



..... *F O R T H E S O C I A L G O O D* .....

In collaboration with your VR for the Social Good Design Team, create the following assets to aid in the **enhancement of the user experience and public promotion of your VR for Good application**. Begin by getting to know your team and familiarizing yourself with their story board. Team building and mutual trust will be crucial factors for success on this project.

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- 01** Develop a simple wordmark to serve as the identity for your team (use the existing team name)
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- 02** After reviewing your team’s storyboard, work with them to name the project application and develop a visual identity that includes a logo (black and white and color versions), color palette and typeface system that utilizes at least two typeface families. Create a single 11 X 17 board to showcase this information.
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- 03** Create a “Leave Behind Piece” for participants / users to take away or download on demo day that contains crucial information about your VR for Good Project (Limited quantity, 25-50). Create this document as a four panel V-FOLD, each panel will be 8.5 X 11 (a piece of tabloid paper folded in half. Include the following in this document (create a print and digital PDF version for screens):
- PROJECT MISSION
  - ABOUT THIS TEAM & PROJECT
  - PERTINENT RESEARCH & HISTORY
  - DOCUMENTATION PHOTOS &/or PROMOTIONAL IMAGERY/ILLUSTRATION/BRANDING ASSETS
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- 04** Banner or signage for “Demo Day” to easily identify your team
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- 05** At least one designed UX/UI component as part of the VR application user experience
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- 06** At least one digitally fabricated component (via the fab lab) to enhance the experience of the application in some way (use the product and identify physical deficits to begin ideation for this!)
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- 07** At least one piece of “swag” I.E. buttons, stickers, etc...as a take away for participants on demo day. (Limited quantity, 25-50)—or—social media campaign/components
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*\*Photo-document everything as you go!!*