporary concepts and trends in design development and engage in innovative problem solving. 4. To engage in efficient project management, self time management, and business practices, including preparation of comprehensive design proposals. 5. To engage in proficient technical execution and project presentations.

Projects 1 and 2

For these projects you will work independently with the Professor and self-manage substantial projects of your own choosing. The challenge is not about creating a logo, a look, and simply applying it to things. It is about demonstrating that you have thoroughly researched a subject, analyzed audience markets and trends, studied the competition, and developed a unique strategy and solution that perfectly fits the challenge.

The first project may be on anything, though come up with something unique that has some depth. Look of key principles in visual through the posted examples online under Course Supplements.

> The second project is about communicating extensive information about a social issue or cause to a specific audience. I am looking to see how you can handle lengthy levels of information about your topic in Project. 2, which is a collaborative project, made up of teams of 3 students each. Topics listed here are suggested though I will leave it open to you to choose one or come up with your own. They must however be such that you can reasonably take a position for or against something, like the death penalty, abortion, vaccinations, GMOs, immigration, nuclear power, remote education, etc. Your task will be to research the issue or cause and persuade people to your point of view. There's a good listing of generic topics on https://edubirdle.com/

Your final solutions for both projects can be in any medium or format providing they are appropriate to the 2. To synthesize historical subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, creating design solutions. Wired or AdBusters). Or create a complex online website, with heavy content like The Daily Beast, NRDC, 3. To execute appropriate UTNE or Newsweek. Design deliverables may include a book, a series of books, large format brochures, posters, an ad campaign, an app, game content rich magazine, installation, environmental campaign, a logo and/ or branding system, a brandbook, kit, website, exhibit, film, or motion media campaign-or any other appropriate graphic design artifact. Each compoent must have typography, depth, complexity. I do not want to see coasters, buttons, stickers, tshirts, totes or any other simple construct with just a logo slapped on it.

> The final outcome will be a minimum of 3 uniquely designed pieces across multiple media, or an equivalent comprehensive artifact. Again, one must have great depth of content, i.e. a lot of copy or information, especially in Project 2. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can

> Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

> A quick-look Course Schedule is posted under Course Work for easy access of information. In the first two weeks of each project, you will write a Brief which will include a summary of your research, three unique Concepts, a Vision Board, forty-plus Thumbnailed exploratory sketches, and a fully fleshed out Final Concent. Upload each of these to Submissions and to the Discussion Board, include a note as to how each idea would play out. See examples under Course Supplements. You may not use stock imagery unless you alter or modify it markedly.

Casem | mcasem@scad.edu | 912-525-7205 | 124 Adler Hall

DEADLINES

Class 1 Project 1 kleas

Class 2 Project Brief with Research Summary

Clase 3 3 Conceptual Variations

Class 4 Vision Board

Class 8 Rough Brief for Prol 2

Class 9 Proj 1 Process Book

Class 10 Proi 1 Designs **Printed Poster**

FINAL PDFS

GRADING

FILE NAMING

METADATA

Class 11 Project Brief with Research Summary

Class 12

3 Conceptual Variations

> Class 13 Vision Board

Proj 2 Process Book Third component Written Critique

Class 20

Proj 2 Design

Printed Poster

Class 19

-Student name: John Smith -Student ID #: 000615637 -Title of project: Recycling -Photo, copy, illustration credits -Media used: Photoshop -Professor: Mary Ann Casem -Title of Course: Studio II

ACROBAT METADATA

-Assignment #

Go to the FILE menu > PROPERTIES. Enter information in the fields of the Description tab. InDesign Metadata: Go to the FILE menu > FILE INFO. Photoshop Metadata: Go to the FILE menu > FILE INFO

GRDS 400 STUDIQ

When you develop your project, pay particular attention to your schedule and deadlines. Getting behind on your deadlines will put a severe hardship on you at the end of the Quarter and may result in missing work or shoddy design. You are expected to self manage these projects. You create your own path and set your own internal deadlines. If you need extra help, seek out the Professor and schedule time with her outside of class over the course of the 10 weeks.

Graphic Design is a field which is predicated around deadlines as much as quality design. You must learn to work within budgets and deadlines efficiently. This class will give you a good idea about your time management abilities and related flaws, which will only worsen in the field. Please do not underestimate the time it takes to do a worthy job. In Studio II, you are developing portfolio pieces and a deeper understanding of the requirements of the field, which will directly impact your career and your quality of life. Plan on working at least three hours each day on this classwork.

Average is Average. You should plan on working at least 15 hours outside of class each week if you want to do better than a C. Your grade, your outcome, depends on the skill, intelligence and effort you apply. Pay meticulous attention not only to every aspect of the design but to the requirement details of the assignment as well. See the Rubric posted online.

Name your files like the following: GRD\$348_Casem_Proj1_520_YourName.pdf

A single 300 dpi PDF of all your work must be posted to Submissions before the start of class on the day. it is due. Process Books, each a 60-page minimum, should be saved as a Reduced File Size PDF. Postings on the Discussion Board or email submissions are not acceptable, only work uploaded to Submissions. I will not contact you should the file be corrupted and/or not download properly, or be in an incorrect format (JPG, TIF, PSD, InD, AI etc). This is your responsibility. Double-check your file to ensure it downloads properly after you've uploaded it. If your PDF has been corrupted, remake the PDF and upload using Firefox. Then double-check it again. You must be present for final presentations.

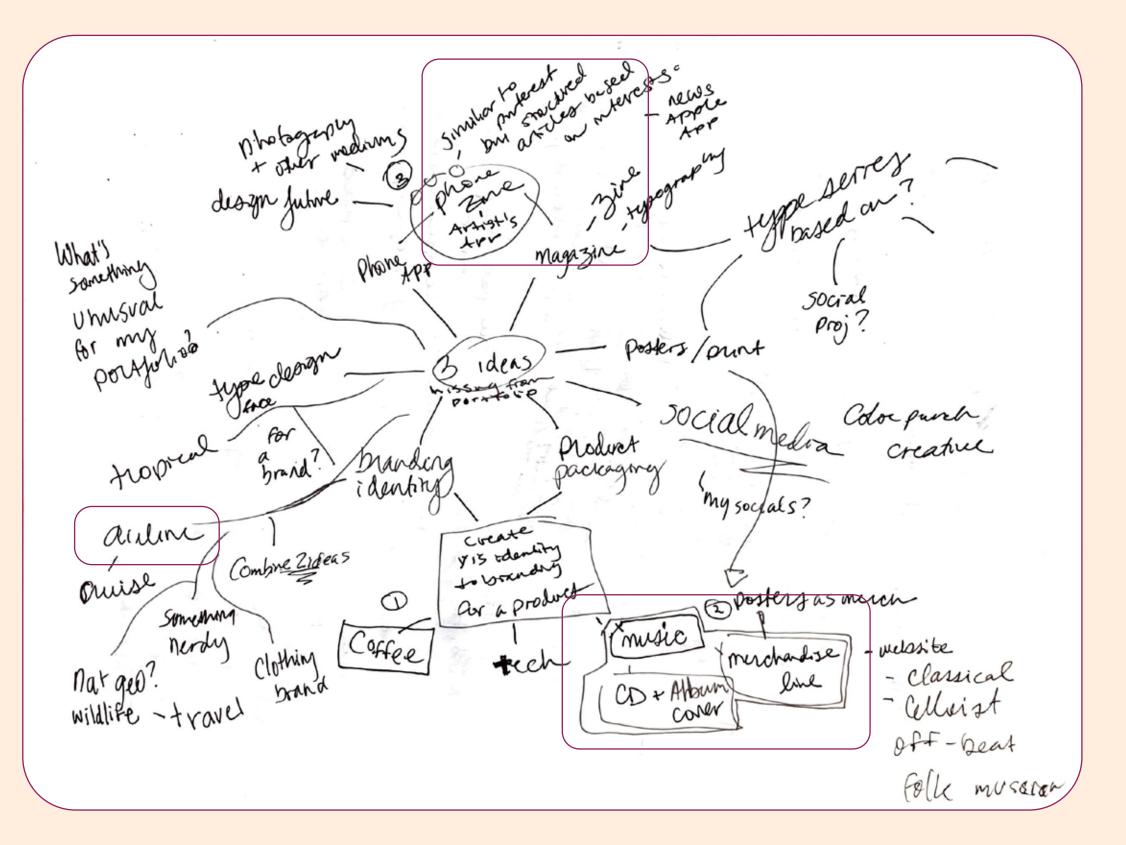
Post a Reduced File Size PDF of all your work to the appropriate Discussion Board at the same time and comment on three other projects a week with in depth critical analysis.

Metadata is the information saved with each file. Embed the following information in your metadata:

Brainstorming

Mind Map

Coming up with the 3 initial concepts and possible deliverables as well as executions. I used what holes I have in my portfolio as possible jumping off points and went from there.



3 Ideas



Simplify Travel

This idea is to completely create a company from scratch whose purpose is to assist people with airline troubles such as cancelled flights or lost baggage, especially in places they've never been before. The main deliverable is an app that would track the client's flight status and upon notification of a canceled or delayed flight, it would immediately start tracking bags and finding accommodations for the easiest experience possible when stuck in an airport. Branded booths would exist in the airport that have 'Stranded Supplies' packages for clients who have to stay overnight with essential toiletries as well as a change of clothes.

Chosen Idea



Made-Up Music

Music holds many important opportunities for design, especially the more overlooked genres. For this idea, I would be creating a modern classical musician and branding their persona. This would involve creating social media as well as a website and merchandise for the musician. I would also be creating a graphical system that would inform other creatives how to create art for them such as for future album covers or concert motion graphics. This would be for the launch of their album and I would design their album cover as well as a vinyl and merchandise specific to this launch, including clothing and posters.



Critiq

One of the hardest parts of the pandemic for me, specifically as an artist, was the lack of seeing and hearing other artists' works and comments. Critique is an app created specifically to fill this void. Artists would be able to create trusted communities or publicly post their work with the intention of asking for other artist's feedback and opinions in order to improve. Other design opportunities would be for pop-ups where artists could meet in-person and each critique each other as well as merchandise that would be sold at these pop-ups. Advertising and web-design are other possible opportunities as well.

Project Brief - Simplify Travel

Idea

Form a travel company dedicated to assisting people with travel mishaps, from lost luggage to canceled flights. As a subscription service, for a monthly fee, customers are guaranteed a relaxing travel experience with the comfort of knowing we are looking out for them. The instant any flight is canceled or delayed the app and company begin to search for alternate routes and track baggage while directing the customer to our nearest location within the airport where they can sit and enjoy the club or if they have to stay overnight, they can be given a stranded supply kit and a key with directions to their accommodations.

Goals

Project:

Create a user-friendly travel company to deal with the airlines and allow travelers to relax and know they're being taken care of. Develop eyecatching branding and easy-to-use app to maintain customers as well as designing promotional materials to grow.

Personal:

For my portfolio, I feel as if I am lacking a comprehensive branding project and I would like for this one to fill that void. I also feel as if it's important to share our interests in our portfolio and traveling is one of my favorite things to do, despite my poor luck with airlines.

Target Audience

People who travel frequently either for fun or for work, especially those who tend to have bad luck and get stuck in airports frequently.

Ages: 25-50 All genders, middle class

Deliverables

Company Branding

- Logo System
- Packaging
- Airport Presence (booths/clubs)
- App Design - Interface - Onboarding
- Icon

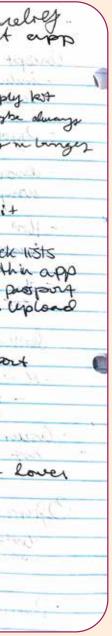
Advertising - OOH Airport Posters - Social Media

Brainstorming

Using TA to brainstorm concepts and tactics

cadel generation to TA Concept - includes usual language + has it will be real to get pont across - Psychology of consimer vs. austance user -- describe approch, what it looks like Why others will notice it. How How me you going to cut through eaver or to proper specifically your demographics us psychograph + Habit, Holdones, I fessives - How one you going to great them allent - + then do it over 3 der your - Comunce who morent resources anney not eucyche Ofirm ancepts - specific goals to audrena -look like, color, prino/ illustration . smell bree, - Prinneng TA - southing Secondary - southing & to B Read Halle's for what a concept is

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Brainstorming functions

The reason I came up with this idea was because I had a lot of difficulty traveling due to restrictions and canceled flights from COVID exposure. My bags were lost for about two weeks and I decided one of the most important tasks Proxi will take care of, is having tracking bag tags as well as Proxies who will contact airlines and schedule deliveries for the user.

3 Concepts - Universal Language

Concept

As a global platform, using simple symbols and graphics as the visual language will boost the accessibility and reach of the company. The importance of reliable translations grow as the world becomes increasingly connected. Universal Travel will be ahead of the curve by having functions easily be recognizable, no matter the language.

Traveling can be stressful. The app's purpose is to be helpful and calming in times of need, so the art will be simplistic and clean. Typography will be handled in simple sans serifs to maintain legibility. Motion graphics will be brought in where it makes sense to further meaning. Pops of color and texture create moments joy and uniqueness for the brand.



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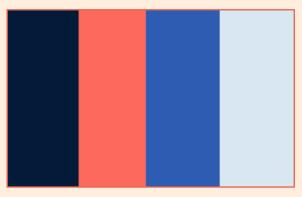
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Deliverables

- App
- Website
- Company Branding







3 Concepts - Joyrney

Concept

Too often we are going so fast that we forget the everyday moments. Finding the joy in the journey has been harder than ever, but with Joyrney, customers can relax, knowing they're being taken care of. No matter what situation the airport throws at you, we'll figure it out.

The concept centers around the beautiful different parts of the world one could travel to and bringing that into their experience traveling with us. Nature-inspired graphics and colors define the branding. Every journey begins at check-in with a complimentary interactive travel zine to pass the time, highlighting somewhere new.



Deliverables

- App
- Travel Zine
- Company Branding





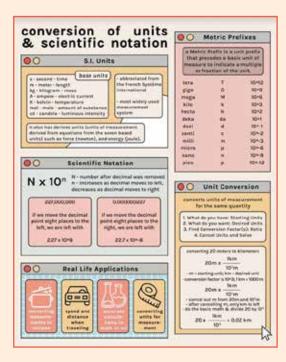
3 Concepts - Streamline

Concept

Travel can be daunting, especially to those with very little experience and tons of horror stories in their head. Streamline aims to simplify everything to encourage people to go out and explore the world. Through the app and website, every single monotonous and tedious task required pre-travel will become so simple, so streamlined.

Big type with optimistic colors and graphics will invigorate users and pump them up for what travel should be, an amazing and exciting opportunity. Lines and colors will simplify and separate elements on the page so each piece can be consumed and understood separately as well as a whole. Gradients of color will be used to guide the viewer through processes.





Deliverables

- App
- Supply Packages Branding
- Company Branding



Brainstorming

Travel Idea Exploration

Having chosen to pursue the "Simply Travel" idea, I then went into looking at possible concepts and ideas behind the company.

Brief examples on droptos 3 concepts based in typic - different ways of som - mood board - each image showing -less is more - Vision bradd - each show my notis: traslator airport PALKAYS FOR Travel + packagin Indrance - like private - Subsciption service to 1 delayed service hold besed on preferences loaded in - sets up toke already, Company that helps people aupart maps in stranded by plights people east - Dig cill - places foreg meal help - accomplation and - Photenzes of toiletrices o Find replacement + supplies flightz possible concept one Delsmables 1 netoday ebsting - amport advertising padragner toiletnes supplies - develop whole brand - app dison Branding app fords

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Company Name Brainstorming

I wrote down words related to the company and its mission and listed from there before I decided to go with the name Proxi, taken from the word Proxy as the company is a proxy for its users.

Simply My Que Rebef Arle Friendly Professional re 1 Proximity JXC

Brainstorming

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	• Streamline travel	
3	Subscription based app	
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Closing in on more developed concepts

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Changing concept towards being an app for accessibility in travel

Revised Concept - Airport Accessibility

Concept

Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slighting difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

The U.S. Census Bureau has reported that senior citizens may represent one in five residents by 2030; it's important that we curate companies and design to their needs so they don't continue to be overlooked. Designed with accessibility in mind, colors used will be ran through filters to check for issues for colorblind or visually impaired users as well as having the option for anyone to edit the size of the type. Typography will be sans serif with good leading to ensure legibility. Colors need to have good contrast and be vibrant and exciting in spot color. Lines and grids will easily guide the user through all design elements.





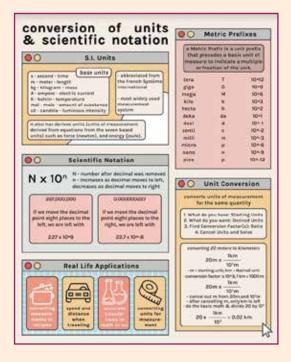
Deliverables

- App Tablet
- Website
- Company Branding (Uniforms, Packaging)
- Brochure, Magazine Ad, Direct mail, Doctor's Office, Easel back card, 9x12, pocket
- ad campaign

Target Audience

- Baby Boomers
- 55-70s
- users with disabilities and impairments that require assistance for traveling





Visual Research - Vision Boards

Word Lists

Written Idea

Type Explorations

Target Audience(s)

Color Palette

Deliverables

Visual References

_

+

Deliverables

Word List

friendly, accessible, easy to use, comforting,

functional, energetic, approachable, utilitarian,

reliable, meticulous, supportive, essential.

Type Studies - Display

Condensed

Korolev Heavy MON045 HEADLINE REGULAR

Simple Sans

Century Gothic Pro Bold Epilogue Bold Ubuntu Bold Good Sans Black

Sans with character

Roc Grotesk Bold Fort Extrabold Gibson Bold Maple Bold

Serif

Museo Slab 900 Fairplex Wide OT Black **Jubilat Bold**

Accessible Type: - Needs contrast in weight and size - Humanist style for letterform variation

Extra letterspacing and tracking



Type Studies - Body Type

Accessible Type: - Needs contrast in weight and size - Humanist style for letterform variation - Extra letterspacing and tracking



Utile Display

Titillium Web Regular

Karla Regular

Nunito Regular

Public Sans Regular

Ubuntu Regular

Type Studies - Pairings

ANYBODY Anybody Regular

EPILOGUE Degular Regular

TRISPACE

TRISPACE Degular Regular

Type Studies - Re-Do Display

Finding a friendlier and warmer typeface after in-class critiques

Byrd - Proxi Roc Grotesk - Proxi Riposte - Proxi Solina - Proxi

Albra Text - Proxi

Dunbar Text - Proxi

Fairplex Wide OT - Proxi

Forma DJR Display - Proxi **Forma DJR Micro - Proxi**

Type Studies - Re-Do Body

Forma DJR Micro Regular

Roc Grotesk Regular

Nunito Regular

Public Sans Regular

Type Studies - Re-Do Body

Proxi Forma DJR Micro

Forma DJR Display Bold

Forma DJR Micro Regular



Color Studies - original concept colors

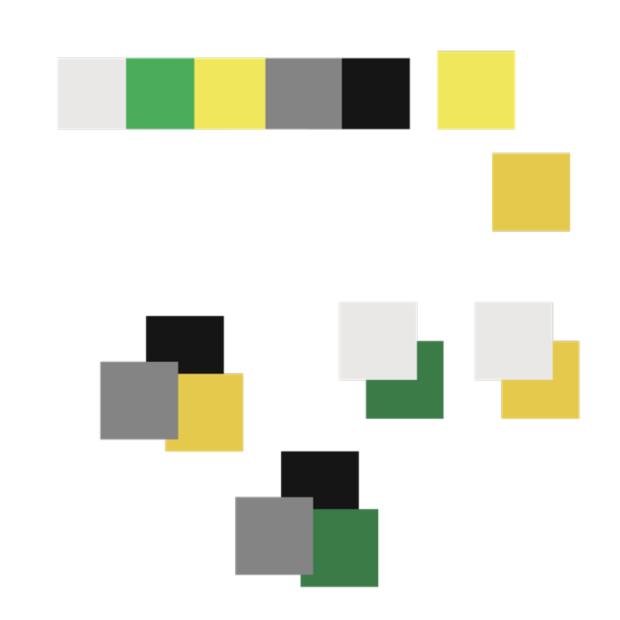


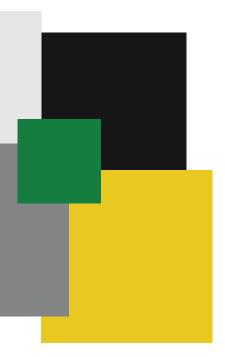


Color palette of final concept

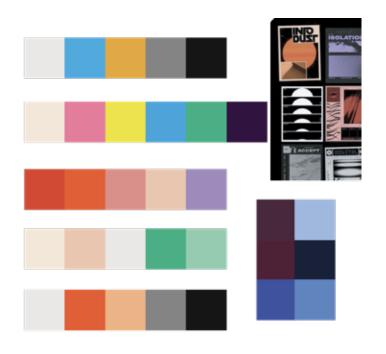


Color Studies - editing final concept colors



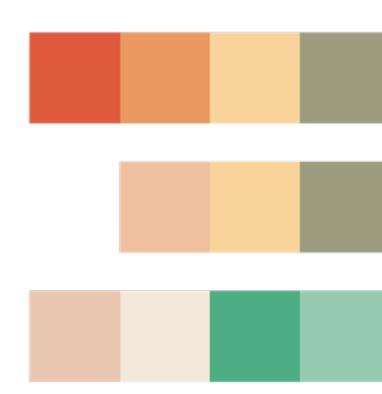


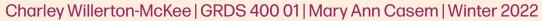
Color Studies - new color exploration



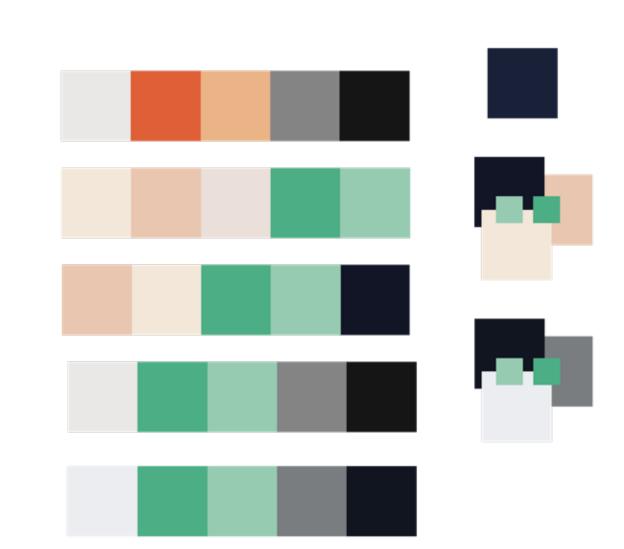
Re-doing colors

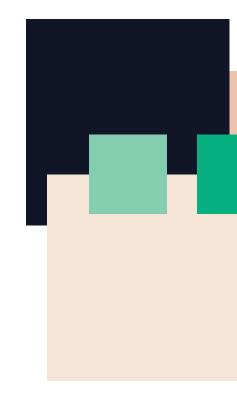
During critique, concerns were raised about the design style being too cold for the type of company. I decided to revise the colors and look for something that could be vibrant and exciting, while at the same time comfort and show maturity to our customer base.





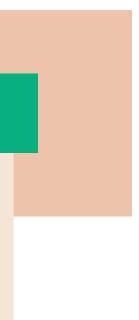
Color Studies - further color exploration



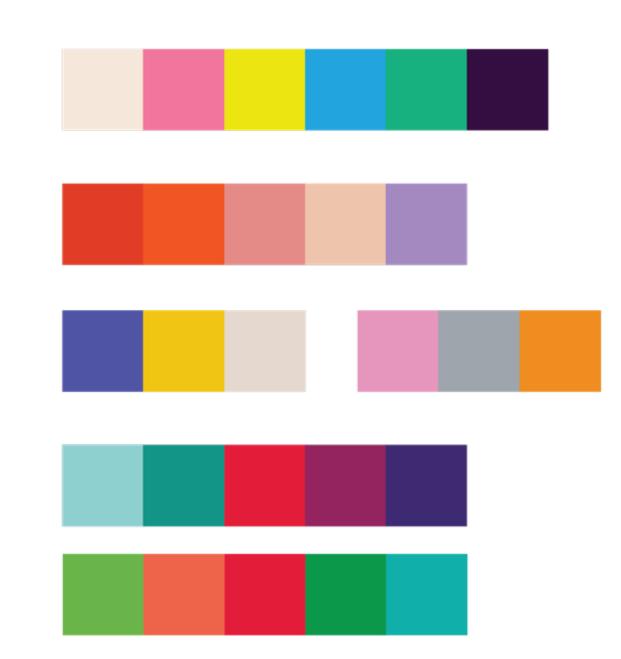


New Color Palette

After a lot of exploration, I settled on this green and beige palette to represent calming earth tones as well as green being a vibrant yet reassuring color.



Color Studies - more color exploration

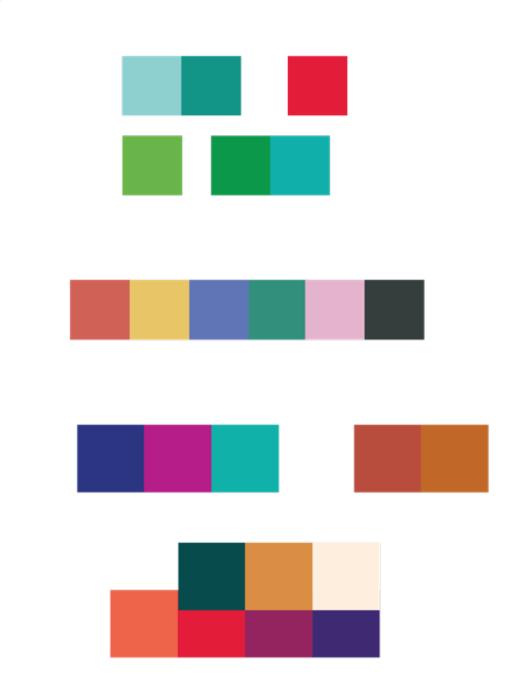




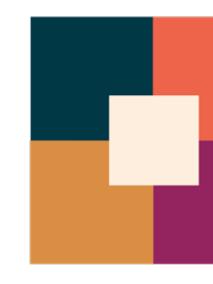
More Colors

After another critique, it became clear that the colors may appear too young for an older audience that the company is targeted towards.

Color Studies - more color exploration





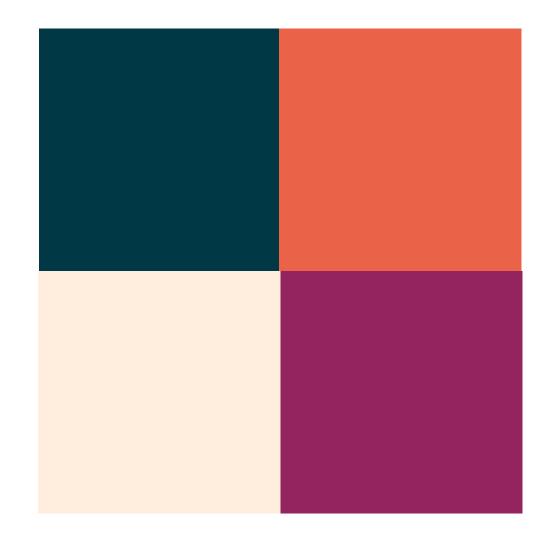


Narrowing down

I decided to go with warmer and richer colors to show maturity as well as keep those ideas of calmness and vibrancy.



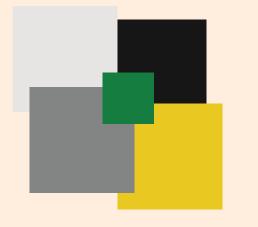
Color Studies - Finally here



Final Color Palette

I ended up removing the yellow to narrow down to four total colors. The yellow was unnessecary and that mustard color has been known to be disliked by older adult men.

VISION BOARD



Typefaces

ANYBODY

Anybody - Subheads Karla - Body Type

Word List

friendly, accessible, easy to use, comforting, functional. energetic, approachable, utilitarian,

reliable. meticulous, supportive, essential.

Deliverables

- Tablet app
- Company branding
- Website
- Brochure & brochure holder design

Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slightly difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

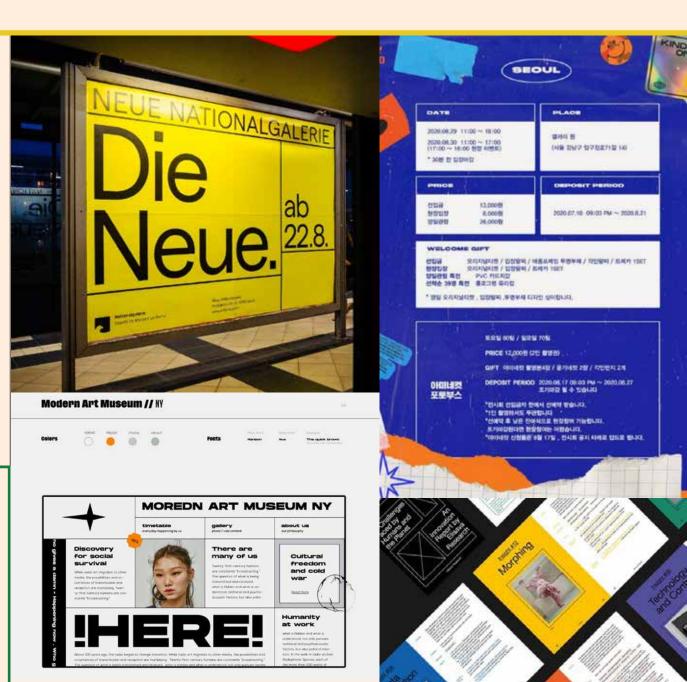
The U.S. Census Bureau has reported that senior citizens may represent one in five residents by 2030; it's important that we curate companies and design to their needs so they don't continue to be overlooked. Designed with accessibility in mind, colors used will be ran through filters to check for issues for colorblind or visually impaired users as well as having the option for anyone to edit the size of the type. Typography will be sans serif with good leading to ensure legibility. Colors need to have good contrast and be vibrant and exciting in spot color. Lines and grids will easily guide the user through all design elements.

Main Target Audience

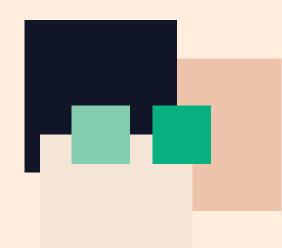
- Baby Boomers, 55-70, also 70+
- Not used to traveling, they find it difficult and disconcerting
- Travels to visit family infrequently

Secondary

- Users with disabilities that make travel more difficult.
- Need extra assistance for tasks we may not think twice about.
- Vision and navigation problems



Vision Board (2)



Typefaces



Forma DJR Banner Bold

instant travel assistant

Forma DJR Micro Light

Word List

functional, professional, supportive,

reliable, essential. Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slightly difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

The U.S. Census Bureau has reported that senior citizens may represent one in five residents by 2030; it's important that we curate companies and design to their needs so they don't continue to be overlooked. Designed with accessibility in mind, colors used will be ran through filters to check for issues for colorblind or visually impaired users as well as having the option for anyone to edit the size of the type. Typography will be sans serif with good leading to ensure legibility. Colors need to have good contrast and be vibrant and exciting in spot color. Lines and grids will easily guide the user through all design elements.

Main Target Audience

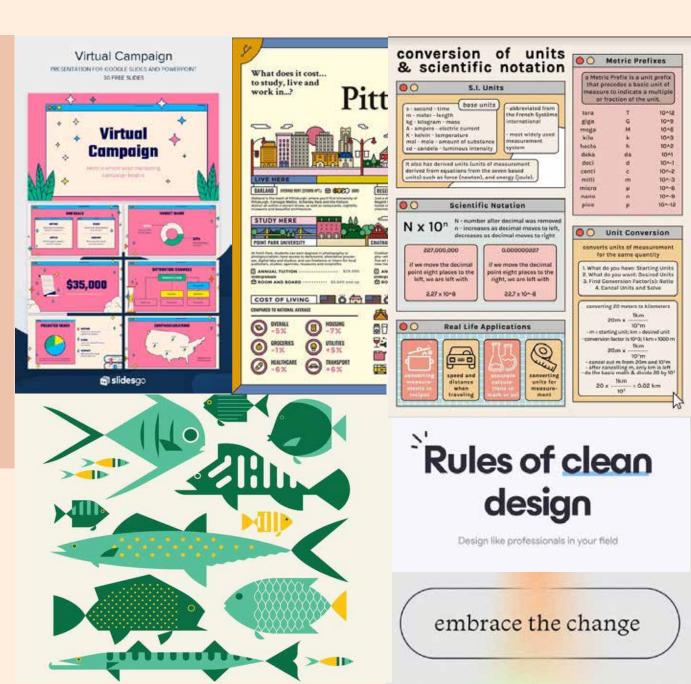
- Baby Boomers, 55-70, also 70+
- Not used to traveling, they find it
- difficult and disconcerting
- Travels to visit family infrequently

Secondary

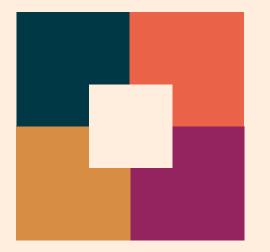
- Users with disabilities that make travel more difficult.
- Need extra assistance for tasks we may not think twice about.
- Vision and navigation problems

Deliverables

- Tablet app
- Website
- Brochure & brochure holder design



Vision Board (3)



Typefaces



Forma DJR Banner Bold

l assistant Forma DJR Micro Light

Word List

functional, professional, supportive, reliable, essential. Travel can be daunting, especially to those we tend to overlook. Every task we find monotonous or slightly difficult can become a mountain for disabled individuals. This company aims to simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them.

The U.S. Census Bureau has reported that senior citizens may represent one in five residents by 2030; it's important that we curate companies and design to their needs so they don't continue to be overlooked. Designed with accessibility in mind, colors used will be ran through filters to check for issues for colorblind or visually impaired users as well as having the option for anyone to edit the size of the type. Typography will be sans serif with good leading to ensure legibility. Colors need to have good contrast and be vibrant and exciting in spot color. Lines and grids will easily guide the user through all design elements.

Main Target Audience

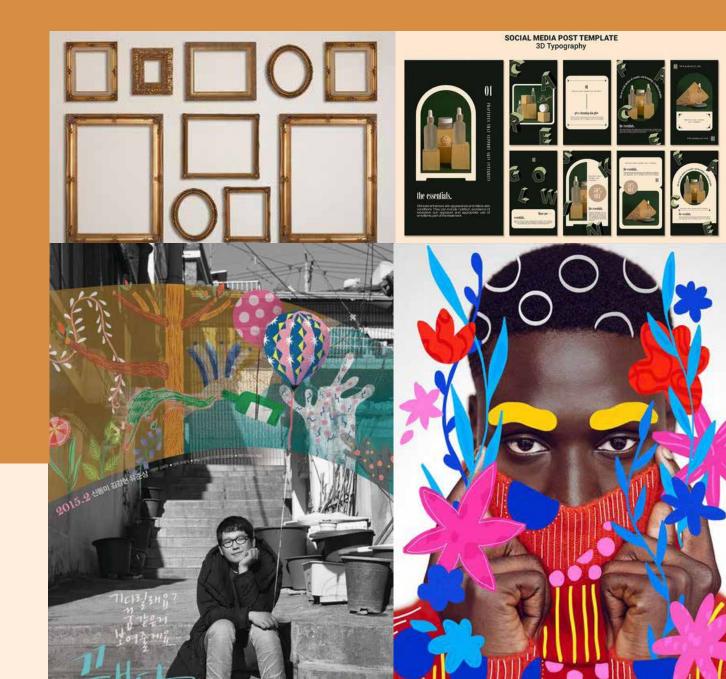
- Baby Boomers, 55-70, also 70+
- Not used to traveling, they find it
- difficult and disconcerting
- Travels to visit family infrequently

Secondary

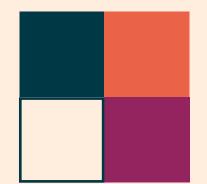
- Users with disabilities that make travel more difficult.
- Need extra assistance for tasks we may not think twice about.
- Vision and navigation problems

Deliverables

- Tablet app
- Website
- Brochure & brochure holder design



Final Vision **Board**₍₄₎



Typefaces



Word List

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Copy Exploration

Brochure Copy

Cover

- Company name: Proxi

- What it is: Simplifying travel, app, assistance, pocket travel agent, personal travel assistant

Description of benefits

- what it is and why they (TA) would want it

- simplify all the red tape and allow people who have more difficulty in airports, older adults, people with disabilities, to get the proper assistance and knowledge that they need to navigate them

- personal message
- Call to action
- one specific objective
- new offerings what they are and benefits
- detailed with pictures and descriptions
- what people should do next and how to get involved

Product explanation

- decription of facilities
- special services, events, promotions
- competitor differentiation

Pictures

1. organization, forms, check lists, packing lists, what to expect, on call help, organizing travel nurse/wheelchair etc. contacting in advance

2. travel delays, miscommunications, flight cancellations, hotels, wheelchair and baggage tracking, priority

3. tsa support, advocate, complaints, contacting in advance

1. Preparation 2. On Demand Assistance 3. Representation and Advocacy

quick check in security Bag help inperson assistance and representative travel mishaps - delays help / travel solutions relieve stress

Copy Exploration

Brochure Copy

Travel should be fun and accessible for all, but has historically never been designed that way. We're advocating for change with actions. With your help, we can get our message out there, and people can see the need for a reexamination of current travel regulations. Policies need adaptability because we're all different, and it's especially important that everyone is accounted for when writing new legislature. The TSA needs updated training and screening procedures for all of us that don't fall so perfectly into their boxes. By allowing us to help represent you on your trips, we can get this message in front of everyone.

We all want to take the road less traveled, but most of the time it's too bumpy to be accessible to all of us. Our goal is to be silent in the background, taking care of all the tedious tasks that airport traveling traditionally requires. We promise to make your joining us as smooth as possible with minimal questions so as not to invade your privacy or waste your time, but still make sure that you recieve the best service.

If you'd like, you can check the status of any task quickly within the app, but our aspiration is to remove the need to be constantly worrying and checking in and instead enjoy the journey.

Accessbility is an important factor for us. We offer customization through text size and voice text. All of our in-person staff are CPR certified and trained to deal with basic medical needs or emergencies. You may reach out to us in the app at any point if you have any specific questions.

We personally create a travel plan for each of our members, catered to their specific needs. This can include but not limited to features such as:

- In-Person Assistance
- Advocates who make sure your medicines and other equipment stay safe and sterile.
- Airport Maps and Navigation
- Document and Form Preparation
- Lounge and Concierge Access
- Baggage Help
- Flight and Hotel Assistance
- Comprehensive Travel Prep

ADA and Accessibility Research



https://www.commarts.com/columns/when-the-ada-rules

https://segd.org/education

https://www.gao.gov/products/gao-21-354

https://www.flyingangels.com/what-is-air-travel-assistance-for-seniors/

https://www.faa.gov/about/office org/headquarters offices/acr/com civ support/disability compliance https://www.faa.gov/about/office org/headquarters offices/acr/com civ support



ADA and Accessibility Research

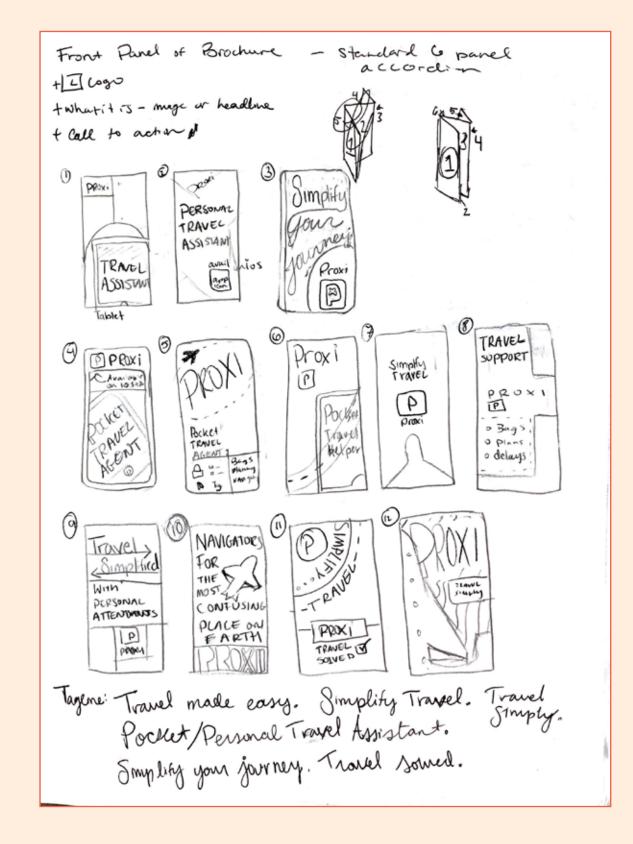
- Accessible Type
- Avoids imposter letters, letters that look like each other
- No mirroring letters (b and d)
- Easily distinguishable letters
- two story a

- Humanist typefaces are usually easier
- more letter spacing
- Big difference in cap and x-height
- Using a typeface that works within its context (ex. Comic Sans for kids)



Brochure Thumbnails





Brochure Thumbnails

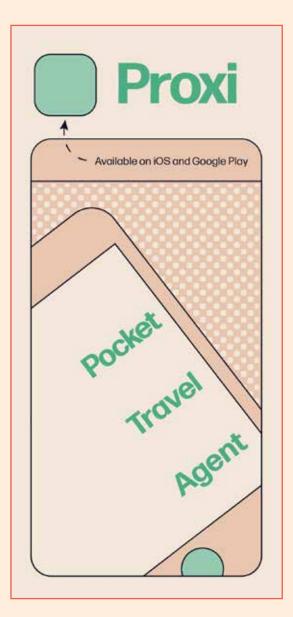
Company functions: ponel ideas: D. In-person assistance at ainport - security C. Stranded Supply publicages 2. Security + Ch (3) The Clop handles everything - airport - Convenent + Simple aboard - packing - Convenent + Simple aboard - packing Delayer Hights - hotels concrege 2. Security + Checking m schone Flight - airDort maps - packing + form lists En Company philosuphy Cionsouth - Streamline Travel, relieve stress - no anxiety - no anxiety - accessibility - east fort size conboundary)

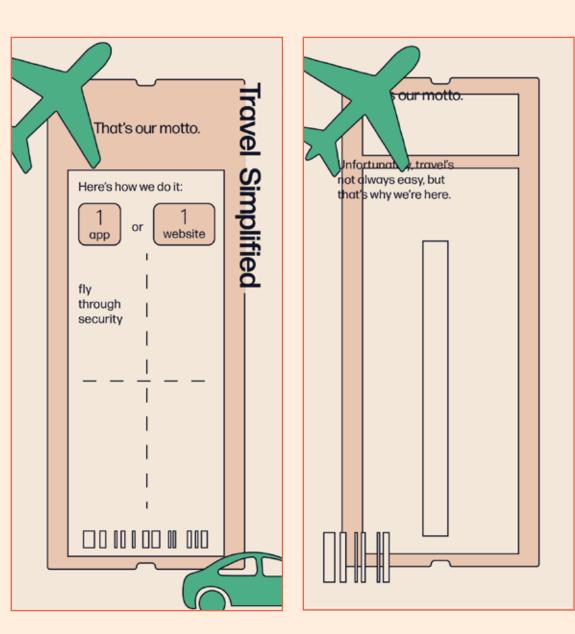


Brochure Thumbnails



Brochure Roughs







Brochure Roughs



Brochure Roughs

Proxi Available on iOS and Google Play Travel dul litie



We've told you the what. We've told you the how. Here's the why:

Travel should be fun and accessible for all, but it wasn't designed that way. We're advocating for change in a big way, with actions. With your help, we can get the message out there, policies need to change and adapt because we're all different. TSA needs updated training and screening procedures for all of us that don't fall perfectly into their boxes.

By allowing us to help represent you, we can get this message in front of everyone, through our actions.

Lastly, we believe in showing our care through our actions. 3. Advocacy

Sometimes the destination is better than the journey. 2 Trip Assistance



We improve it by curating a travel plan for each of our members. This includes but not limited to features such as:

- In-Person Assistance
- · Advocates who make sure your medicines and other equipment stay safe and sterile.
- Airport Maps and Navigation
- Document and Form Preparation
- Lounge and Concierge Access
- Baggage Help
- Flight and Hotel Assistance



Personalized attention during your trip as wanted

Advocacy In-person representative to support and advocate for your needs.

How?

An app allows for on-demand access to our services, no matter where you are.

So sit back relax. and enjoy the ride



How to get our app: 1 Open your device's comera. 2. Hold it over the purple box above. 3. Top the notification that oppears at the top of the screen 4. Press download

Through a membership on our app available for your tablet or phone.

Our promise is to make things simpler. We promise to ask minimal questions to not waste your time, but still ensure the best service. This allows for personalization to your experience. We also offer app customization through text size and voice text and guarantee no need to constantly check in on Praxi or onitor notifications. Our goal is to be silent in the background, taking care of all the tedious tasks that airport traveling requires

Travel starts before you even leave home.

1.Preparedness

We're master organizers.

Check Lists

Documents Packing Lists Forms

Wheelchair Assistance Requests

Everything laid out and ready for you.

Brochure Rough Mockup





Brochure Rough

Sometimes the destination is better than the journey.



Our goal is to improve the journey.

We personally create a travel plan for each of our members, catered to their specific needs. This can include but not limited to features such as:

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- Document and Form Preparation
- Lounge and Concierge Access
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- Flight and Hotel Assistance
- Comprehensive Travel Prep

Travel starts before you even leave home. Lucky for you, we're master organizers.

Documents Check Lists Packing Lists Forms Wheelchair Assistance Requests

Everything laid out and ready for you.

That's our pitch.

Alright, I'm sold. What do I need to do?

Proxi is a membership service that you can access on our app available for your tablet or phone.

Why an app?

An app allows for on-demand access to our services, no matter where your travels take you.

Follow the instructions below.



How to get Proxi app: 1. Open your device's comero. 2. Hold it over the purple box left. 3. Top the notification that appears at the top of the screen Press download.





We believe in showing care through actions.

Travel should be fun and accessible for all, but has historically never been designed that way. We're advocating for change with actions. With your help, we can get our message out there, and people can see the need for a reexamination of current travel regulations. Policies need adaptability because we're all different, and it's especially important that everyone is accounted for when writing new legislature. The TSA needs updated training and screening procedures for all of us that don't fail so perfectly into their boxes.

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Our goal is to be silent in the background, taking core of all the tedious tasks that airport traveling traditionally requires. We promise to make your joining us as smooth as possible with minimal questions so as not to invade your privacy or waste your time, but still ensure you recieve the best service. With all tasks handled in the background, feel free to relax in any lounge with our membership

If you'd like, you can check the status of any task quickly within the app, but our aspiration is to remove the need to be constantly worrying and checking in and instead enjoy the journey

Accessbility is an important factor for us. We offer customization through text size and voice text. All of our in-person staff are CPR certified and trained to deal with basic medical needs or emergencies. You may reach out to us in the app at any point if you have any specific questions.

We've got your back

So sit back, relax, and enjoy the ride.

Our promise is to make everything simpler.

How?

A Three-Part Strategy to relieve travel stress.





Trip Assistance attention during your tran on demand

Advocacy



Brochure Rough Mockup





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So sit back, relax, and enjoy the ride.

Charley Willerton-McKee | GRDS 400 01 | Mary Ann Casem | Winter 2022

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Final Brochure Design

The journey can be almost as good as the destination.



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- Flight and Hotel Assistance
- Comprehensive Travel Prep

Travel starts before you even leave home. Lucky for you, we're master organizers.

Documents Check Lists Packing Lists V Forms Wheelchair Assistance

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Proxi is a membership service that you can access on our app available for your tablet or phone.

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So sit back. relax, and enjoy the ride.

We offer customization through text

How do we do it?

A Three-Part Strategy to relieve travel stress.



Preparedness One on one assistance to determine your travel needs.



Trip Assistance Personalized attention during your trips on demand.

3 Advocacy ative to support and advacate

Final Brochure Design Mockup







Logo Thumbnails

more vibrant colors - alive no podlet Photography? - warmer feeling were taking cone of you edit colors, drew in typ O Care in through acknows on the say "Pocket travel advocate" ProxU 50 magned YAVA Ande remforce roxi Planes hop Proxi Pro Xi Cong Praxi luggage 1/s Proxi represent Proxi Th dise Prox bag tag Proxie Companion destination help quide assist

Logo Roughs

Proxi proxi

planes cars luggage represent close bag tag companion

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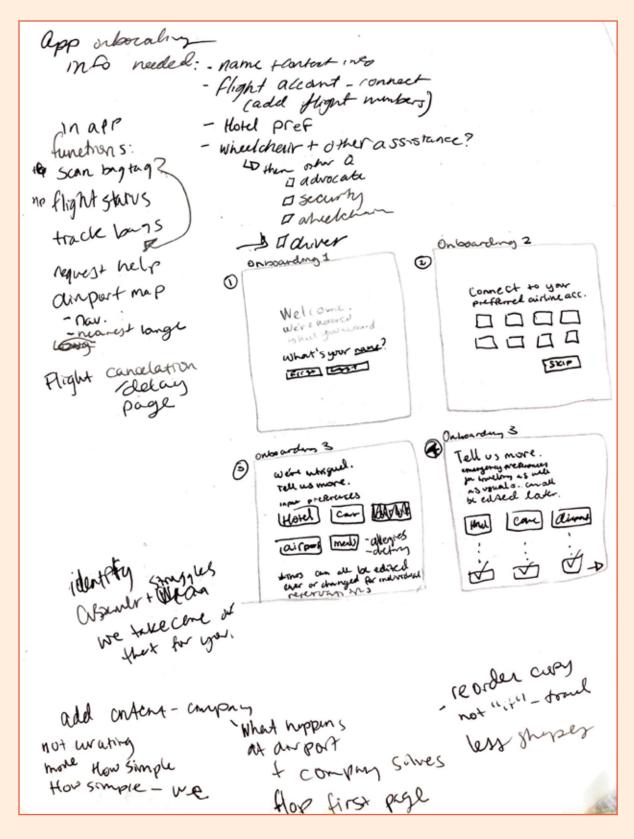




Final Logo and App Icon

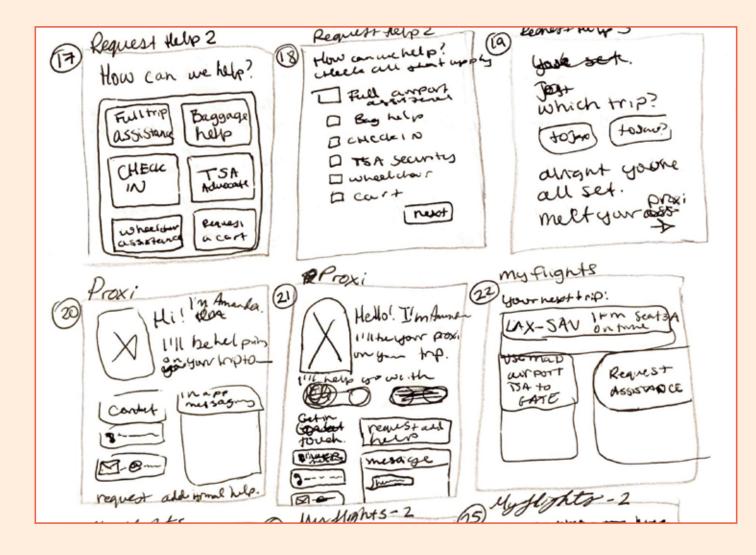


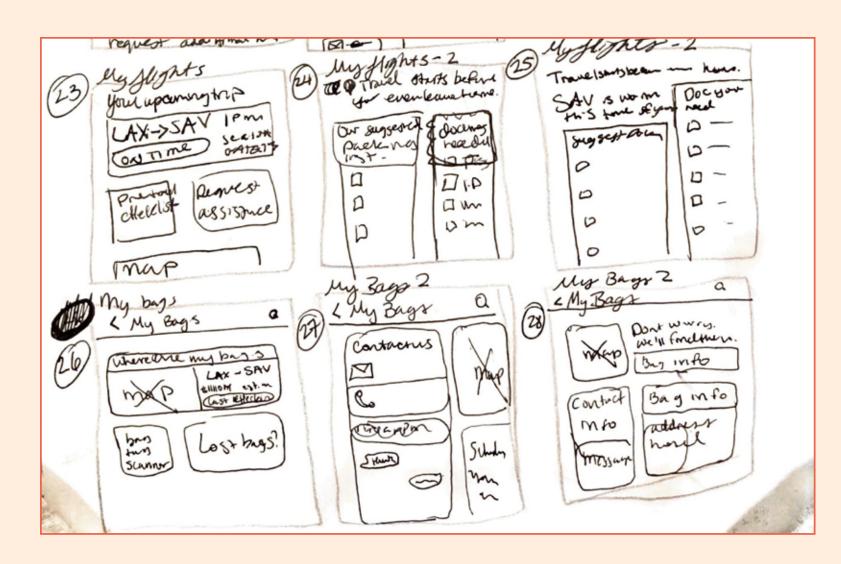
App Thumbnails



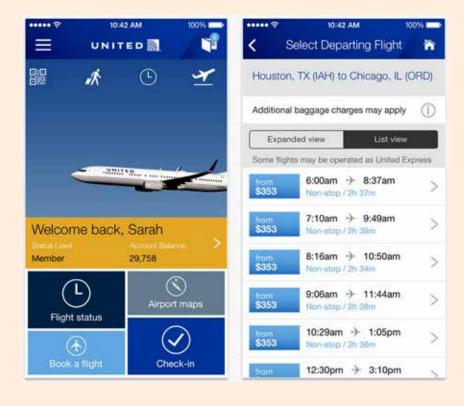


App Thumbnails



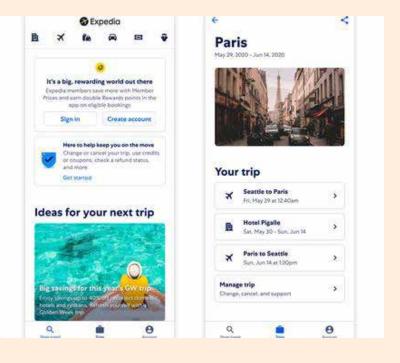


Other Apps



AARP Now •• •• · ---· -day's News Minute 0 of L or XL be larvard Tackles Happiness and Why it Makes us Healthier Foods Rich in Vitamin C May ¢ m Now 🔳 🕚 Men 🔟 🗣 🛤 0





App Planning

Welcome. connect to your airline account tell us more about you hotel preferences what's your name? wheelchair assistance advocate security driver bags get started with membership that	Ink
--	-----

Home functions

menu - not hamburger My Flights My Bags **Request Help**

airport map-nav nearest lounge?

airport map

suggested places

current location

lounge, our locaiton, your gate, baggage claim track my bags where are my bags

scan bag tag

schedule home delivery

normal flight status page show what looks like if delayed? best route to get here

request assistance

meals on flight

wheelchair on plane

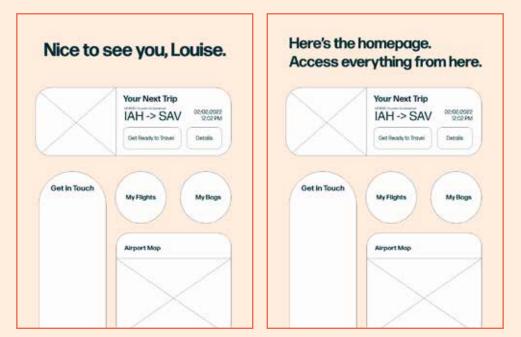
request help page	request help page	let's prepare for your trip to:
meet your assistant	request wheelchair/cart assistanc	
image of person, hi I'm	request a tsa advocate request an airport assistant - choose if u want just tsa/	
what we're doing. request stop for food	check in/bags or all	
contact them	travel prep	
	contact us	



App Wireframes

Onboarding	,		Subscription
Welcome. What's your name?	Let's skip a few steps. Connect your preferred airline account(s).	We're intrigued. Tell us more. Metersels web	Our members are but don't just take ou
A couple quick things. Type Size Voice Text Type Size Colorblind Realize Voice	Skite	Hotel Car	Contact us

Home





App Wireframes

Airport Map TURNIALL D SPLAN S STREET, ST. Titunal S < Hime: TELEVISION CONTRACTOR =e ... TERRITAL & TAXABLE I

My Bags My Begs Where are my bags? 02/02/2022 12:02 PM IAH -> SAV 0 Checked Eng Top 505355628 Final Map Top, 621050 Loaded on Flight Bingorge Chrise 7 Sog Tog Scanne Sage Missing? Customer Service eti in Anya How can their you today? 1.6 The surrespond.

Travel Prep



My Flights



Help

< Hime Help What can we do for you today? Q Search_ Customer Service Request Airport Assistance VECTOR ANNO rena con telle yourseap? Document Help Contact Us FAQ Tap to response .

Airport Assistance

How can we help you? Check all that apply.

Full Trip Assistance

Check-In

Wheelchair

Airport Assistance

Boggoge Help

TSA Advocate

Cort Request

Next

€ Heb

Airport Assistance

My Proxi

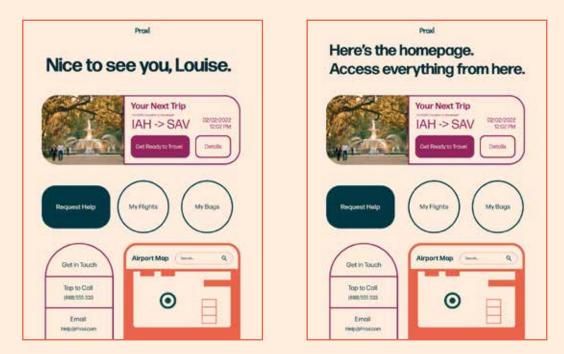
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Save for all future trips IAH -> SAV	
You're all set. Meet your Proxi.	
Next	Anone lines
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	(Cremer,

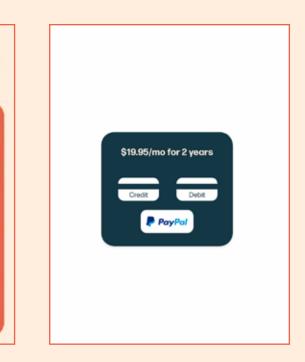
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On Time Sout 14A Cott: 320
Get Ready to Travel
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fy Prosi	
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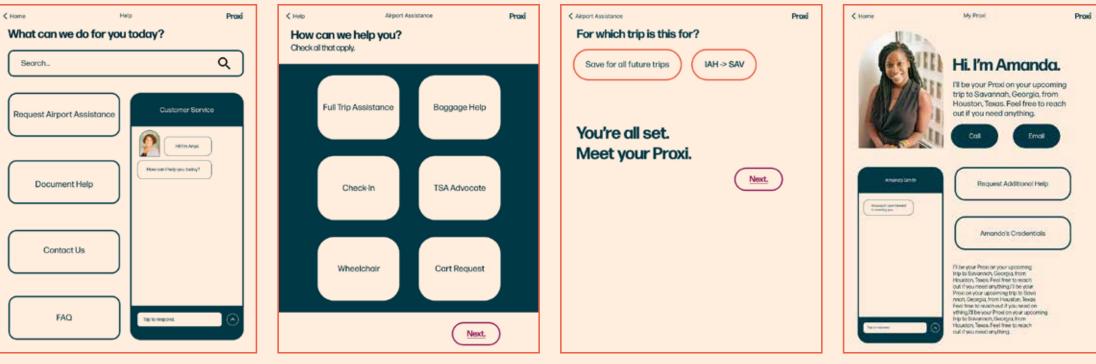
App Roughs

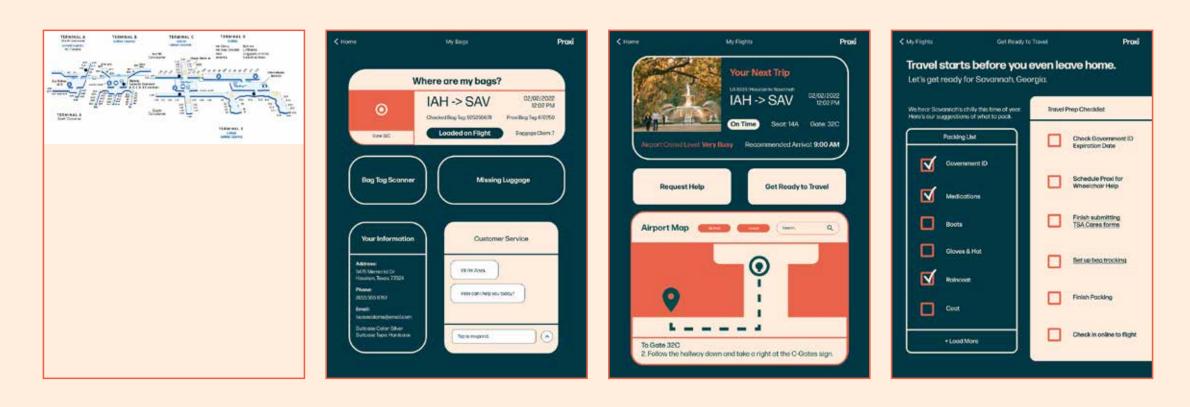
Proxi	Proxí	Proxi We're intrigued. Tell us more.	Our members are our priority, but don't just take our word for it.
Welcome. What's your name?	Let's skip a few steps. Connect your preferred airline account(s).	We realize the set of the first set of the s	Robertplich sen idea itemstas in a composition de catalonies ite biological de la catalonies i
	spirit jetBlue <u>Alaska</u> <u>other</u>	Hotel	Contact us More details on our website





App Roughs



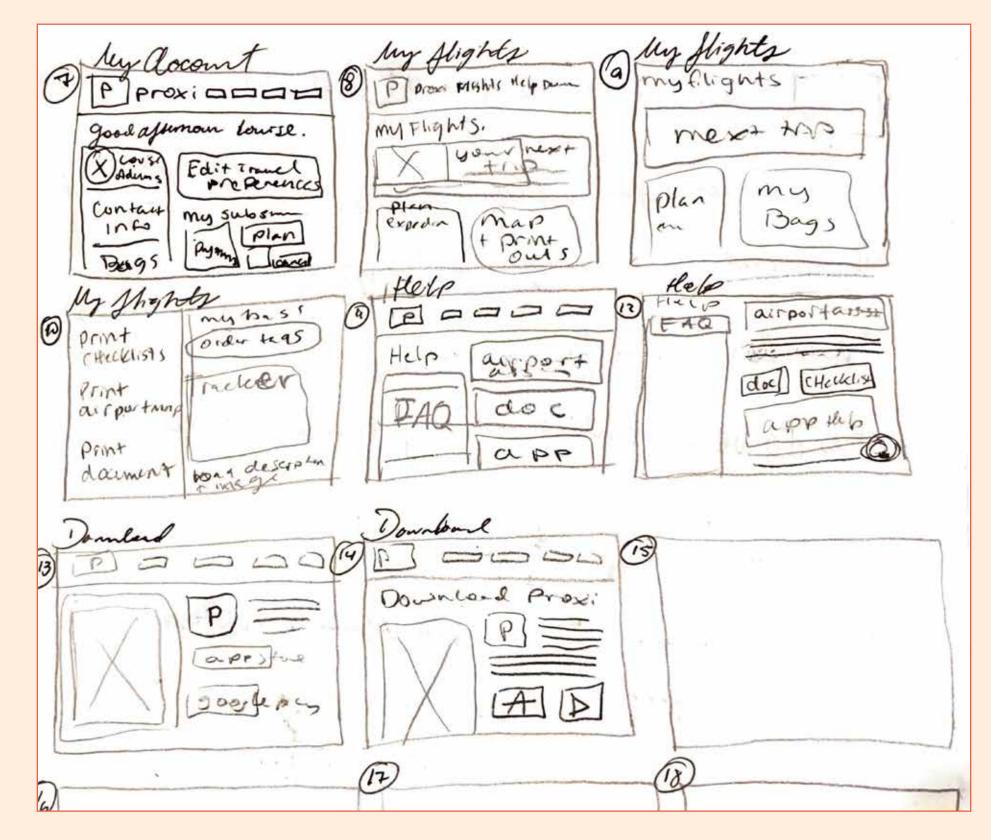


Website Thumbnails

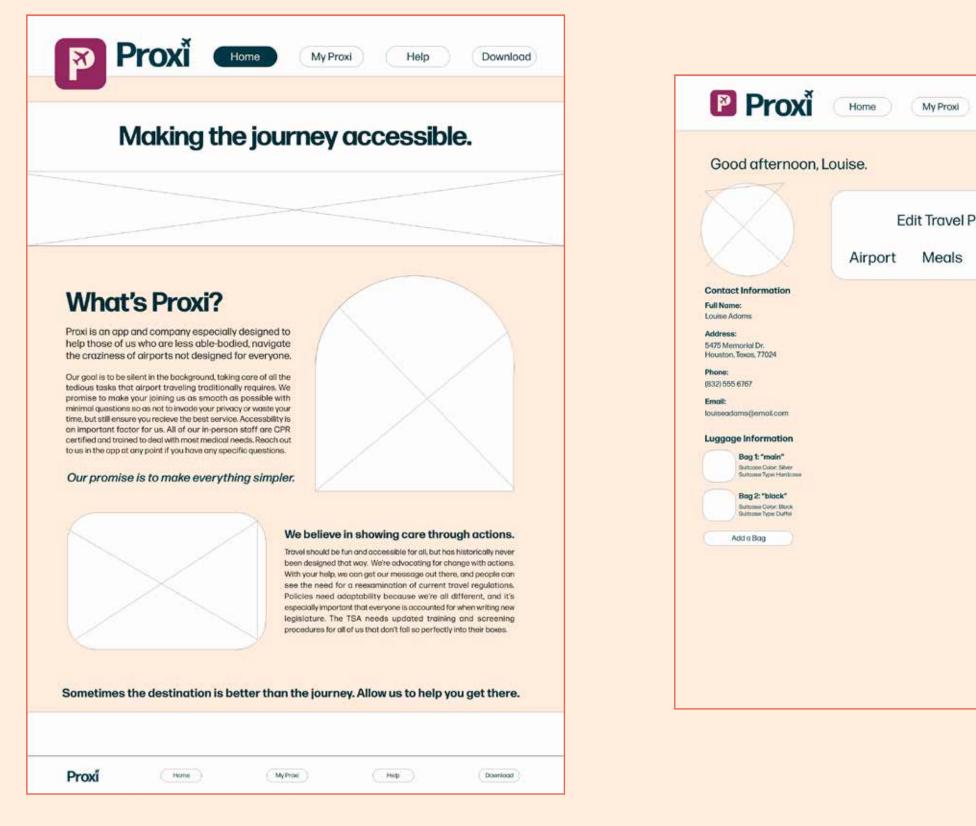
lome The read less tranded Website: B - landing page? - Sell points from brochine? We del want to take the pack less travelled, but sometimes Bigheadline its for bimpy to be accessible to all of us. - Home page - minu - my account, My flights, Help, about Prox, galleng? advocacy. Download. whit's proxa. Home My account Home Ù 0 (5 Prix 0000 Ø PI Proki Travel Simplified reall making the journey accessible. accoun-Login Straten 3 pert 3



Website Thumbnails



Website Wireframes



Help	Download
references	
Hotel	Car

Website Wireframes

Proxi Home My Proxi Help Download	
Create Account	
Login	Proxi Home My Proxi Help Download