

Semester Project 1:

Project Description and Work Schedule

by Frida Aamot

Project Description

Name of client:	Barfot Villmarksterapi	Products:	Logo Brochure Business Card Poster Gift Card
Business / Concept:	<p>Wilderness therapy offered through tasks and activities. A highly skilled group of people providing visitors with general knowledge on norwegian woods teach you (amongst other things) how to start a fire, how to stay warm and where and when food can be harvested (fish, berries, etc).. Groups of visitors go through a vast variety of lessons through activities, while getting the chance to be social and creative.</p> <p>Barfot Villmarksterapi provides food included in the registration fee, and the visitors learn how to prepare a nutritional and traditional meal in the old-fashioned way. New meals are learned every day. Each activity is initially based on being social and working together, but introverted people are offered tasks to complete alone.</p> <p>Barfot Villmarksterapi consists of a variety of skilled employees, and one of their most important focus points are on variety and diversity. They strive to have a place for everyone, and welcome suggestions and requests from new, old and potential visitors. Activities and meal plans change with the seasons. Barfot Villmarksterapi is the perfect escape from stressful and hectic lifestyles, and is also an exciting get-away from your everyday routines.</p> <p>Barfot Villmarksterapi believes in fulfillment through selfaccomplishments, learning and contribution. Participants gather what's possible of ingredients from the woods, and learn how to use it for nutrition, taste, color, etc.</p>	Scope of each product:	<p>Logo: Simple and organic</p> <p>Brochure: Trifold, 6 pages. Simple frontpage and back, very little text. Simple and clean, yet informative, content pages.</p> <p>Business Card: Simple, on recycled paper. Uncoated, unbleached. Natural.</p> <p>Poster: Simple, only to intrigue curiosity and excite people to seek more information, not to overload with information most people wont read as they pass the poster.</p>
Profile:	Barfot Villmarksterapi appears authentic, masculine, experienced.	Brief style statement:	I want to express the client's image by using a simple design, with an organic feel to it.
Vision:	Barfot Villmarksterapi strives for improvement. They want more people to understand the wonders of nature. They believe that nature has incredible effects on the physical and mental health, and want to provide this opportunity of healing to people in vaulnerble situations. Their dream is to someday start a collaboration with a rehabilitating center; to provide people with a healthy and interesting start to their new lifestyle. The center would have to share the vision of Barfot Villmarksterapi; to treat each patient as an individual, provide a beautiful visual experience from each patients room (large secured windows), healthy, nutritional and tasty meals, and the opportunity to practice a variety of hobbies. Barfot Villmarksterapi understands that this will require a bigger staff and experts on several delicate subjects, and this is a dream that will be persued when expansion is economically possible and the right partner is found.	Date of completion:	03.03.2017
Audience:	Ages 18-75, the general group of healthy and independant people. Events are specially arranged for other groups such as children, teenagers, elderly and challenged, and exceptions are made on requests with extra planning.		
Justification:	I chose this fictitious customer because it's an idea I want to execute in real life. The subject is close to my heart, and I wanted to make this assignment more interesting to the reader, as enthusiasm tends to shine through the work that we do which is most dear to us.		

Work Schedule

Date	Day	Hours	Activity	Details	Deadlines
30.01	Mon	7	Research	Other organizations, products	
31.01	Tue	7	Research	Norwegian nature, survival	
01.02	Wed	6	Overlook notes	Start idea development on logo	
02.02	Thu	6	Logo	Sketching and refining ideas on logo	
03.02	Fri	7	Logo	Work on logo and product	
04.02	Sat				
05.02	Sun				
06.02	Mon	7	Logo	Refine logo	
07.02	Tue	7	Logo	Sketching and experimenting	
08.02	Wed	6	Logo & poster	Finish logo first	Logo !
09.02	Thu	6	Business Card	Matching and finishing	!
10.02	Fri	7	Poster	Finish	Poster!
11.02	Sat			Design Gift Card	!
12.02	Sun				Gift Card !
13.02	Mon	6	Brochure	Also finish Business Card	Brochure!
14.02	Tue	6	Brochure	Refine and be picky	
15.02	Wed	7	All products	Get critique, refine more	
16.02	Thu	7	All products	Start on Profile Manual	
17.02	Fri	7	Print	Planning and print test	
18.02	Sat				
19.02	Sun				
20.02	Mon				
21.02	Tue				
22.02	Wed				
23.02	Thu				
24.02	Fri				
25.02	Sat				
26.02	Sun				
27.02	Mon	7	Profile Manual	Adjust printing errors	
28.02	Tue	7	Refine products	(AND RE-TEST PRINT)	
01.03	Wed	6	Pick up print		Profile Manual !
02.03	Thu	6	Refine all		Report and print !
03.03	Fri	7	Refine + deliver		12pm !