UCONN HUMAN RIGHTS FILM+SERIES

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Challenges and Opportunities

Challenges:

- Building a brand from the ground up
- No tangible assets (the brand doesn't exist yet)
- Other film companies have huge resources to market during COVID
- Creating a new identity that has easy name recognition and is memorable

Opportunities:

- No tangible assets (no creative limits!)
- No existing identity so we are able to test different routes
- Only public college human rights film series
- COVID shows new opportunities to reach a wider audience
- Connecting different followings through the different departments

Potential Initiatives

1. Stylescapes & focus group
2. Create a logo and refine brand identity
3. Posters, Flyers, Digital Signage
4. Animated Bumper
5. Film Reel & Title Card
   a. (teaser interviews with filmmakers)
6. Social media templates
7. Website Assets

Creators

Everyone
Collaborative effort
Michael
Gillian
Heather

Aidan
Alisia

Timeline

Date	Everyone!	Alisia	Aidan	Gillian	Heather	Michael
October 19th						
October 22nd	Logo sketches for meeting				Discuss accessing assets	
	Client meeting for focus group results					
October 29th	Refine Brand Identity	Finalize logo				
	Client meeting for release assets					
November 5th			Social Media Templates Start	Animated Bumper Start	Start collecting reel assets	Posters Start
November 12th		Begin Organization of Assets				
November 17th	Finalize style scape	Begin Style Guide	Check-In	Check-In	Reel and title card check in	Check-in Date
	Client meeting for check-ins					
December 1st	Start final client presentation	Final Collection of Website Assets	Social Media Templates Done	Animated Bumper Due	Finish reel and title card	Posters, Flyers, Digital Signage Due
December 3rd	Client meeting for check-ins					
	Finish final client presentation					
	Start BTS assets					
December 15th	Finish BTS assets					
After presentation		Send Deliverables				
Color Legend						
	Start Dates					
	Check-Ins					
	Finish Dates					
	Client emails and/or meetings					
	We done!					

Adapting to Change

- No focus group
  - No longer necessary, the clients had similar reactions
- Cut down work load
  - Dropped the idea of a film reel
  - Decided against designing a website shell
- Working feedback into the deliverables
  - Communicating through email chains and zoom screen sharing
- Rearranging our Timeline
  - As assets and requirements changed, so did the dates within our timeline

Original Stylescapes
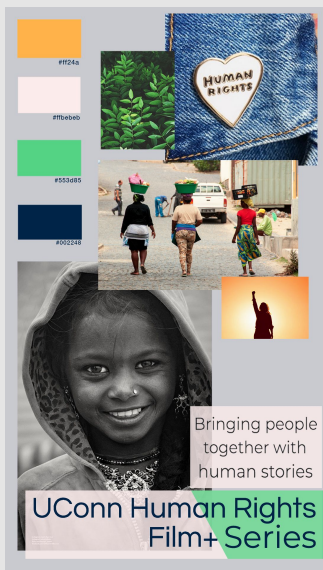
Alisia + Gillian

Aidan

Michael

Heather
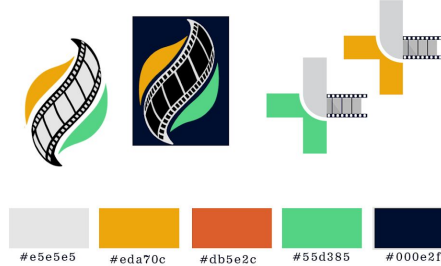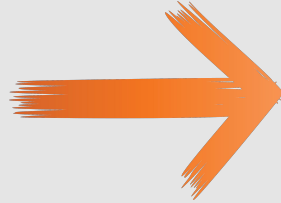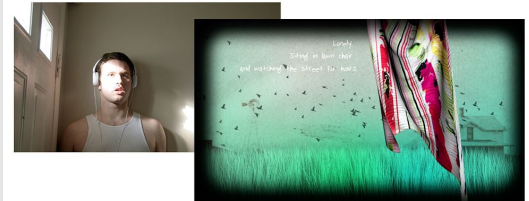
Draft to Official Brand Stylescape

Primary Logo Drafts
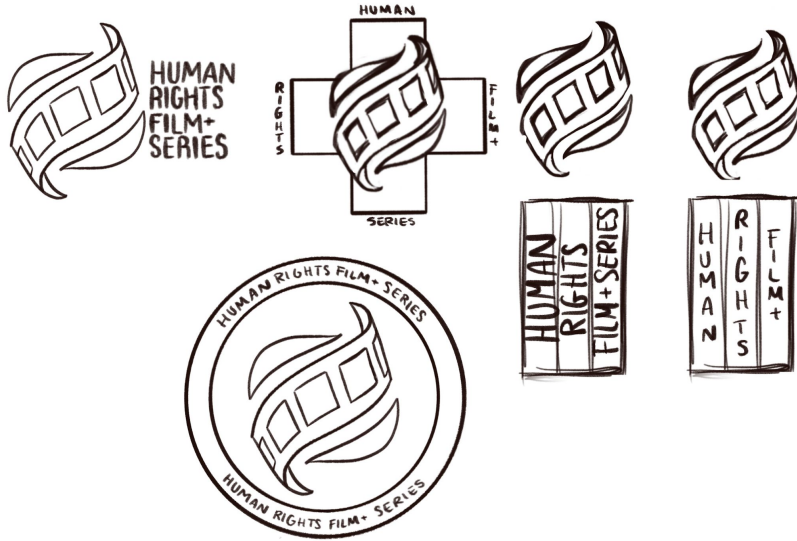
The original sketches

The second round of drafts
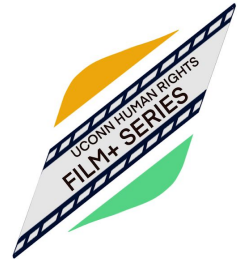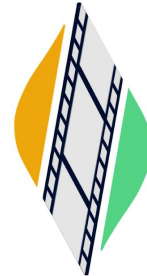
Secondary Logo Drafts
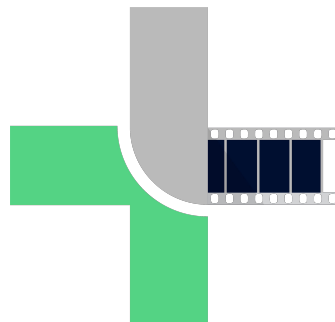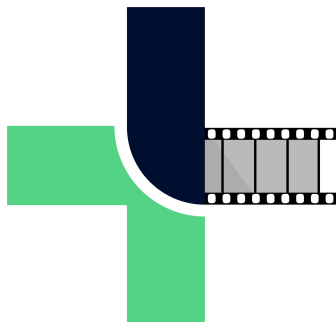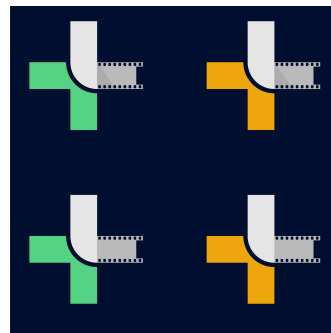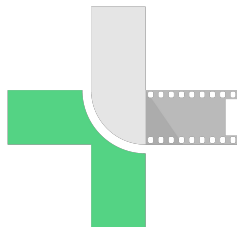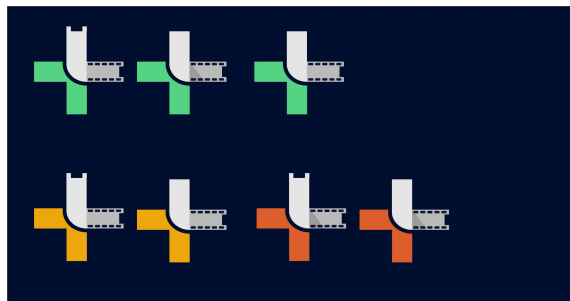
BRAND GUIDE

Moodboard

Passionate| **Humanitarian** | **Contemporary**

The inspiration for UConn's Human Rights Film+ Series comes from the **energy and drive** to showcase impactful stories. Using **contract** against light and dark, or dark and light to create a striking presence.

The main colors and aesthetic are achieved through the unique imagery of the films combined with **fresh and vibrant colors** to give the brand a nice pop. The accent colors of orange are there to evoke feelings of **energy and stimulation** and green representing **tranquility and good fortune** -- all of which embodies the impact the Film+ Series strives to achieve with its audience.

Primary Logo

The UConn Human Rights Film+ Series logo is a unique blend of bold modern style with a touch of classical film iconography. The simple shapes used to develop a modern feel in tandem with pops of bright colors will help the audience recognize the Film+ Series as an engaging and energetic organization. The curves of the design were done so in a way to mimic the imagery of a flame, a symbol of hope and light. The use of the iconic film reel was done to tie in the beloved history of cinematography within the overall logo.

This is the main logo that will be used in tandem with the text element for the series across all brand applications. The logo will easily help the Series stand out in its online web and social media presence, ad, and other materials to enhance the overall presence and professionalism of the brand. The logo should always be handled with intent and mindfulness according to these guidelines.
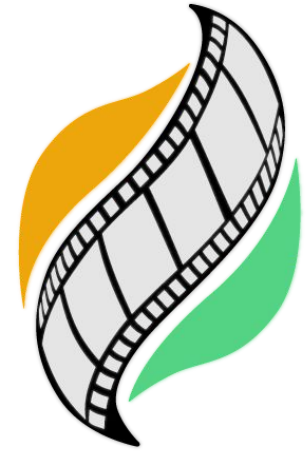
Minimum Size

The smallest the logo should be represented is 1.5"
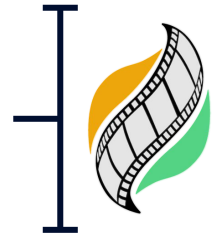
Secondary logos

The UConn Human Rights Film+ Series secondary logos and badges can be utilized as a peripheral identifier of the brand's identity (they should not replace the primary logo next to the wordmark).

The secondary logos should not in place of the Primary Logo.

Standard
A)   In line with Wordmark

Banners
B)   Facebook/Email Banner
C)   Instagram Block

Badges
D)   Green Plus
E)   Yellow Plus

A.

B.

C.

D.

E.
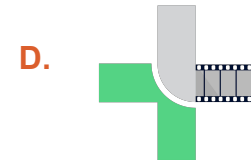
Color Usage

The color use for the Human rights Film+ Series is limited to the five colors of the palette. The logos will be used on either a lighter background, such as white or neutral colors (A). The inverted colors for the logo should be used on a darker background such as black or a darker navy (B).

Standard Color

A.

Inverted Color

B.
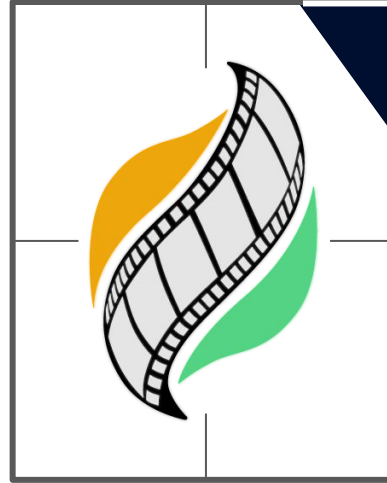
Clear Spacing:
There should be a quarter inch distance around the primary logo. Always maintain this clear space around the logo to ensure legibility.

Color Palette

Consistently using the correct color palette reinforces the psychology behind the colors in order to emphasize the identity of the brand.

The gray, yellow, orange, green, and navy blue represent the different entities that make up the Film+ Series. However, the colors truly are representative of the Film+ Series and the energy it embodies. The tones of the yellow and orange are inviting and warm. The cooler tones of the gray, green and navy are calm, comforting, and mature. They embody the passions of the films presented in the series.

#e5e5e5

#eda70c

#db5e2c
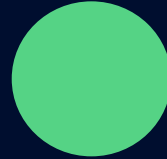
#55d385

#000e2f

Unacceptable Usage

There's a few necessary rules in order to maintain the integrity of the brand. Do not potentially compromise the look of logo by rotating, skewing, or distorting. This includes any unnecessary or ill-suited additional text or imagery such as drop shadows, outlines, or changing the color arrangements.

Here are a few examples of some ways the logo and wordmarks should **never** be utilized.

A. Do not rotate

B. Do not squash or stretch

C. Do not replace the primary logo with secondary images

D. Do not resize elements

E. Do not rearrange elements

F. Do not add extra elements

G. Do not place elements inside the clearance space

Typography

Typography, used consistently, best helps to represent the brand. These typefaces best showcase the series's modern and energetic feel across print and web applications.

These typographies are predominantly used for advertisement such as facebook and or email banners, film premier posters, and social media promotional material.

GOTHAM

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Xx Yy
Zz

1 2 3 4 5 6 7 8 9 0

Claredon

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Xx Yy
Zz

1 2 3 4 5 6 7 8 9 0

Poster Process

Initial Poster Ideas

Poster Process

Next Steps

Poster Process

More Workshopping

Poster Process

Final Products

UCONN HUMAN RIGHTS FILM + SERIES

This year we spotlight new work by UConn Digital Media & Design faculty who address human rights issues through film, animation, and game design

Oscar Guerra
Love, Life, and The Virus
Thursday, December 3, 2020 at 5pm

Join us for a screening of this PBS Frontline film at 5pm, followed by an engaged dialogue with the filmmaker and community partners, *The Neighbor Fund.*

About the Film: A mother's fight to survive COVID and see her newborn baby. How the coronavirus hit one immigrant family, their struggle to be reunited, and the community that rallied around them.

About the Filmmaker: Oscar Guerra is a NORCAL Emmy® Award-winning director, researcher and educator. His career spans the spectrum of television, music, multimedia production, documentaries for social change, and immersive media. He is currently an assistant professor in the Digital Media & Design department at the University of Connecticut in Stamford.

Presented by Dodd Human Rights Impact, the Human Rights Institute, and Digital Media and Design at the University of Connecticut, in partnership with PBS Frontline.

About the Neighbor Fund: The Neighbor Fund is a 501(c)3 nonprofit that supports the immigrant communities of Windham and Tolland counties, providing direct financial support to those facing detention and deportation.

Free and Open to the Public. Registration Required.
For more information: http://s.uconn.edu/hrfs

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UCONN HUMAN RIGHTS FILM + SERIES

This year we spotlight new work by UConn Digital Media & Design faculty who address human rights issues through film, animation, and game design

James Coltrain
Blackhaven
Thursday, January X, 2021 at 5pm

Join us for a presentation by the researcher at 5pm, followed by an engaged dialogue with community partners.

About the Game: *Blackhaven* is a first-person narrative game where players take the role of Kendra Turner, a sophomore at a historically black college interning at the Blackhaven Hall Historical Society. This museum is the historic site of the ruined 18th century estate of Thomas Harwood, an American Founding Father. Working alone on a holiday, Kendra tends to the museum's exhibits, which sanitize the Harwood family and their slaveholding history, and is intrigued by gaps in archival documents she is tasked with scanning. Curious and resourceful, Kendra's digging leads her to uncover evidence suppressed by the Harwood family, with consequences that lead all the way to her present-day community. Learn more at: www.historiated.com

About the Artist: James Coltrain's research focuses on the development of public-facing, humanities-themed games. His first game projects are *Cassius*, a first-person narrative exploration game set in colonial Virginia, and *Blackhaven*, a preceding short teaser game. He is also a scholar of the historic architecture and material culture of the early Americas and has worked for over a decade building historical 3D visualizations. He holds a PhD in History from Northwestern University, and is currently an Assistant Professor in the Digital Media & Design Department at the University of Connecticut.

Presented by Dodd Human Rights Impact, the Human Rights Institute, and Digital Media and Design at the University of Connecticut, in partnership with PBS Frontline.

Place holder text about community partners.Place holder text about community partners.Place holder text about community partners.Place holder text about community partners.Place holder text about community partners.

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UCONN HUMAN RIGHTS FILM + SERIES

Presented by Dodd Human Rights Impact, the Human Rights Institute, and Digital Media and Design at the University of Connecticut

This year we spotlight new work by UConn Digital Media & Design faculty who address human rights issues through film, animation, and game design and a fall focus on UConn's partnership with PBS Frontline.

Fall 2020

Oscar Guerra, *Love, Life, and The Virus*
Thursday, December 3, 5pm

Ramona S. Diaz, *A Thousand Cuts*
Thursday, December 10

Spring 2021

Heather Cassano, *The Limits of My World*
Tanju Özdemir, *Missing Damascus*
James Coltrain, *Blackhaven*
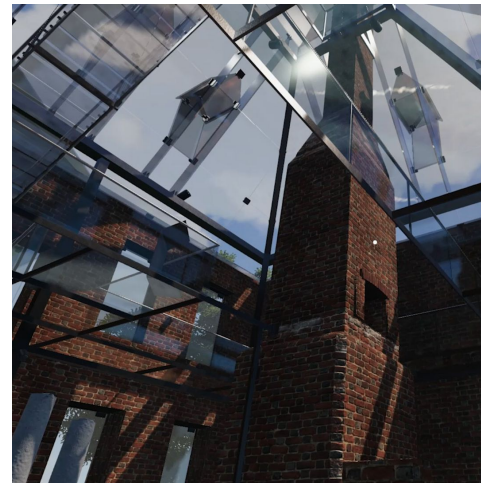Heejoo Kim, *Advocating for Human Rights Through Visual Storytelling*

Free and Open to the Public. Registration Required.
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Social Media Content

Instagram

UCONN HUMAN RIGHTS
FILM SERIES

Heather Cassano
The Limits of My World

Month, Day
Time

Month, Day, Time

AUDIO TOUR

Grounds

Scan another QR code for your next tour stop...

Blackhaven Hall

UCONN HUMAN RIGHTS
FILM SERIES

James Coltrain
Blackhaven

UCONN HUMAN RIGHTS
FILM SERIES

Heejoo Kim
Advocating for Human Rights through Visual Storytelling

Month, Day, Time

Month, Day, Time

UCONN HUMAN RIGHTS
FILM+ SERIES

James Coltrain
Blackhaven

more info at
s.uconn.edu/hrfs

Facebook Headers

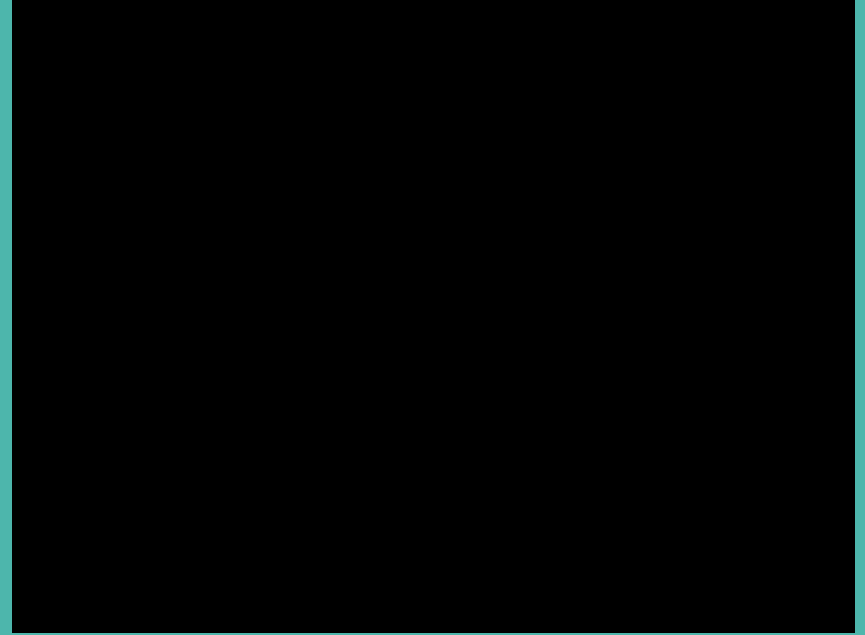# Animation Process

Draft 1

Draft 2

Draft 3

Final Animation

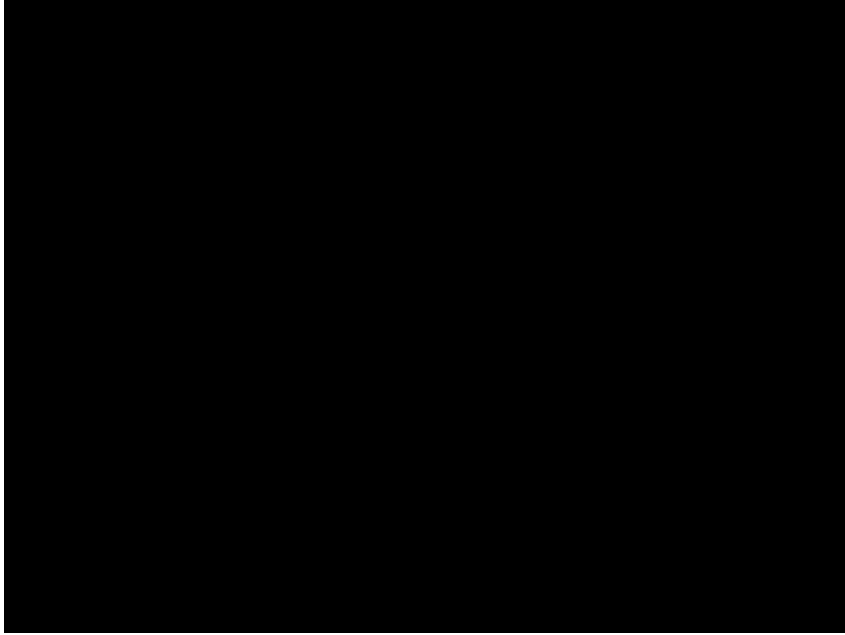# Title Card Process

Final Title Card

Thank You!

Stay safe and healthy!