

YEAR PLAN

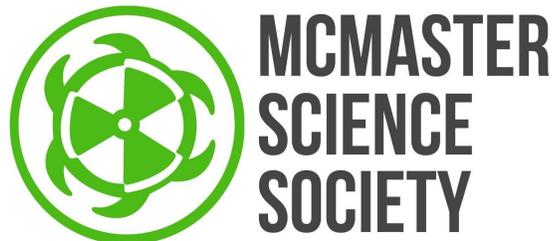
Graphic Designers

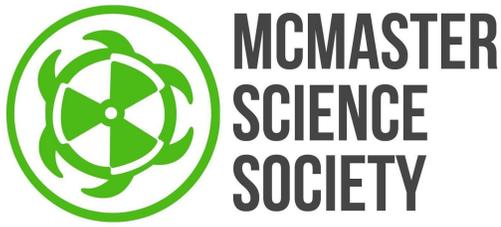
Claire Hastings & Hailey Pineda

McMaster Science Society

2020-2021

(submitted July 6th, 2020)





1280 Main St. West
Hamilton, ON, L8S 4L8
905-525-9140 Ext: 23322
Burke Science Building (BSB), B108

2020-2021 Year Plan

Letter from the Graphic Designers:

Hello everyone!

The MSS provides students with many academic and social events and resources, and as the graphic designers it is our responsibility to create all the promotional materials so that you can stay informed. Last year, Nathale Pulla Abasto and Pranipa Viraji did a phenomenal job creating the promotional materials and were very successful in establishing a solid MSS branding through their edits to the MSS Brand Manual. In the upcoming 2020-2021 school year, we hope to continue the updates to this manual to maintain a consistent branding, ensure proper representation of McMaster's diverse community, and set up the next incoming graphic designers for success. As we continue to learn in our roles as graphic designers, we hope to create a style of graphics which are cohesive and easily recognizable to students, and which encourage engagement between the MSS and the larger science community! With the entirety of the Fall 2020 semester being online, we recognize this is a time of uncertainty among students. As part of the communications team we are highly motivated to keep on top of things, and make sure students stay engaged and informed as the need for online resources and promotional materials will be at an all time high. We are striving to develop a series of small graphic design workshop videos, as well as shorter skill-based TikTok videos, that can be put out in place of the typical in-person workshops to combat the new online format we are all adjusting to. These are very uncertain times for everyone and providing an online graphic design workshop will hopefully engage any student who wants to learn more, and inspire them to pursue their own graphic design projects.

Claire Hastings & Hailey Pineda

Graphic Designers

graphicdesigner1@mcmastersciencesociety.com

graphicdesigner2@mcmastersciencesociety.com

OBJECTIVES:

Objective 1: Updating the MSS Brand Manual	
Description/ Current State	<p>Nathale and Lovette created the MSS Brand Manual in the 2018/2019 year. Nathale and Pranipa made some updates in the 2019/2020 year. It currently has information about:</p> <ul style="list-style-type: none"> - MSS logo - Fonts - Dimensions - Colours & colour palette resources - Resources for fonts, inclusivity, affinity tutorials etc.
Goal	<p>Improve the brand manual by updating current sections and adding new ones.</p> <ul style="list-style-type: none"> - Renew some of the current fonts - Expand the current colour palette available - Increase resources <ul style="list-style-type: none"> - Making sure inclusivity resources are up to date to ensure every graphic has proper representation - Adding sites to build colour palettes and for downloading fonts - Videos on colour theory and basics of design etc. - Creating a bank of reusable vectors and linking it to the brand manual so future graphic designers have access
Barriers to Success	<p>Finding new fonts we can actually use</p> <ul style="list-style-type: none"> - Some fonts are not free for commercial use - Some fonts can be hard to read for the visually impaired <p>Making an easily accessible folder of reusable vectors</p> <ul style="list-style-type: none"> - Files could be large and difficult for people to download or find
How?	<p>To address finding new fonts we can actually use:</p> <ul style="list-style-type: none"> - Making sure we only use fonts that are free for personal use - If unsure about a font being inclusive for the visually impaired, we will check with a member of McMaster's Equity and Inclusion office <p>To address making an easily accessible folder of reusable vectors:</p> <ul style="list-style-type: none"> - Come up with a way to organize files by vector type, likely as PNGs in a Google drive to maximize accessibility

	<ul style="list-style-type: none"> - Will ask our lovely VP Comms (and outgoing graphic designer x2!!!) if we need any help thinking of ways to do this
Long Term Implications	<p>Updating the MSS Brand Manual will hopefully make it easier for future graphic designers to succeed in their role.</p> <ul style="list-style-type: none"> - They will have many resources to help them learn the basics of graphic design, always consider proper representation, and develop a solid sense of the MSS brand - Together these will hopefully develop a cohesive style throughout all MSS graphics
Partners	<p>McMaster's Equity and Inclusion Office</p> <ul style="list-style-type: none"> - University Hall, Room 104 Hamilton, ON L8S 4S4 (905) 525-9140, ext. 27581 <p>VP Communications: Nathale Pulla Abasto</p> <ul style="list-style-type: none"> - vpcomm@mcmastersciencesociety.com

Objective 2: Creating a Consistent Branding for the MSS	
Description/ Current State	There are some specific fonts and colours that are used by the MSS (outlined in the Brand Manual), but we would like to try to streamline the capacity in which these specific elements are utilized.
Goal	<p>We would like to improve upon the consistency of the MSS branding, specifically when looking at graphics which are all related to the same position/event (take Tutoring, for example).</p> <ul style="list-style-type: none"> - As the brand manual is updated, establish a new font that is preferred for titles/headers - Create a loose template for specific graphics <ul style="list-style-type: none"> - Choose a specific font, style and colour palette to be used for all of the Tutoring graphics, for example - Spend extra time on the initial graphic, so that both graphic designers and the MSS member who requested the graphic are happy with the choice of colours, fonts, etc. - Explore the idea of using the MSS logo to visually connect graphics (beyond just including it) <ul style="list-style-type: none"> - ex. if the logo is partially cut off in one graphic, the next graphic will have the remaining part of the logo → similar

	<p>to the idea of posting multiple pictures on Instagram to make a larger picture</p> <ul style="list-style-type: none"> - By creating a very consistent and cohesive branding style, students will hopefully be able to quickly identify MSS graphics (and eventually to which portfolio/event these graphics belong)
Barriers to Success	<p>In creating a consistent style of MSS graphics, we will have to find a balance between cohesion and uniqueness.</p> <ul style="list-style-type: none"> - We still need to maintain enough differentiation between the graphics to ensure they do not all look like copies of each other - There are many graphics created throughout the school year, so will need to consider how to use the same fonts in different ways to create unique graphics for each event - May not always be able to predict the exact order of social media posts, which could make the idea of connected graphics challenging
How?	<p>To overcome the challenges mentioned above we will:</p> <ul style="list-style-type: none"> - Plan as far in advance as possible, and communicate clearly to ensure that the “template” created is not too similar to others and meets all the requests of the event organizer - Attempt to create a distinct component to a series of graphics that is easily recognizable - Communicate clearly with the VP Comms and the Social Media Director to have a full overview of the order in which graphics are being posted
Long Term Implications	<p>By creating a cohesive branding for the MSS, students will be able to easily recognize our content.</p> <ul style="list-style-type: none"> - Ensure there is a feeling of consistency with all of the MSS graphics in general, and specific to each portfolio/event
Partners	<p>VP Communications: Nathale Pulla Abasto</p> <ul style="list-style-type: none"> - vpcomm@mcmastersciencesociety.com <p>Social Media Director: Rameen Jamil</p> <ul style="list-style-type: none"> - socialmedia@mcmastersciencesociety.com <p>Entire Communications Team</p>

Description/ Current State	Nathale and Pranipa ran a Design Workshop during the 2019 Fall semester, where they walked participants through the creation of a zombie vector. During the Winter 2020 semester, the Communications portfolio ran a Media Workshop which included an introduction to the several facets of the portfolio (photography, graphic design, social media, etc.).
Goal	<p>To increase the resources available to students, and explore different methods of providing these learning experiences to our peers.</p> <ul style="list-style-type: none"> - Create a series of short TikToks that highlight tips for graphic design - Run or host a workshop (potentially in an online format) to walk students through the creation of a graphic <ul style="list-style-type: none"> - To compliment said workshop, create more in-depth video tutorials specific to the graphic being taught - Provide students the opportunity to “shadow” a graphic designer during the time of Periphery hiring <p>Both of us are relatively new to graphic design, and this may influence the timeline for which these resources are released</p> <ul style="list-style-type: none"> - It will take some time until we are fully comfortable with the design software, and feel qualified to teach others/share our tips & tricks
Barriers to Success	<p>The nature of the Fall 2020 semester being entirely online will mean that we have to be innovative in how our resources are shared.</p> <ul style="list-style-type: none"> - Will have to consider the logistics and accessibility of running a workshop over an online platform such as Zoom, for example - Aiming for running an online workshop in the Fall term and then (hopefully) another in-person workshop in the Winter term - If the Winter term does not play out as planned, we will run another online workshop, similar to the first, but with a new design
How?	<p>To address the challenges of sharing resources during an online semester we will:</p> <ul style="list-style-type: none"> - Work collaboratively with the entire Communications team (particularly the cinematographers) to ensure that any video tutorials we create are of a high quality

	<ul style="list-style-type: none"> - Ensure that online resources are available for an extended period of time to all students (so that participation does not require access to a steady internet connection at one specific time) <p>To engage with students during an online semester we will:</p> <ul style="list-style-type: none"> - Create “sneak peaks” on TikTok and other promotional materials (graphics, working with the MacSci Minutes Coordinators, etc.) - Consider having some kind of incentive for participation, such as running a graphic design contest (?) - Aim to emphasize to students that these workshops are open to all experience levels, and that we openly welcome newcomers to graphic design
Long Term Implications	<p>By increasing resources and opportunities to learn more about graphic design, we can hope to inspire more students to pursue art and engage with the MSS.</p> <ul style="list-style-type: none"> - Encourage more students to apply for the position of Graphic Designer on the MSS - Allow students to bring new design skills to the graphics of other program societies and clubs
Partners	<p>VP Communications: Nathale Pulla Abasto</p> <ul style="list-style-type: none"> - vpcomm@mcmastersciencesociety.com <p>Cinematographers: Julia Leonardi & Lisa Tran</p> <ul style="list-style-type: none"> - cinematography1@mcmastersciencesociety.com - cinematography2@mcmastersciencesociety.com <p>MacSci Minutes Coordinators: Sohnia Sansanwal, Lee-Ran Goodman, Devon McAlpine & Tina Alda</p> <ul style="list-style-type: none"> - macsciminutes@mcmastersciencesociety.com - macsciminutes2@mcmastersciencesociety.com <p>Entire Communications Team</p>

EVENTS & PROJECTS

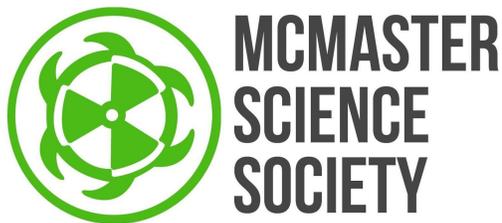
Name of Event/Project: Online Graphic Design Workshop	
DATE	Fall Semester

PURPOSE	To teach those interested in basic vector design through an online video workshop that will hopefully develop their skills, and inspire their passion for graphic design.
PROCEDURE	<ul style="list-style-type: none"> - Come up with a simple design to teach - Promote the graphic & workshop <ul style="list-style-type: none"> - Put out "sneak-peek" in a MSS TikTok - Film a screen-recording with voice over explaining the process from start to finish <ul style="list-style-type: none"> - This is essentially the workshop. It allows students to tune in on their own time, pause the video as needed, and have access to the video whenever. - Create and send out survey for feedback
DIFFICULTIES	<p>With the entire Fall 2020 semester being online, we will have to run this workshop (which was previously done in person) in a new online format. We are both new at not only graphic design, but running a workshop in general, and so creating an online version will take lots of planning and technological troubleshooting.</p> <ul style="list-style-type: none"> - We considered running the workshop over zoom, but thought this might be a better option given the potential technological errors we might face, timing issues, etc. - With screen recording however, it is likely that only one of us will run the workshop since it would be hard for both of us to work on the same design. Having said this, we could potentially each do a video permitting time and resources available.
PARTNERS	<p>VP Communications: Nathale Pulla Abasto Cinematographers: Julia Leonardi & Lisa Tran</p>
PROJECTED OUTREACH	Anyone who would like to learn! Since these will likely be videos, anyone will have access and there is no limit on who can sign up, or what faculty students are in.
BUDGET	N/A

GOALS TO STRIVE FOR

3 things that you wish to have prepared for the beginning of September:

1. Update MSS Brand Manual with fonts and new colour palettes



1280 Main St. West
 Hamilton, ON, L8S 4L8
 905-525-9140 Ext: 23322
 Burke Science Building (BSB), B108

2. Creating templates for similar graphics to establish a cohesive feel
3. Develop our skills with Affinity Designer

3 things to be completed during the fall term (1st):

1. Run an online workshop
2. Graphic design skill TikToks
3. Continue to build a cohesive MSS brand

3 things to be completed during the winter term (2nd):

1. Finish all updates of the MSS Brand Manual
2. Compile folder of reusable vectors
3. Transition report for incoming graphic designers

TIMELINE

Month	Objective/Project/Event/Goals
May	- Email tags - Mentorship Mentee Summer Sign-up
June	- MSS Facebook Cover Updates - Welcome McMaster Science Class of 2024 - Science Employment Grant (COVID-19 Relief Fund) - MSS Tutoring Application - Special Events Committee Applications - Webmaster Application - Update Socials for MSM End Screen
July	- Welcome Week Sponsorship Package - Mentorship Resource Sheet - Sciclopedia
August	- Mentorship Resource Sheet - First Year Survival Guide - I Love Science Day - First Year Rep Voting Graphic

September	<ul style="list-style-type: none"> - Graphic Design Skills TikToks - First Updates to MSS Brand Manual - Mentorship Resource Sheet - Term 1 General Assembly - New Musical Logo
October	<ul style="list-style-type: none"> - Ideal time for the Online Workshop - Mentorship Resource Sheet
November	<ul style="list-style-type: none"> - Mentorship Resource Sheet - Math 1LS3 Tutoring Review Session - Symbiosis - Formaldehyde Announcement Graphic (theme & date)
December	<ul style="list-style-type: none"> - Mentorship Resource Sheet - Good luck on Exams Graphic
January	<ul style="list-style-type: none"> - Term 2 General Assembly - Mentorship Resource Sheet - Formaldehyde accessory Graphics (Snapchat filter, name tags, event countdown promo, etc.)
February	<ul style="list-style-type: none"> - Sciclone Applications - MSS Periphery Applications - Mentorship Resource Sheet - What to Do in Level 2 Graphic - Academic Round Table Graphic - Chem 1AA3 Tutoring Review Session Graphic
March	<ul style="list-style-type: none"> - Mentorship Resource Sheet - Math 1LS3 Tutoring Review Session - April Fools Graphic
April	<ul style="list-style-type: none"> - End of Year Recap - Final Updates to MSS Brand Manual - Complete Folder of Reusable Vectors - Complete Transition Report - Musical Exec Hiring Graphic - Mentorship Resource Sheet - Summer Science Mentor Sign-up Graphic - Good Luck on Exams Graphic