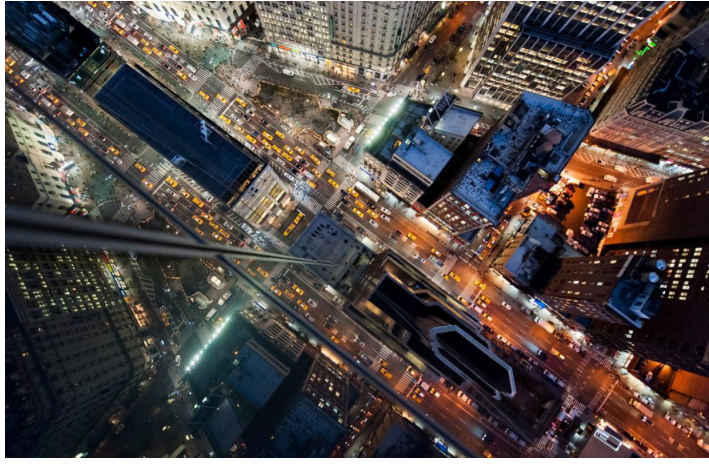


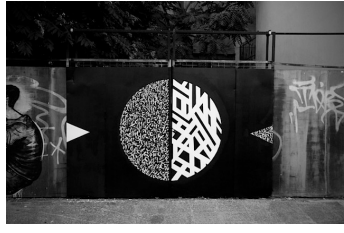
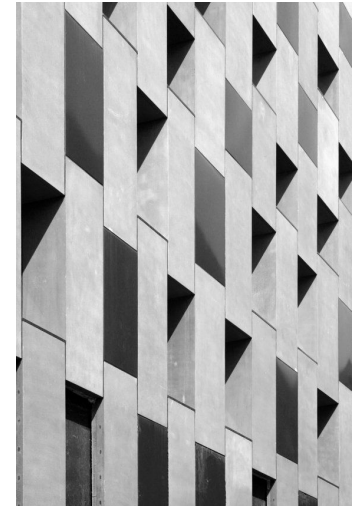


DESIGN PROCESS: DAKOTA ROOS

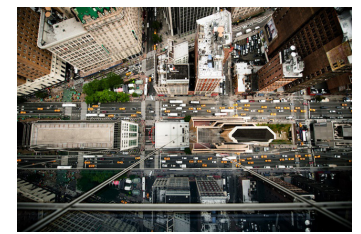
MOODBOARD: PROJECT 1



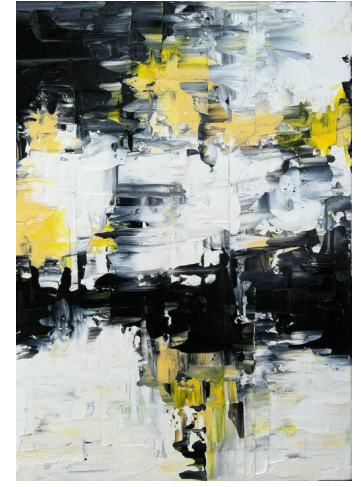
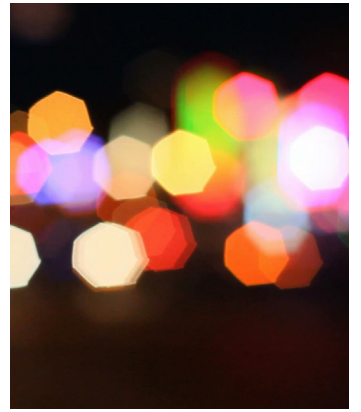
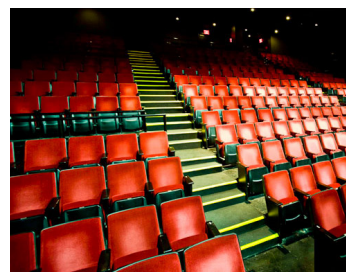
Professional craft
Cultural force
Design vision
Inspire designers/public
"Recharge"
Define global standards
Define education



NEW WORLD STAGES



SPARK
INNOVATIVE
IDEAS

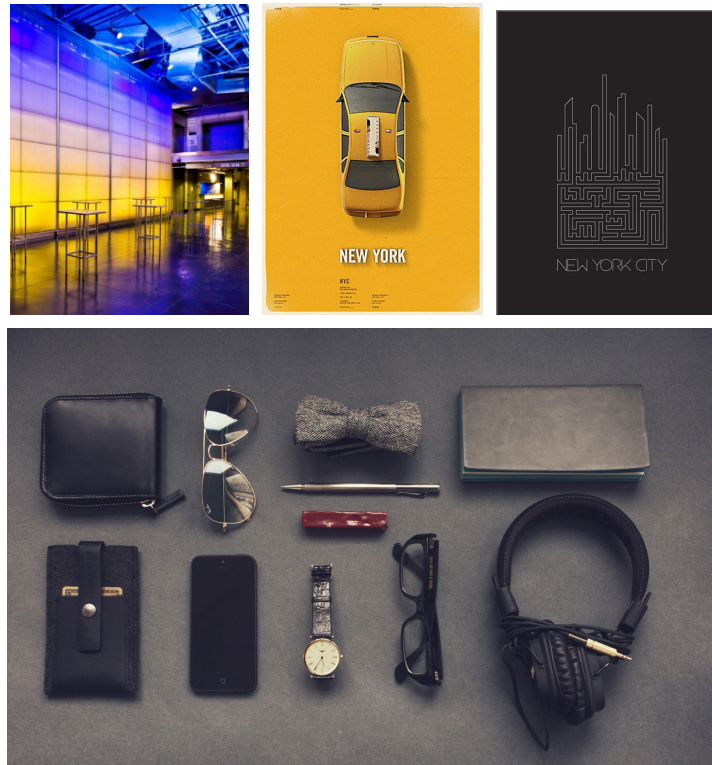
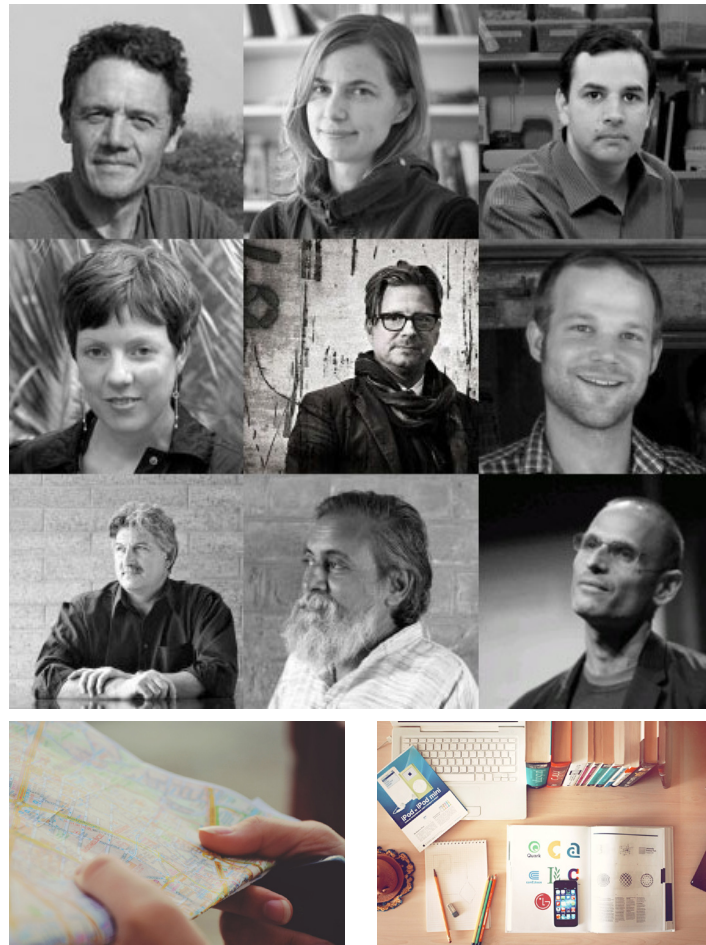


CREATE
SHARED
EXPERIENCES



CREATE A BETTER
HUMAN EXPERIENCE

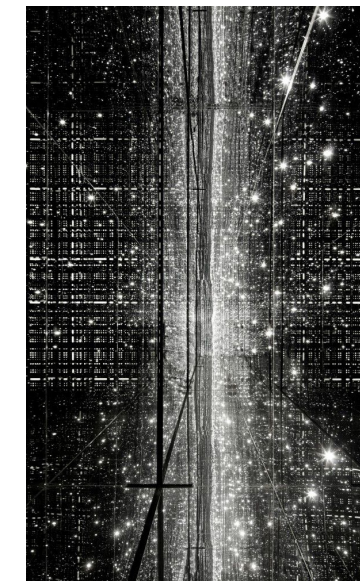
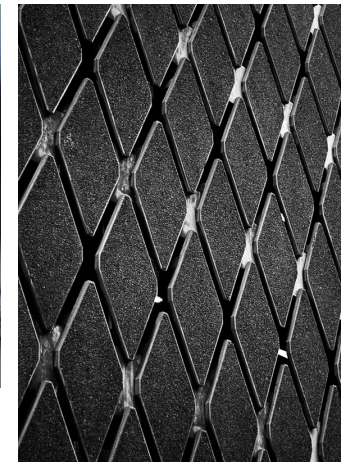




**EVERYONE
HAS A STORY TO TELL**



It's a lifestyle
I want a life of design
Facilitate Relationships
Facilitate interactions
Creative Freedom
Make Something from **NOTHING**



VARG
EYEWEAR



“I’m always looking to find inspiration in new places.”

BACKGROUND:

Caleb Brooks lives just outside the city of Philadelphia, working full time as a web developer and designer. He graduated with a degree in Graphic Design before teaching himself how to develop websites through online courses and help from friends.

He considers himself to be a creative, free thinker, often looking to find new inspiration wherever he can, whether through nature or while in the city.

Caleb knows that in order to grow professionally he must take advantage of outside resources to continue his learning and creative growth. He wants to stay connected to individuals within the design community and be able to expand on his knowledge of the field.

By continually growing his knowledge of the design process, Caleb hopes to gain recognition and earn a promotion to Creative Director or coordinator at the company he currently works for.

Caleb believes in putting time in during the week, and enjoying himself on the weekends. He has strong interests in IPA's and hopes to soon start brewing his own beers.

CALEB BROOKS

DEVELOPER / IPA CONNOISSEUR

AGE: 32

RELATIONSHIP STATUS: Single

POSITION: Designer/Developer

INCOME: 55k

INTERESTS: Web Design, Photography, Concerts, Eating-Out, Mountain Biking, TED talks

MOTIVATION:

- To eventually earn a promotion in his company and become the Creative Art Director.
- Spend more time developing core ideas rather than getting stuck in creative holes.

WORK TASKS:

- Develop client websites
- Responsive Design: Desktop, Tablet, Mobile
- Communicate with clients on website feel and function



“I have worked tirelessly to get my company to where it is today...we have only touched the surface of what we are capable of.”

BACKGROUND:

Kevin Simmons lives in Newton, MA, an easy commute into the city of Boston. Kevin is the founder and CEO of an expanding digital firm.

Kevin wants to make sure his company is at the forefront of design innovations. Kevin understands the business models of how to expand a client's company through brand/business overhaul. He hopes to further expand his companies abilities in the design industry as well.

He wants his company to be one of the creative leaders in Northern New England, specializing in enhancing user experiences, introducing innovative design, as well as redefining market standards.

His vision is to learn firsthand the essence of what makes great design, how design is evolving, and how his company can encompass the aspects of better creative practices.

KEVIN SIMMONS

BUSINESS EXECUTIVE / FATHER

AGE: 48

RELATIONSHIP STATUS: Married, Father of 2

POSITION: Business Owner, Operator

INCOME: 110k

INTERESTS: golfing, swimming, spending time with family, BBQ's, watching Jeopardy, reading

MOTIVATION:

-To eventually make his design/branding company the most prominent firm in the greater Boston Area.

WORK TASKS:

- Work with clients as well as constantly recruiting potentially new clients
- Develop reports pertaining to competitive research and help companies expand/grow through brand/company overhaul. (brand strategist)



“ Design is my passion, my life, my job, and why I wake up in the morning.”

BACKGROUND:

Tiffany Lynch is a freelance graphic artist based in Chicago, IL. She has worked in the design industry for over 10 years, only recently foregoing the daily grind of office life, and opting to try her hand at freelance.

With a strong grasp in graphic design and illustration, Tiffany has had an urge to get a better grasp on the fashion design world, especially shoes, as well as learning aspects of web design. She hopes to turn her freelance work into a website that offers all her talents ranging from illustration to fashion in the near future.

As a self motivated, and free spirited individual, Tiffany has an eye for all things creative, often taking an unorthodox approach to her work.

Tiffany looks at design as a lifestyle rather than work, and loves having complete creative freedom.

She enjoys sharing wine with friends, catching a local band, and of course, binge-watching the latest TV shows.

As a freelancer, Tiffany understands the importance of keeping up with design trends, looking towards the future, and expanding her abilities to be ready when she jumps into her next project.

TIFFANY LYNCH

GRAPHIC ARTIST / BINGE WATCHER

AGE: 38

RELATIONSHIP STATUS: Single

POSITION: Graphic designer, artist, illustrator

INCOME: 45k (Freelance Designer)

INTERESTS: TV dramas, fashion, shoes, wine, drawing, reading

MOTIVATION:

- Expand her abilities/knowledge to begin translating her design to the web and fashion
- Continue to network herself and her talents to attract new clients and land more projects

WORK TASKS:

- Create illustrations, imagery, page layouts, brochures, etc
- Seek out new clients through references, online advertisements
- Communicate/convey message of clients through her design work



“ It is essential that I put my creative stamp on everything that leaves this building.”

BACKGROUND:

Alexander Liu is the chief creative director at a high end design firm in the heart of New York City. He has been in the design industry for over 30 years, most known for his work with typography, print publications, and logo design.

A typical day for Alex includes managing client relations such as meetings, planning, phone calls, emails, lunches, dinners, and presentations. Everything creative starts with him and ends with him.

As with most creative directors, Alex started as an entry level graphic designer, eventually gaining popularity and recognition over time.

As the head director at a large creative firm, Alex believes it is essential to have his foot in the door when it comes to design of the future. He strives to be at the forefront of design trends in the industry and has certainly gained a reputation as a prestigious designer.

When he has time off, Alex loves to travel across the globe, often going back to China where he was born. He loves to be active by playing tennis, running, or hiking.

ALEXANDER LIU

CHIEF CREATIVE DIRECTOR / URBANITE

AGE: 54

RELATIONSHIP STATUS: Single

POSITION: Chief Creative Director

INCOME: 90k

INTERESTS: drawing, typography, reading, tennis, traveling

MOTIVATION:

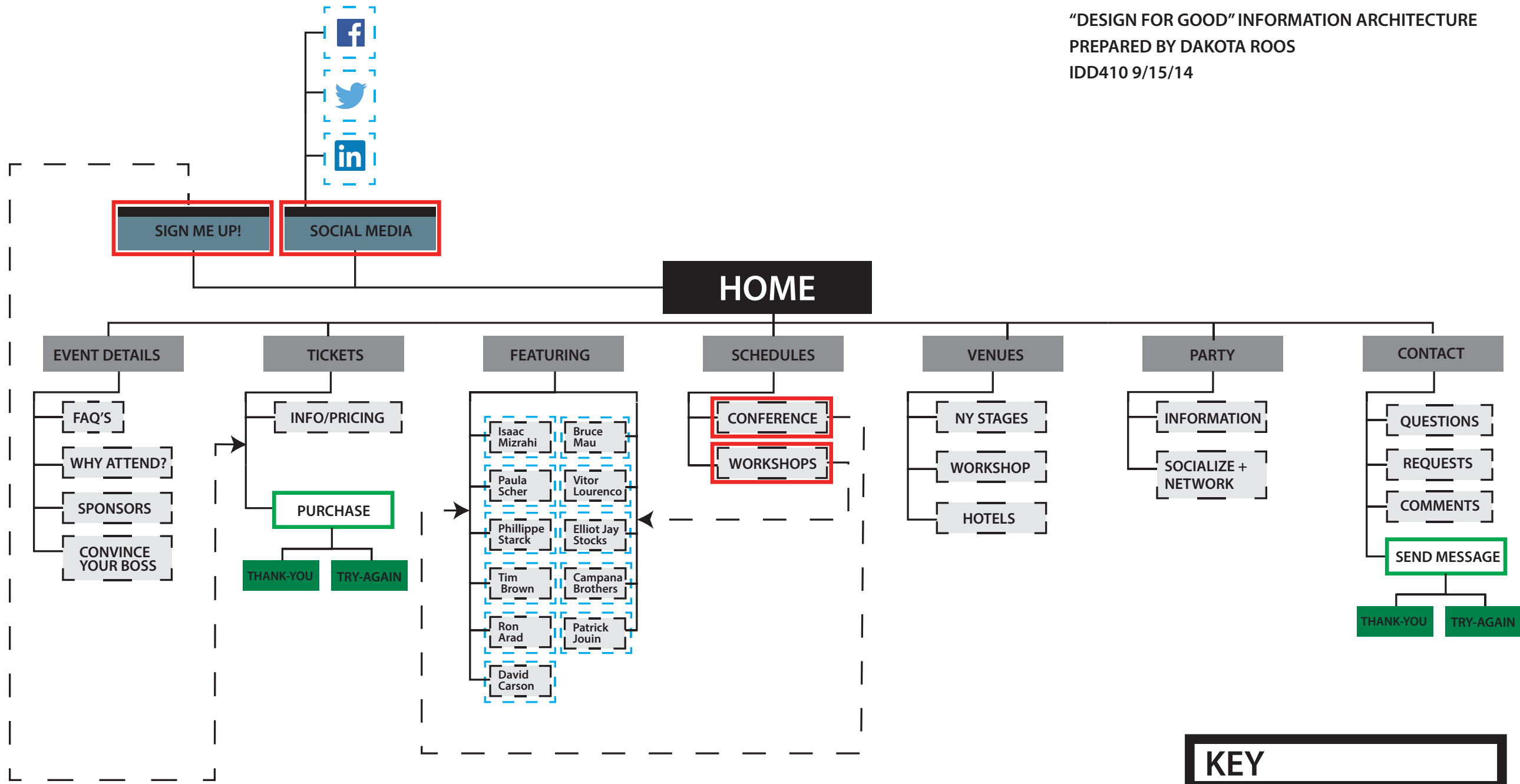
- Push the creative limits of what he thinks he is capable of
- Continue to refine his craft

WORK TASKS:

- Oversee design process from step one to the very end
- Convey clients ideas/motives through brand development, growth, and strategy
- Work alongside marketing executives, business associates, creative team

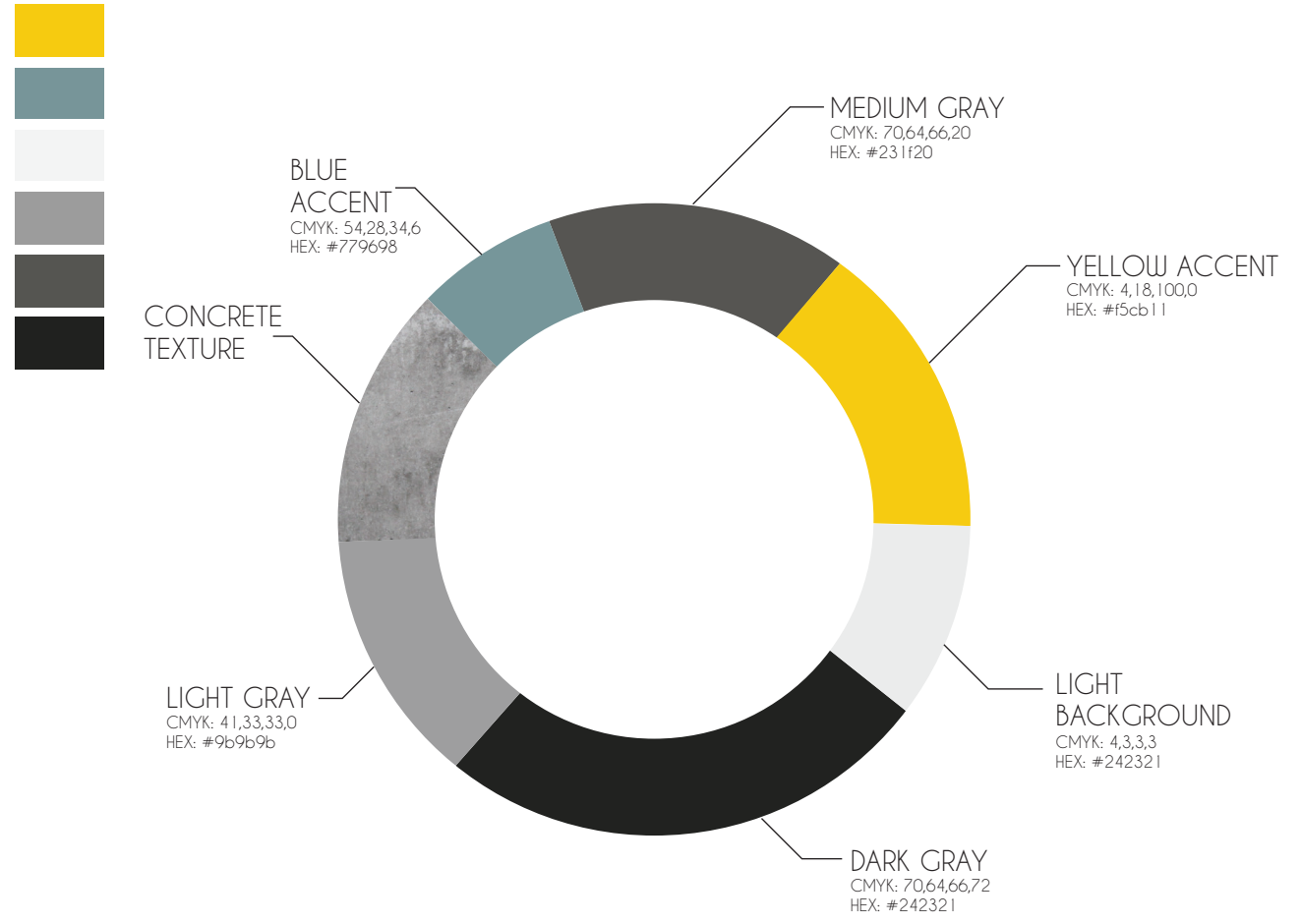
INFORMATION ARCHITECTURE: PROJECT 1

“DESIGN FOR GOOD” INFORMATION ARCHITECTURE
 PREPARED BY DAKOTA ROOS
 IDD410 9/15/14



KEY

- = HOME PAGE
- = SUB-PAGES/PRIMARY NAV
- = FORM PAGE
- = FORM RESPONSE PAGE
- = CONTENT/PAGE INFO
- = CALL TO ACTION BUTTON (ON EVERY PAGE-STICKY HEADER)
- = "LINKS TO" (LINKS TO PAGE WITHIN SITE)
- = CLICKABLE "BUTTON"
- = "LINKS TO" EXTERNAL PAGE



DESIGN|FOR|GOOD
 DESIGN|FOR|GOOD
 DESIGN|FOR|GOOD

HEADINGS

LOREM IPSUM DOLOR

GILL SANS: SEMIBOLD

SUB-HEADINGS

LOREM IPSUM DOLOR SIT AMET

GILL SANS: REGULAR

Paragraphs

Lorem ipsum dolor sit amet, atqui commodo denique ei eam, mandamus mediocrem vulputate eam te. Cum audire pertinax perpetua in, sed discere qualisque ne. An unum complectitur interpretaris mea, cum eu dicant ceteros invenire. Tincidunt temporibus reprehendunt no sed, possit petentium deterruis-set ea est. Ad eos discere deleniti perpetua.

OPEN SANS: REGULAR

Captions/Quotes/Misc.

Lorem ipsum dolor sit amet, atqui commodo denique ei eam, mandamus mediocrem vulputate eam te.

OPEN SANS: LIGHT

INITIAL COMPS: HOMESCREEN(DESKTOP/TABLET/MOBILE)

