



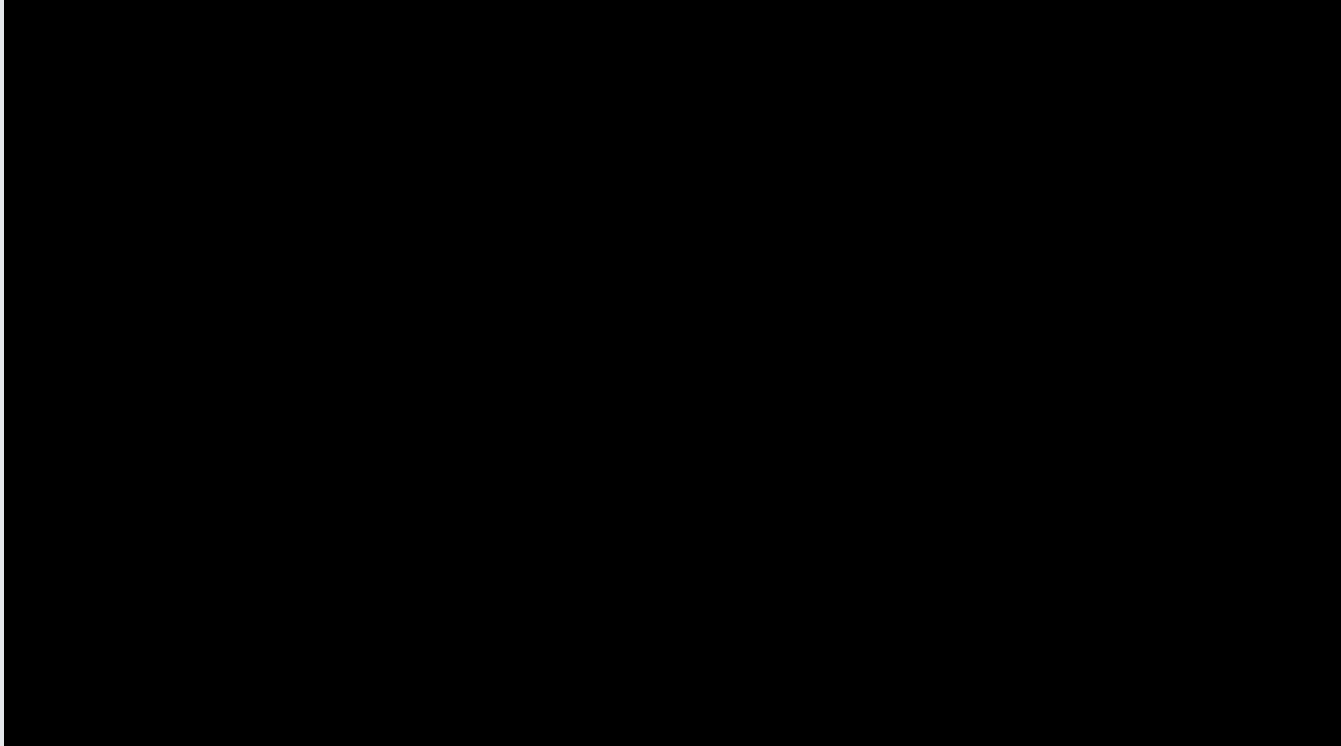
amherstcinema

Final Deliverable Presentation

Arianna, Megan, & Emily



BTS Video



Our Goals

- Create more notoriety for Amherst Cinema
- Reach out to wider audiences
 - College students
 - Younger Community Members
- Promote their new initiatives they are implementing as a result of COVID-19 closures
- Reinvigorate their social media branding



Our Solutions

- Create editable social media templates for them to use how they please
- Develop infographics to patrons can understand how to use virtual cinema better
- Make assets for their website homepage to alert visitors to important campaigns and information
- Plan an event to gain a wider audience and interest for the theatre





The Process

Our team, schedule, and process



The Process

- Team Organization
 - Arianna
 - Social Media Design
 - Graphic Designer
 - Video Editor
 - Emily
 - Web Artist
 - Graphic Designer
 - Megan
 - Project Manager
 - Built 3D space
 - Video Editor



The Process

- Development of Schedule
 - Who did what
- Steps and challenges in concepting and crafting the project

Weeks	Arianna	Megan	Emily
Week 7: 10/13-10/15	begin creating updated style guide template to use for more designs/Set up website	Get the style guide from Geoge and other information that he will email us.	Work on graphic for homepage
Week 8: 10/20-10/22	begin working on infographic toward completing by 10/22 to send for tweaks and editing.	Research ways to reach out to college students without going through the college	have completed Webpage redesign mapped out
Week 9: 10/27-10/29	Begin planning zoom cocktail night based on movies planning to be released... reach out to amherst art college students through instagram. Make social Media posts for the upcoming events	Set up meeting with George to get his feedback, work with Arianna and Emily to find a way to do virtual art showcase	Format flyers for print campaign using infographics
Week 10: 11/3-11/5	Work with megan to create social media templates, Make a social media posting schedule, create captions + call to actions and hashtags.	Make social media templates, work with Arianna to create a posting schedule	Assist in creation of social media templates
Week 11: 11/10-11/12	Host zoom cocktail night	Start designing virtual showcase space	
Week 12: 11/17-11/19	Host Art Showcase/ Competition	Start on the BTS video, and upload any work to virtual showcase	
Week 13: 11/24-11/26	Thanksgiving Break	Thanksgiving Break	Thanksgiving Break
Week 14: 12/1-12/3	Put together final presentation, make everything ready to present	Put together final presentation	



Results


To boost Amherst Cinemas notoriety



Condensed Style Guide


We condensed Amherst Cinema's style guide into a shorter, more easy to look up brand aesthetic guide.

DESIGN ELEMENTS



- Design Element
- Design Element
- Design Element
- Design Element

PRIMARY LOGO



COLOR PALETTE



#CA1918 #286775 #8E181B #E1E1E1

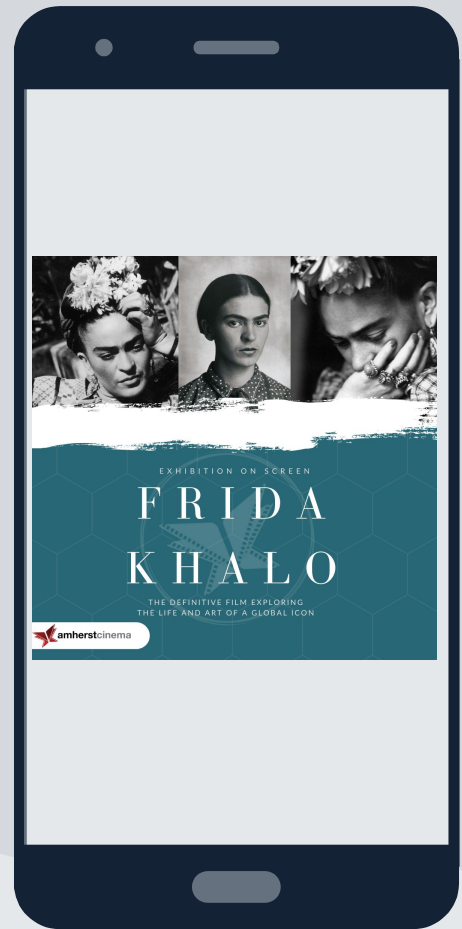
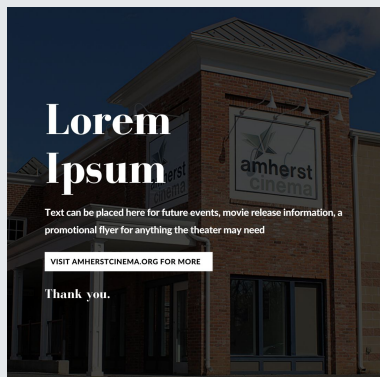
FONTS

Bodoni

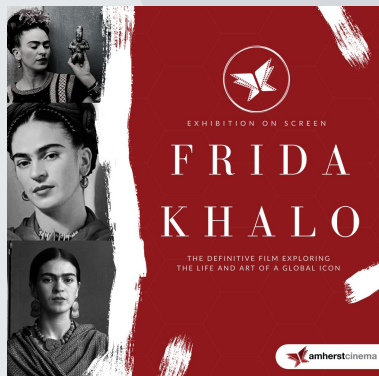
Lato

Lobster

Curated Templates



10 Social Media templates were produced using Canva, as well as a number of potential captions

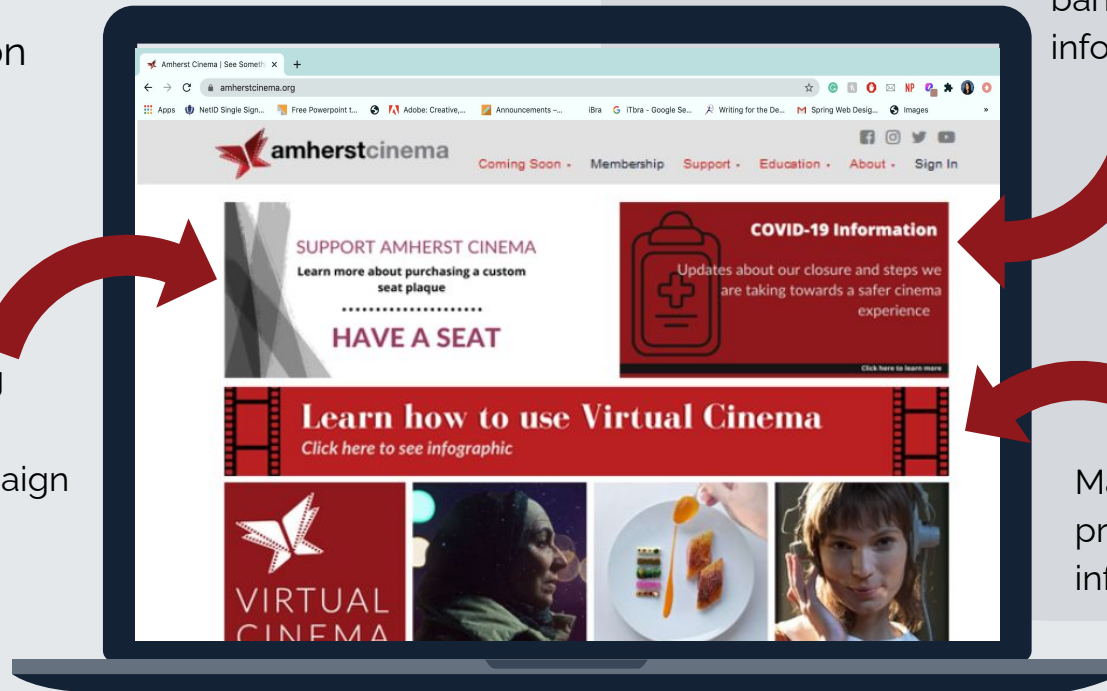


Update Website Homepage

Graphics were made in order to highlight important information on the Homepage

Standout yet minimalist banner about COVID-19 information

Visually appealing banner about the *Have a Seat* campaign



Matching web banner to promote Virtual Cinema infographic

Informational Infographics

The creation of helpful infographics explaining how to set up at home virtual theater to be distributed via mail and or available on the website. This initiative can be apart of Covid updates and assist the older already existing audience in navigating the virtual cinema.



VIRTUAL CINEMA

INSTRUCTIONAL GUIDE



GO TO AMHERSTCINEMA.ORG

To start your virtual screening experience access an internet browser on your computer, tablet, or smart phone and head over amherstcinema.org

SELECT MOVIE

Once you enter the site, click the "Playing Today" panel and select the desired movie you want to watch.





AMHERSTCINEMAATHOME.ORG

Once you are in the informational page about the film, click the watch now button that will redirect you to AmherstCinemaAtHome.org. From here you have the option to watch a trailer and move forward with your purchase.

SIGN IN OR SIGN UP

In order to move forward with your purchase, you must click the "get @home tickets + donate" button located directly under the trailer, once clicked a description of movie details will pop up and then you will be asked to sign in or create an account with Amherst to ease the viewing experience.





CONTINUE PURCHASE

Once you are signed into your account an option to buy the tickets and donate if you choose appears and you can proceed with any option of your choice. Once you click an option, the title of your movie along with an information box is loaded for you to enter your card info & coupon codes.



ENJOY YOUR SCREENING

Once the information is inputted and your transaction is completed, you are able to watch the film. You will receive a receipt to the email provided on your account. All thats left to do is make some popcorn and cozy up, its time to enjoy your screening!

PLEASE VISIT AMHERSTCINEMA.ORG TO PURCHASE A SCREENING OR DONATE TODAY!



Go to amherstcinema.org for more.

Promotional Video

This promotional video was created to be posted originally to Amherst's account for the art show but has now been adjusted to go live on UConn DMD's Instagram as they will host the show. It is an informational segment explaining exactly what the art show is about,



The graphic features a dark red background with white starburst patterns. At the top left is a circular image of a smiling man in a green elf costume. At the top right is a circular image of a young boy with a surprised expression, with a small scene from a movie in the background. At the bottom left is a circular image of a Santa Claus figure. At the bottom right is a circular image of a snowman wearing a hat and scarf. The text is centered in white.

ENTER NOW!

1. Post your artwork to Instagram Story or feed with [#AmherstHolidayArtShow](#) and your desired credit titles included either in the caption or as added text in your story.
2. Tag both [@UconnDMD](#) and [@AmherstCinema](#) so we can see your amazing [#FANART](#) and add it to our story & gallery!

Holiday Art Showcase

- Students create art inspired by a christmas movie to create excitement for the holidays and also bring a college audience to the theater
 - Showcased in a virtual art gallery
 - People can view and interact with each other virtually
- Fun and engaging way to increase Amherst Cinema's brand awareness
 - A promo video was created along with captions for Instagram to promote the event





Conclusion

Project Takeaways

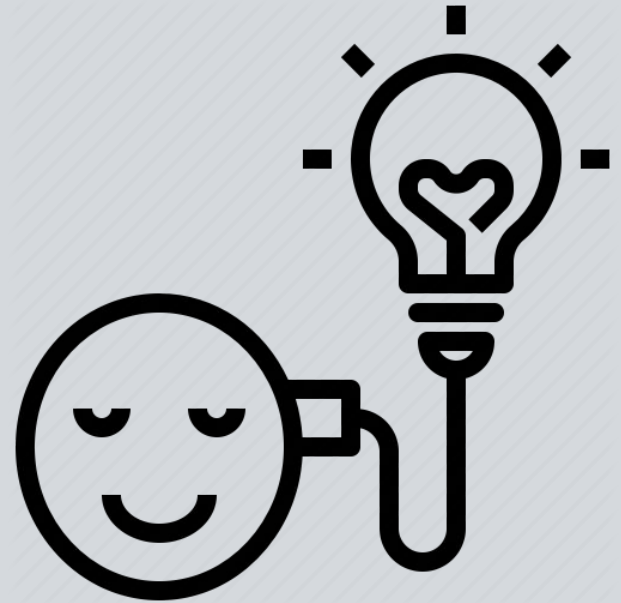


Skills Used/ What We Learned

- Skills
 - Teamwork
 - Collaboration
 - Communication
- Individual takeaways

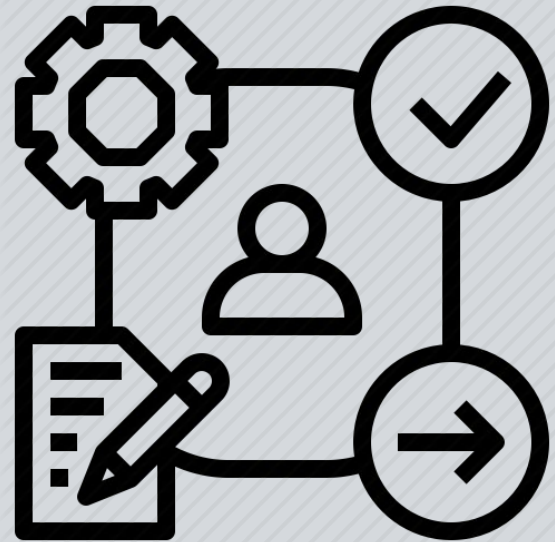
As designers, this was a great experience to be able to create and plan promotional content for our initiatives. It has been a learning curve in setting us all up for success in our future endeavours.

We have learned to collaborate and create long term goals for a company, which is a valuable skill to have moving forward. We will be able to implement the knowledge from this project into our future careers as well.



Moving Forward

- In moving forward we have left all accounts and passwords accessible for Amherst to utilize further, Through Canva they will be able to access our templates for editing for future uses.
- In terms of the deliverables, Amherst Cinema can move forward with implementing the two different Informational Infographics to their site and print if necessary.
- In terms of branding through instagram, they can put the brand associated hashtags in their future captions to generate more exposure.
- They now have knowledge about Artsteps and can potentially utilize it for future events they host.





Thank You!

Any questions?

