

The background features several overlapping, irregular geometric shapes in vibrant colors: red, yellow, blue, and green. These shapes are scattered across the left and center of the page, creating a dynamic and abstract composition. The colors are solid and the shapes have sharp edges, some pointing towards the center and others towards the corners.

the**learning**collective  
*success beyond the classroom*



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## COMPANY

The Learning Collective

Success Beyond the Classroom

The Learning Collective is a learning center that provides customized tools and tutoring for children in elementary, middle and high school. The aim of our learning centers is two-fold. First, we want to bridge the gap between formal education and your child. Many children are left behind simply because they do not learn the same as their peers, so they end up struggling and eventually become frustrated. But that's where we can step in, and with you, determine what learning style works best with your child. Second, we want to expand your child's horizons. Public schools have limited budgets, but there's a whole world out there for them to learn about. We're confident your child will develop an appetite for learning, and when that happens, we have a host of enrichment programs to take them further. The skills and confidence they will develop at The Learning Collective will carry them through college and into the future.

## MESSAGE

If you can develop a love of learning, success will follow you throughout life, and one of the best ways to learn is by sharing experiences and knowledge with those around you. The Learning Center will not only help you develop as a student of the world, but we will introduce you to a supportive and enthusiastic community of like-minded people that will be with you well into your future.

While our logo represents the modern and forward thinking approach of our learning center, it is the symbol that we will rely on to convey the message of community. Inspired by the mental image of a community of hands coming together to create a joined circle, the symbol brings together multiple pieces to create a whole, dynamic image, much like The Learning Collective aims to bring together students, parents, teachers and volunteers to create a dynamic community excited and focused on elevating life's experiences through education.



## WEBSITE PAGES

### *HOME*

Describe the mission, motivation and goals of The Learning Collective, allowing the user to feel more familiar with the organization by understanding why we believe our process will be of the most benefit to them and their children.

### *ABOUT US*

Provide the user with immediate information about who The Learning Collective is, highlighting details about information found within the site and providing links for the user to click-through.

### *HOW IT WORKS*

The Learning Collective offers a number of tools that can be customized to your child's needs, including tutoring sessions available at school, private in-home sessions, or group work at the learning center. Information about the different structures will be provided, as well example schedules.

### *PROGRAMS*

The Learning Collective understands that parents have busy schedules, so we offer a number of ways to get started with our programs. Parents will be able to choose from a contact form, a phone call, a printable form.

In addition they can find the date for the next open house, or schedule a visit.

### *GET STARTED*

Different children have different needs, and The Learning Collective covers them all. Here parents can learn what subjects are available, from remedial, advanced and enrichment programs, like foreign languages.



## AUDIENCE

Parents of school-aged children in the Washington, D.C. metropolitan area, as well as educators and mentors.

## USER PERSONNA



**NAME:** Melissa Marks

**AGE:** 37

**LOCATION:** Arlington, VA

**OCCUPATION:** Accountant

Melissa is a very busy, but happy, mother of two. She and her husband both work full-time, and while it's a challenge to keep up some days, they would not trade it for the world. As their children have grown and started going to school, however, she has noticed that her younger son has been struggling in school. During a recent parent-teacher conference, his teacher said he is irritable and uninterested in learning. Upset by this, Melissa was sharing the outcome of the conference with a co-worker. Her co-worker told her to not be alarmed, that a lot of kids struggle with traditional learning systems. In fact, both of her co-worker's children had similar challenges when they were her son's age.

When she asked her co-worker for any advice, he immediately told her about Make the Grade, a learning and tutoring center with locations in Maryland and Northern Virginia. He said it was a bit of a fight to get the kids to go at first, once they did, they started to see drastic improvements in not only their grades, but their attitudes as well.

After visiting Make the Grade's website, Melissa called her husband at work and told him what she had discussed with her co-worker. She asked him to visit the website and let her know what he thought. Within the hour, her husband called her back and said he thought this was an option worth exploring. Melissa then returned to the site, and scheduled a visit online with the school for later in the week.



## PERCEPTION/TONE

Enthusiastic/Communal/Welcoming

### DESIGN SUMMARY: *PROMOTIONAL PIECE*

The promotional piece will aim to create an invitation to both parents and students to come discover the community within The Learning Collective. TLC prides itself on the relationships it develops and nurtures with both the students and parents that attend, we understand that it is this sense of community and longevity that sets us apart from other tutoring services or even other learning centers.

To convey this message, the promotional piece will maintain the same clean, professional feel that the website will exhibit, with energizing and playful colors that demonstrate that even serious studying can be fun and enjoyable. Using stop animation, the piece will feature The Learning Collective's mark. The brightly colored pieces will slowly move into and around one another at first, then quickly come together to complete the symbol. This action is representative of how The Learning Collective views its community building and strengthening process. In stark contrast to its competitors, TLC will not focus on the frustrations of learning, but rather the enjoyment.

### DESIGN SUMMARY: *WEBSITE*

The Learning Collective wants children to be excited about learning, and we want parents to feel confident that their children will feel that way after attending our programs. Imagery of enthusiastic and engaged children during tutoring or group study lessons will be prominent throughout the site. Energetic colors will lend to the idea that learning is exciting.

While the intended audience is the parent, it is also understood that in today's world, a large number of the attendees at The Learning Collective will be rather internet savvy- perhaps more than their parents- and will no doubt visit the website. As such, the look and feel of the site will be updated & modern, with bouts of playfulness.



## PORTAL PAGE

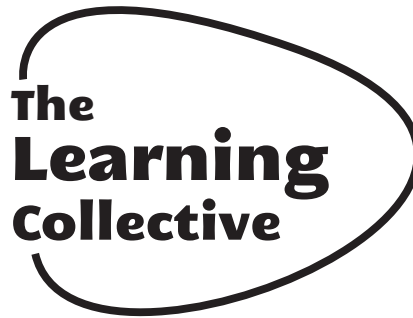
The Learning Collective is a unique learning center in the Washington, D.C. metro area. Unlike most tutoring and learning centers, TLC uses a community of students, teachers & parents to create a nurturing atmosphere that will foster your child's enthusiasm for education.

First impressions are important, and in order to demonstrate the unique qualities of The Learning Collective, it was imperative to create a solid identity. In order to engage both parents and children, the logo needed to be clean and modern. TLC's community is enthusiastic about learning, and to share that enthusiasm, a range of bright colors were chosen to be incorporated into the logo and the mark. The colors are interchangeable, and allow for a number of variations and implementations for all branding products from print to web to t-shirts and book bags.

One of the most important aspects of The Learning Collective that needed to be represented in the branding was the idea of community. To do this, the mark took inspiration from the basic patterns found within in quilt making, as it represents the idea of creating a whole from a number of smaller pieces. In addition, the image of a circle of hands, all joined in together to work towards a common goal became interpreted through a pinwheel pattern. The pattern then had the colors applied to it in an alternating way, bringing the whole element together and making it work with the logo.

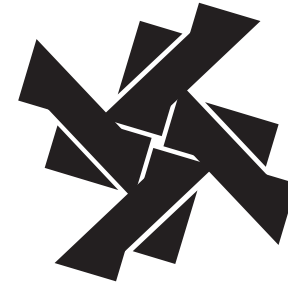
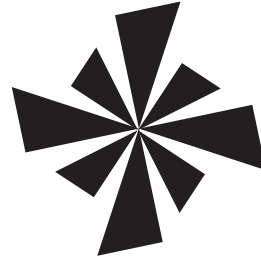
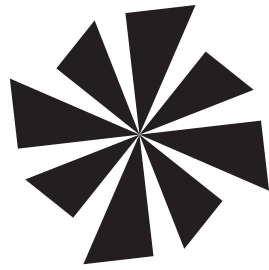


LOGO COMPS 1



LOGO COMPS 2

the**learning**collective



the**learning**collective<sup>\*</sup>

the**learning**collective<sup>\*</sup>



LOGO COMPS 3

learningcollective  
learningcollective  
learningcollective  
learningcollective  
learningcollective

learningcollective  
learningcollective  
learningcollective  
learningcollective  
learningcollective



thelearningcollective

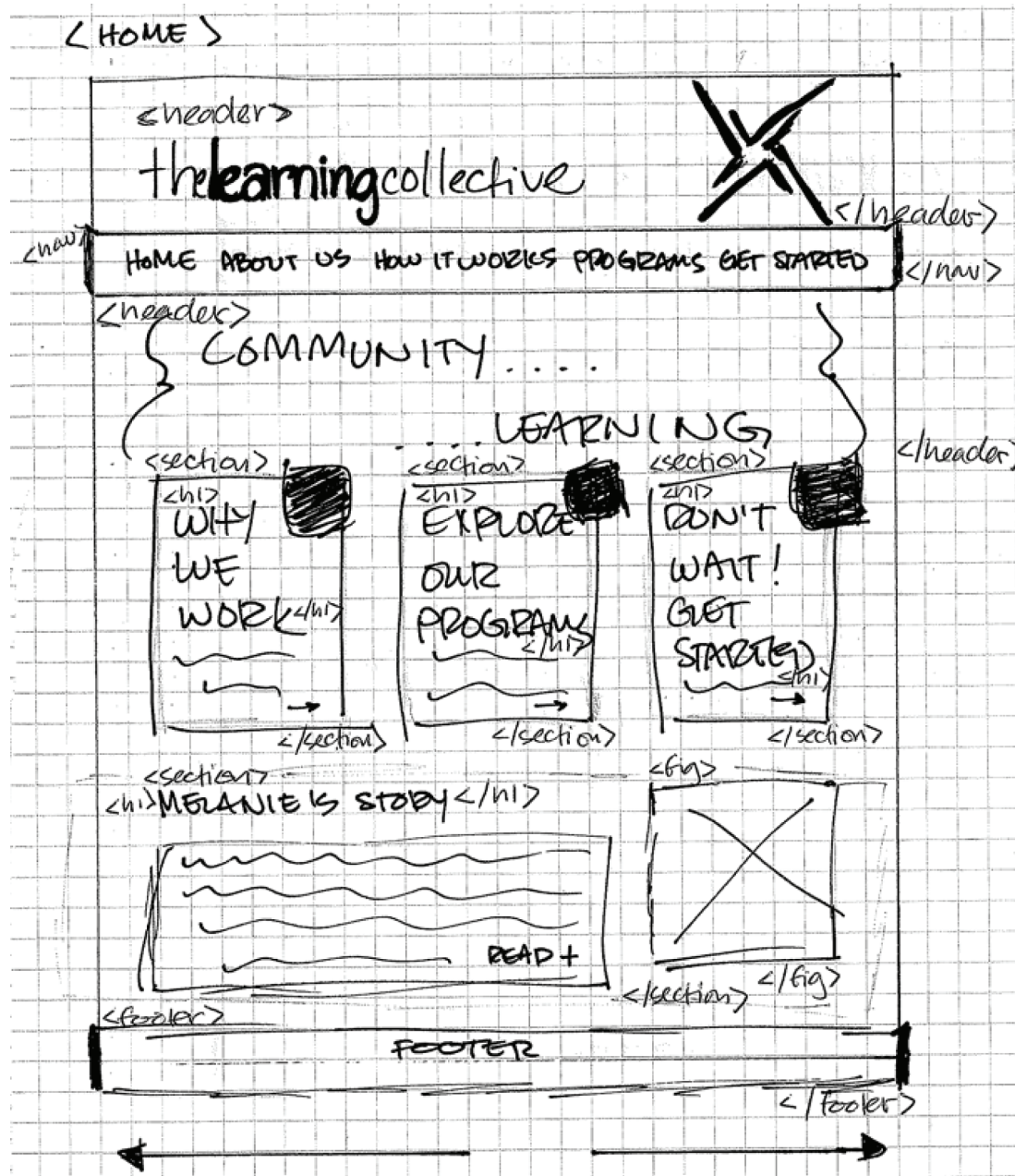
thelearningcollective

thelearningcollective

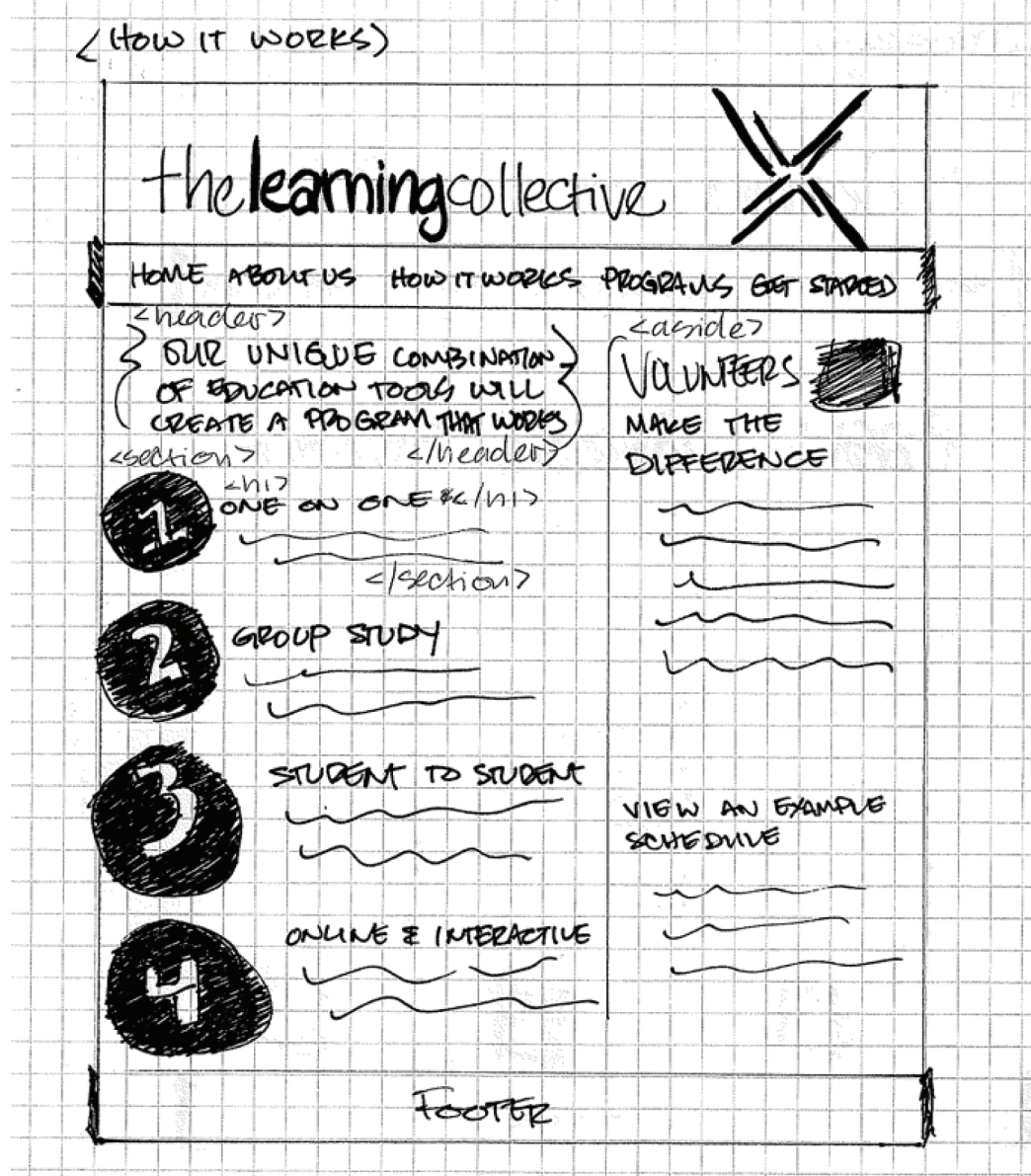
thelearningcollective



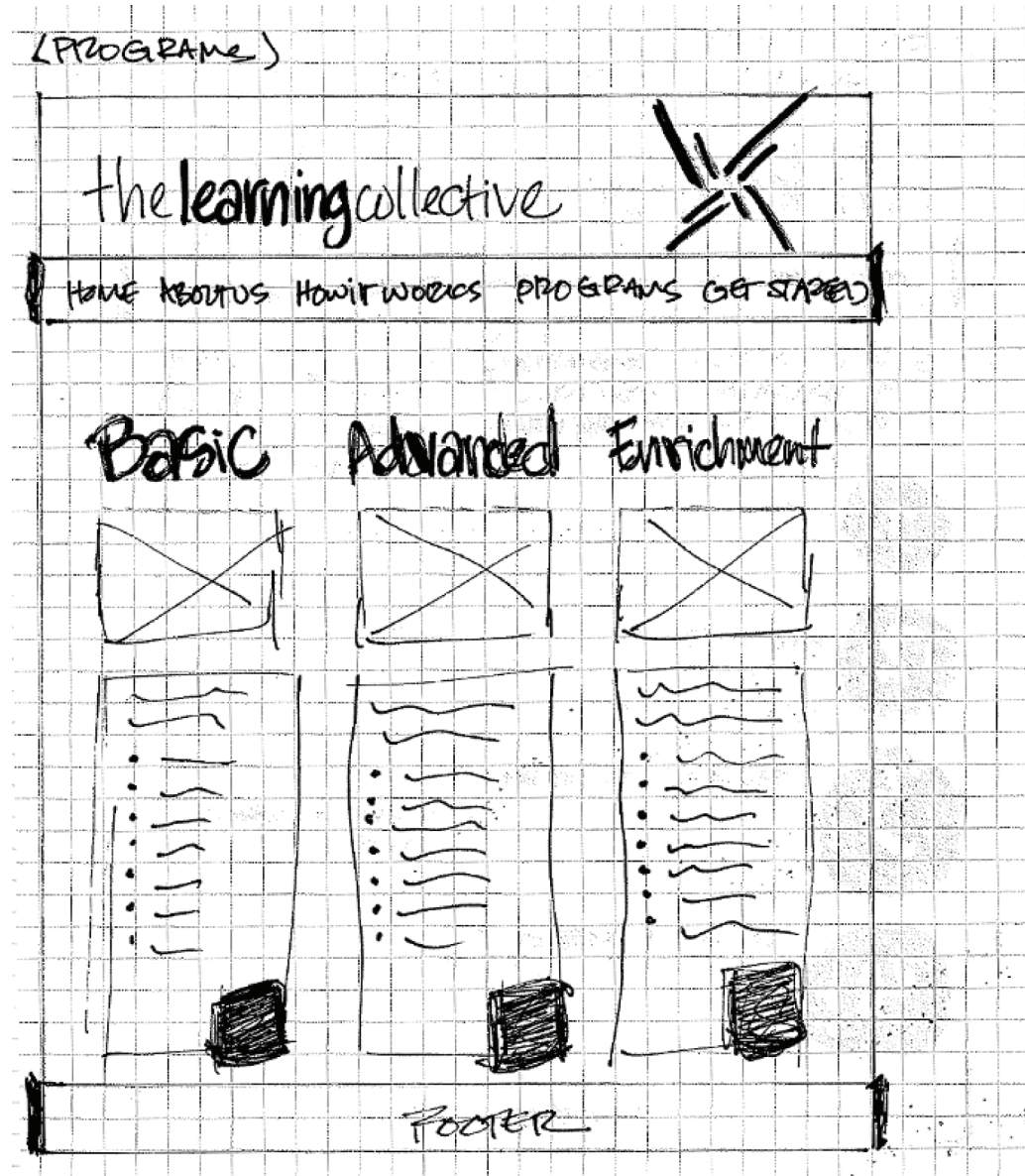
DESIGN SKETCHES: WIRE FRAMES



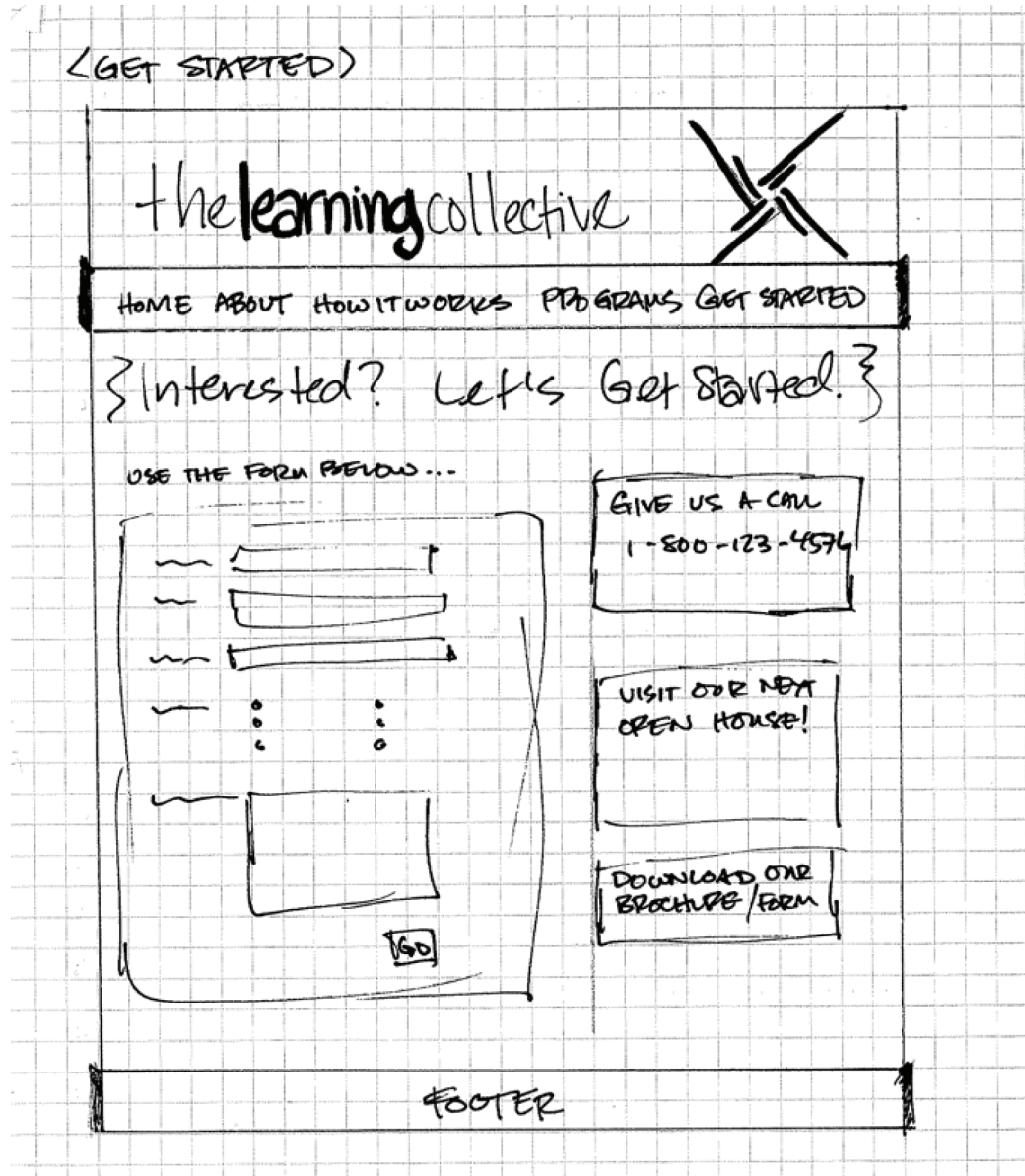
DESIGN SKETCHES: WIRE FRAMES



DESIGN SKETCHES: WIRE FRAMES



DESIGN SKETCHES: WIRE FRAMES



## DESIGN COMPS: PORTAL PAGE



thelearningcollective  
*success beyond the classroom*

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First impressions are important, and in order to demonstrate the unique qualities of The Learning Collective, it was imperative to create a solid identity. In order to engage both parents and children, the logo needed to be clean and modern. TLC's community is enthusiastic about learning, and to share that enthusiasm, a range of bright colors were chosen to be incorporated into the logo and the mark. The colors are interchangeable, allowing for a number of variations and implementations for all types of branding opportunities on products large and small.

One of the most important aspects of The Learning Collective that needed to be represented in the branding was the idea of community. To do this, the mark took inspiration from the basic patterns found within in quilt making, as it represents the idea of creating a whole from a number of smaller pieces. In addition, the image of a circle of hands, all joined in together to work towards a common goal became interpreted through a pinwheel pattern.

[Website](#) // [Process](#) // [Video](#)





DESIGN COMPS: HOME PAGE

thelearningcollective  
success beyond the classroom


home about us how it works programs get started

We have built a unique **community** that will help your **child** develop a **love** for **learning**.




**Our Approach** 

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**How We Work** 

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**Let's Get Started** 


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**Monica's Story**

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[Read More >](#)






**Want to Volunteer?**

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[APPLY NOW](#)

1234 Encyclopdia Lane  
Arlington, VA  
703-555-6789



DESIGN COMPS: HOW IT WORKS

From focused tutoring sessions, group & peer learning, to interactive lessons online, we can work with you and your child to tailor-make a schedule that will help them reach their true potential.



1 One on One

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2 Group Study

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sodales tortor velit, eget elementum erat. Integer orci sem, sagittis in pulvinar auctor, imperdiet non du.

3 Student to Student

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sodales tortor velit, eget elementum erat. Integer orci sem, sagittis in pulvinar auctor, imperdiet non du.

4 Online & Interactive

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sodales tortor velit, eget elementum erat. Integer orci sem, sagittis in pulvinar auctor, imperdiet non du.

Volunteers  
Make the Difference

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sodales tortor velit, eget elementum erat. Integer orci sem, sagittis in pulvinar auctor, imperdiet non du.

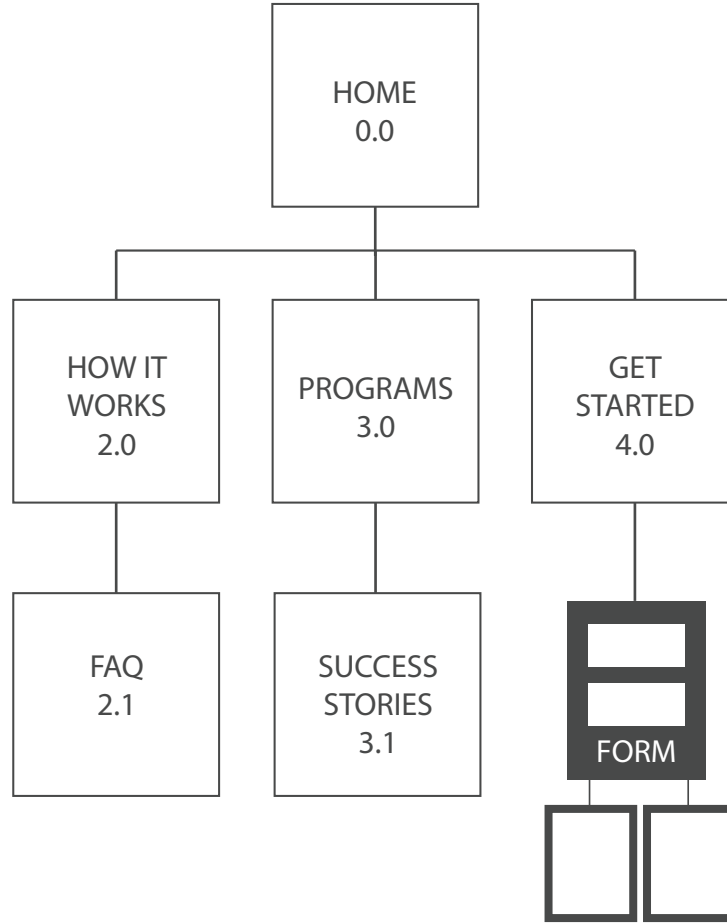
APPLY NOW

View an Example  
Schedule

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque sodales tortor velit, eget elementum erat. Integer orci sem, sagittis in pulvinar auctor, imperdiet non du.



NAVIGATION MAP





HOME PAGE

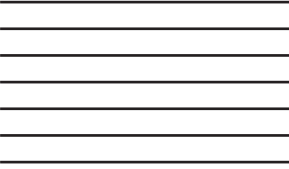
980px

thelearningcollective

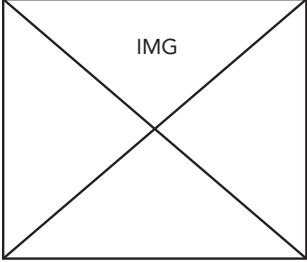
HOME HOW IT WORKS PROGRAMS GET STARTED



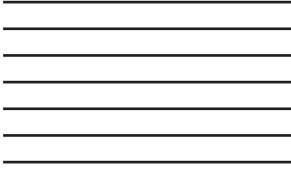
Monica's Story



IMG



Want to Volunteer?



HOW IT WORKS

980px

The wireframe shows a website layout for 'thelearningcollective'. At the top is a dark header with the site name in white. To the right of the header is a navigation menu with links for 'HOME', 'HOW IT WORKS', 'PROGRAMS', and 'GET STARTED'. Below the header, there are three numbered steps (1, 2, 3) each with a circular icon and a rounded rectangular box containing horizontal lines representing text. To the right of the steps are two content sections: 'Volunteers Make the Difference' and 'View a Sample Schedule', each with a title and several horizontal lines representing text. There are also two placeholder images: a rounded rectangle and a square with an 'X' and the text 'IMG'.



PROGRAMS

980px

thelearningcollective

HOME HOW IT WORKS PROGRAMS GET STARTED

BASIC

ADVANCED

ENRICHMENT

IMG



GET STARTED

980px

thelearningcollective

HOME HOW IT WORKS PROGRAMS GET STARTED

## Interested? Let's Get Started!

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

\_\_\_\_\_

submit

Give Us a Call!

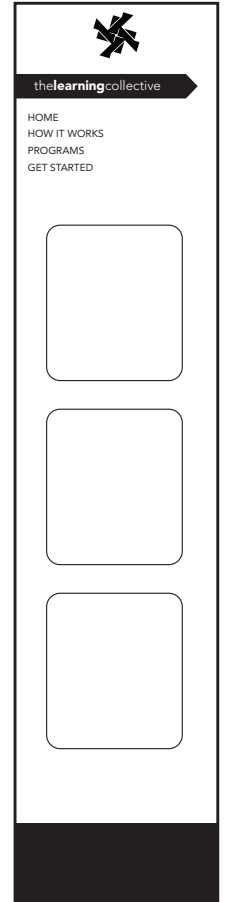
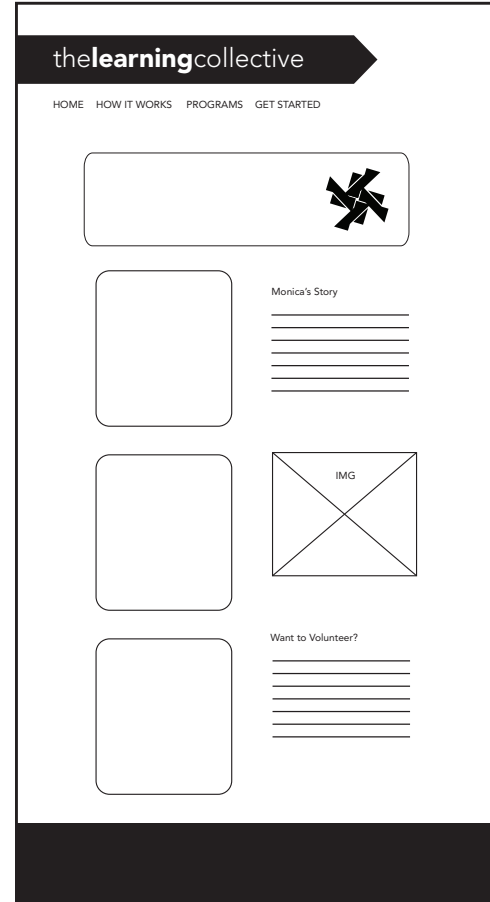
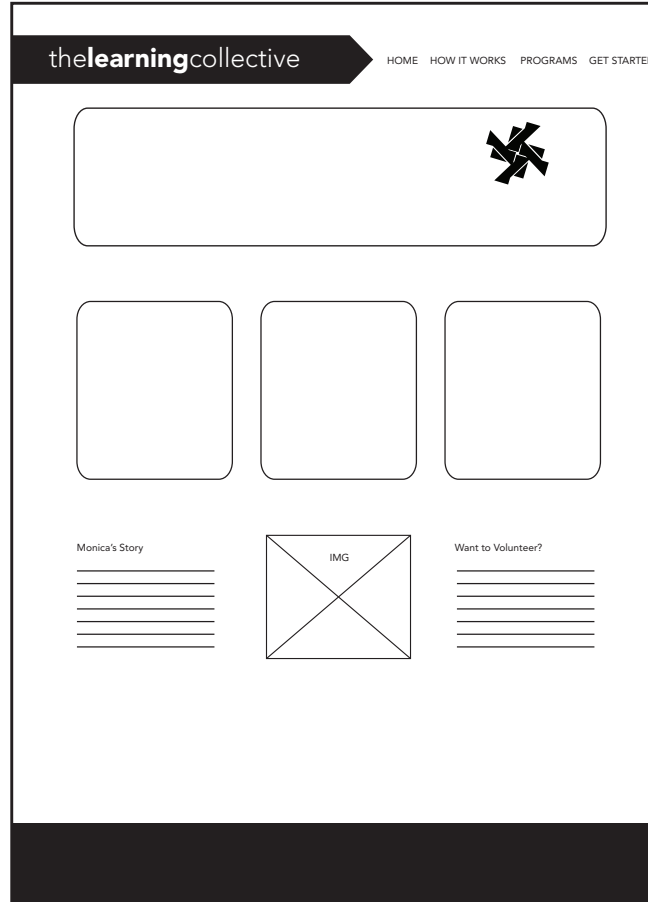
Download a Brochure!

Visit Our Next Open House!

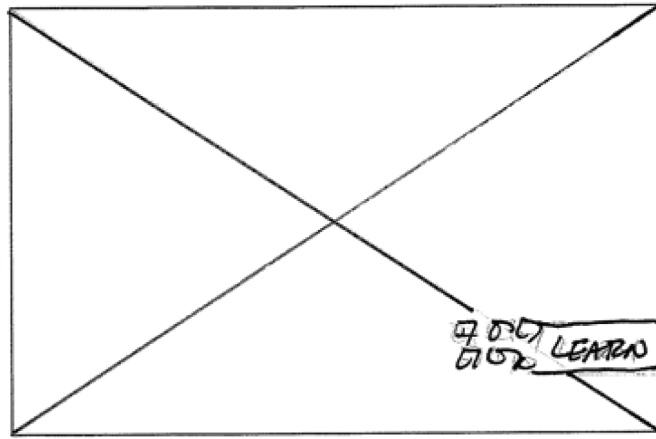
IMG



MEDIA QUERIES: HOME

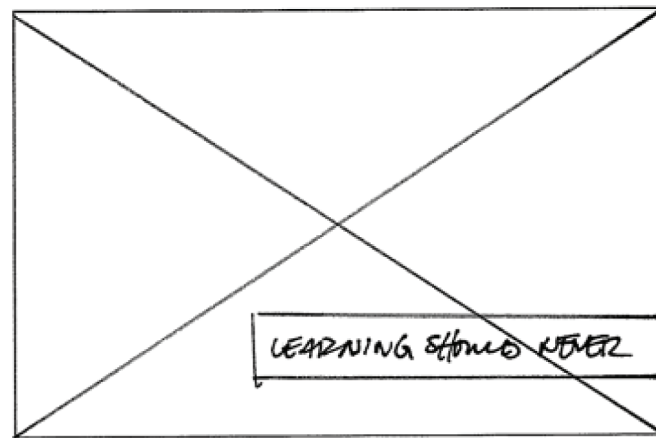


PROMOTIONAL PIECE



DIALOGUE "LEARNING SHOULD NEVER BE  
FRUSTRATING" on boy  
"simply happy" music track begins

ACTION large img of frustrated child  
rectangular box "dissolves" in from  
right lower corner

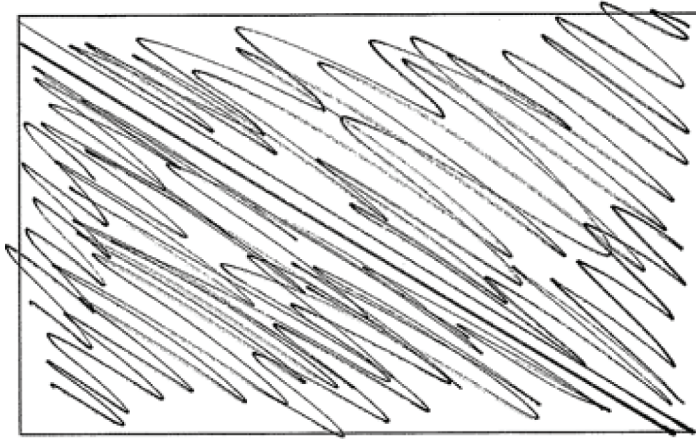


DIALOGUE as above - rectangle  
fully expanded

ACTION img rectangle & text slowly  
increase & move along z-index to  
give watermark

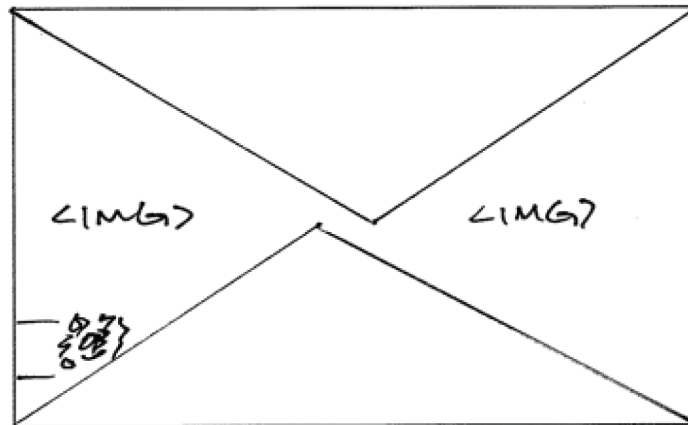


PROMOTIONAL PIECE



DIALOGUE NO DIALOGUE - TRANSITION

ACTION two large red triangles slide in over image very quickly

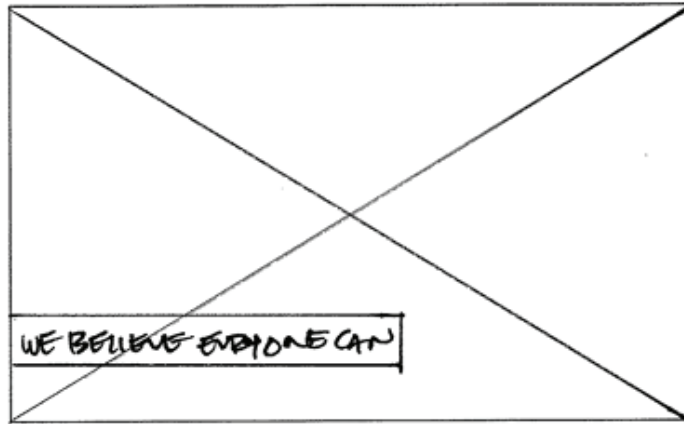


DIALOGUE yellow rectangle box moves in "WE BELIEVE EVERYONE CAN LOVE TO LEARN"

ACTION red triangles slide out, revealing new img of happy child & new text box dissolving

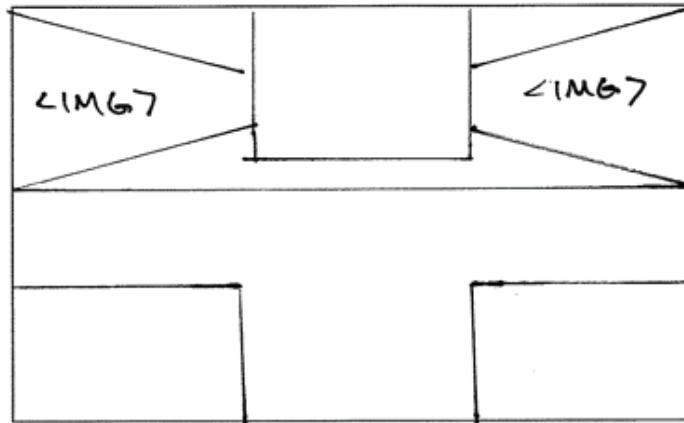


PROMOTIONAL PIECE



DIALOGUE "WE BELIEVE EVERYONE CAN  
LIVE TO LEARN"

ACTION full img in view; img, rectangle  
& text slowly increase & move up 2 inches  
for movement

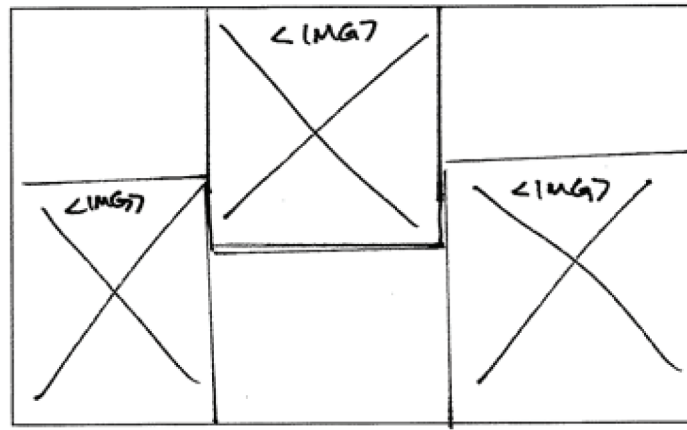


DIALOGUE NO DIALOGUE - TRANSITION

ACTION white background moves up from  
bottom, pushing up img; 3 red  
rectangles move in; two from below,  
one from above

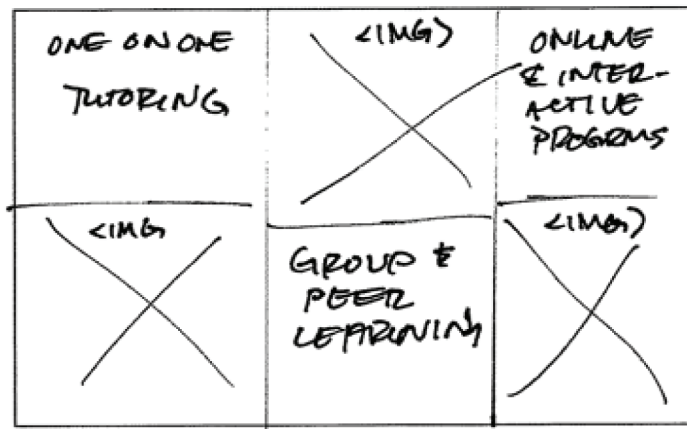


PROMOTIONAL PIECE



DIALOGUE NO DIALOGUE-TRANSITIONS

ACTION red rectangles slide around to reveal 3 imgs; 1) tutor 2) group learning 3) interactive



DIALOGUE "ONE ON ONE TUTORING"

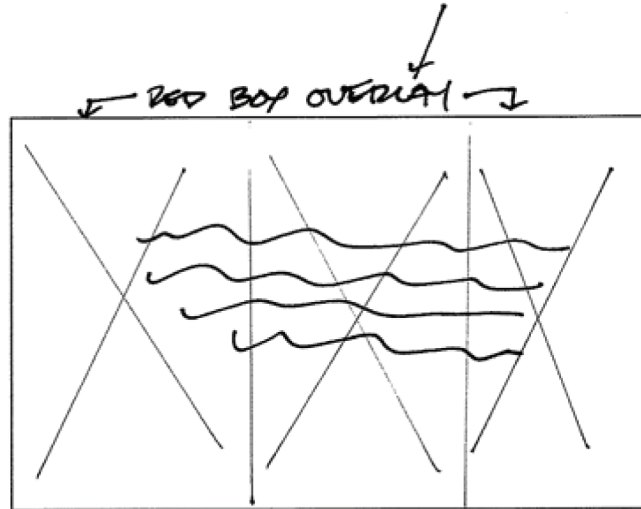
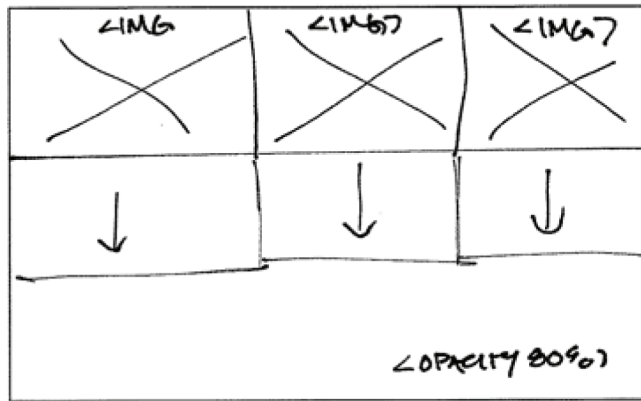
"GROUP & PEER LEARNING"

"ONLINE & INTERACTIVE PROGRAMS"

ACTION text effect brings/animates in dialogue above corresponding image



PROMOTIONAL PIECE



DIALOGUE NO DIALOGUE-TRANSITION

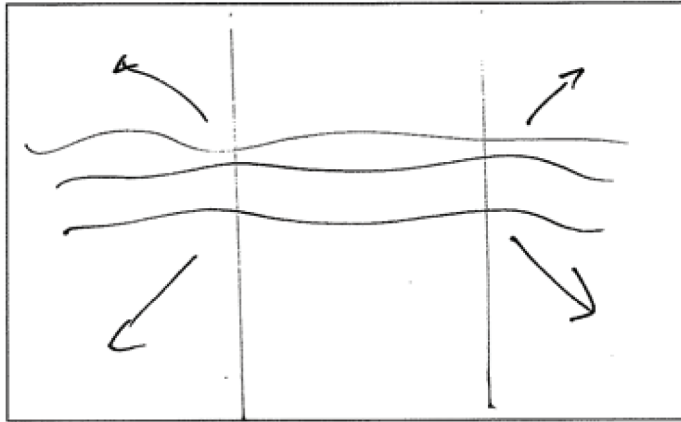
ACTION IMAGES ALL MOVE TO TOP OF SCREEN  
& BEGIN EXPANDING DOWN TO BOTTOM  
LOWER RED BOY EXPANDS WIDTH, LOWERS  
OPACITY & MOVES UP OVER IMAGES

DIALOGUE TAG LINE: "WE HAVE BUILT  
A UNIQUE COMMUNITY THAT WILL HELP  
YOUR CHILD DEVELOP A LOVE FOR  
LEARNING."

ACTION IMAGES FULLY EXPANDED; BOY FULLY  
EXPANDED; POST ANIMATION EFFECT  
BRING IN TAG LINE

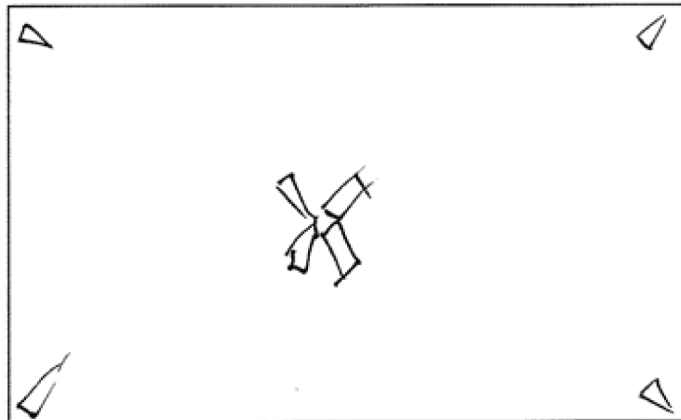


PROMOTIONAL PIECE



DIALOGUE TAG LINE AS BEFORE

ACTION IMGS SLOWLY MOVING ON Z INDEX  
TO GIVE FEEL OF MOVEMENT; TEXT  
ZOOMS IN TO WHITE BACKGROUND

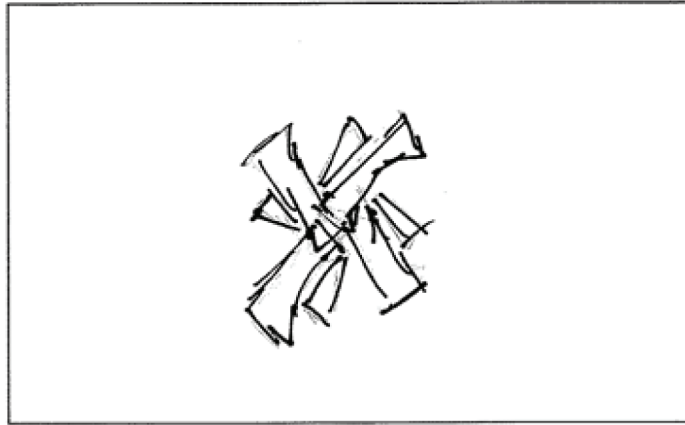


DIALOGUE NO DIALOGUE - SYMBOL  
ANIMATION

ACTION text zooms out, reveals white  
background w/ symbol pieces  
animating in

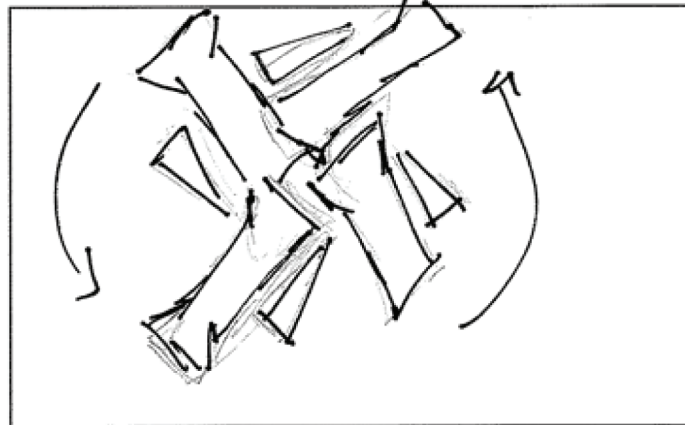


STORY BOARDS: PROMOTIONAL PIECE



DIALOGUE NO DIALOGUE - SYMBOL  
ANIMATION

ACTION pieces move fully in to create  
symbol

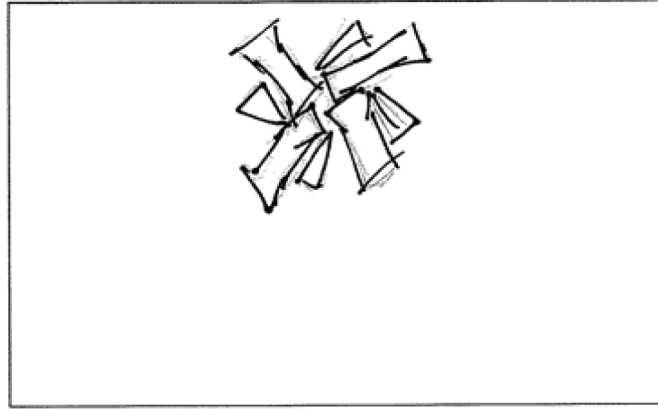


DIALOGUE NO DIALOGUE - SYMBOL  
ANIMATION

ACTION symbol zooms in to screen,  
begins to rotate



PROMOTIONAL PIECE



DIALOGUE NO DIALOGUE - SYMBOL  
ANIMATION

ACTION symbol zooms out & spins quickly  
in opposite direction, then moves up  
to top of screen



DIALOGUE THE LEARNING COLLECTIVE  
success beyond the classroom

ACTION symbol moves to top; text  
animation effect slowly reveals  
name & tag line



## COLORS



Blue  
Hex #00A0BE  
RGB: 0 160 190



Green  
Hex #81BC49  
RGB: 129 188 73



Red  
Hex #C9203A  
RGB: 201 32 58



Orange  
Hex #F04F3B  
RGB: 240 79 59



Yellow  
Hex #F3D241  
RGB: 243 210 65

## FONTS

Avenir 35 Light

**Avenir 95 Black**

Rockwell Regular

## WEB FONTS via TypeKit

Proxima Nova  
<http://typekit.com/fonts/proxima-nova>

Kulturista Web  
<http://typekit.com/fonts/kulturista-web>

## TECHNOLOGY

jQuery Lava Lamp Menu  
<http://www.gmarwaha.com/blog/2007/08/23/lavalamp-for-jquery-lovers/>



### Images for Website

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iStockphoto.com. 05 May 2011  
<<http://www.istockphoto.com/stock-photo-13034189-children.php>>
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iStockphoto.com. 30 May 2011  
<<http://www.istockphoto.com/stock-photo-13064818-little-girl-reading-a-book.php>>
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