



2.

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- 3. Overview/Philosophy
- 4. Site Structure/Map
- 5. Original Designs
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- 11. Components
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3.

Branding:

Ottawa Film School is a fictional college located in Centretown, Ottawa. The school was established in 2002. They are currently expanding their campus and have taken the opportunity to re-brand their website. With the expansion, new programs, services, and buildings have been added. The school wishes to highlight their increasing selection of film-related programs. This includes: film production, screenwriting, acting, animation, digital design, makeup design, and prop design & construction. They want the re-brand to appeal to a young demographic who are excited to join the film industry.

Target Audience:

This website is intended for four main groups. It will be the primary hub of information for potential students. These students will be seeking out the details of programs and fees. Future students will use this website to access information such as maps, academic calendars, setting up student emails, etc. Current students will use the website to find information on their courses, professors, events, and job opportunities. Staff and Faculty will use the website to access information about the school and their employment.

User Experience:

It is essential that this website is easy to navigate. It must not confuse or frustrate users. Since the website must be visually appealing as it is intended for those with an interest in visual arts. Users must be able to access all of the information they could possibly need in one place. There will be an emphasis on pages about programs, events, services, and admissions. These are the most important pages for the target audience to see.

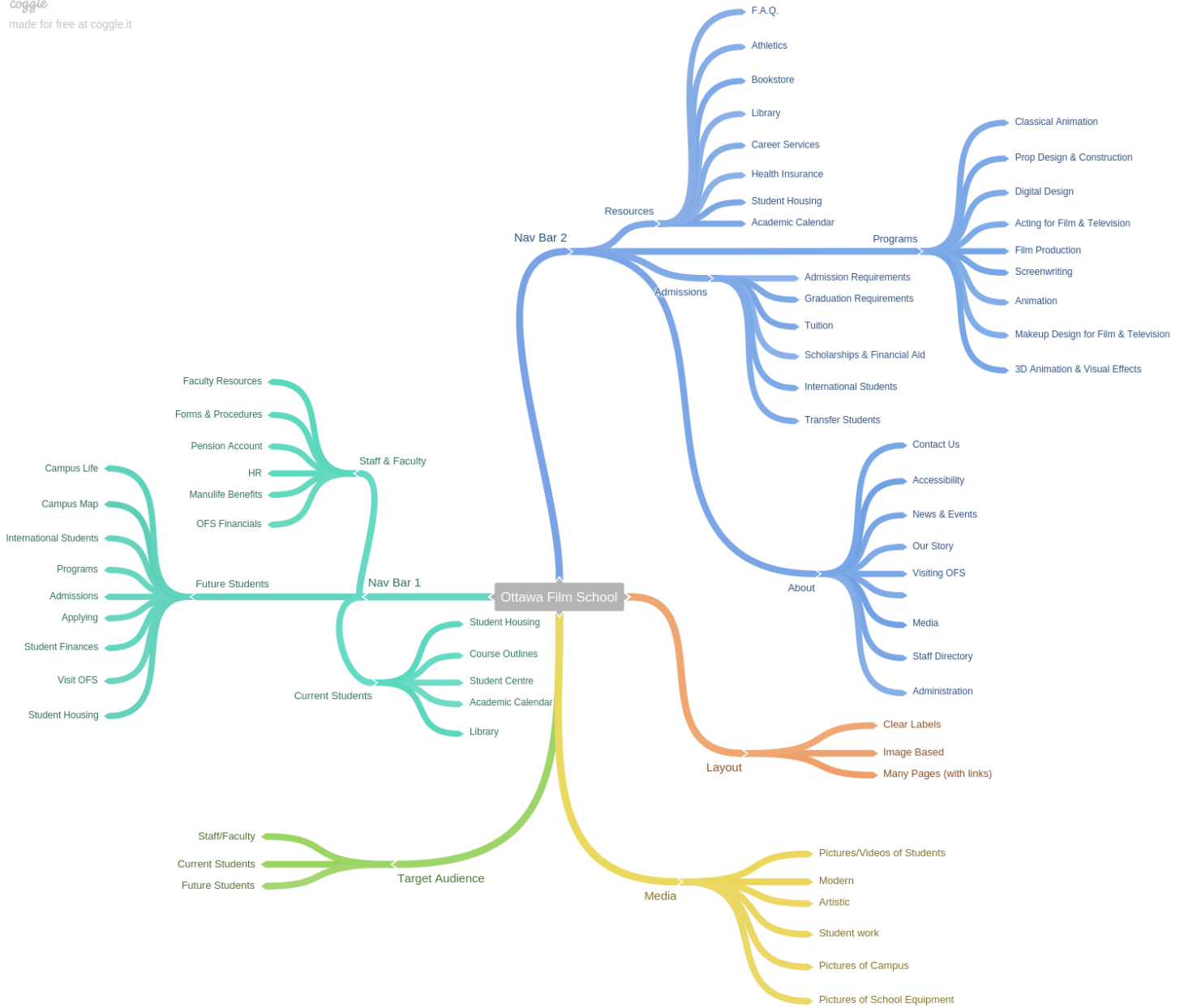
Design Philosophy:

The website will use media content to give an overall feel of “technology,” “art,” and “style.” We want users to be intrigued by what they see initially, and satisfied by what they read about it. Navigation bars and multiple pages will be used extensively to avoid cluttered pages. Both school logos will be used throughout the website. There will be a minimal colour pallet, consisting of mainly neutrals. There will also be a final number of fonts. This will allow the media content to stand out. Overall the site will look “sleek” and “professional.”

4.

Site Structure/Map

coggle
made for free at coggle.it



Original Designs: Home Page



FILM PRODUCTION

The Film Production Diploma program is comprised of highly technical and practical courses that prepare students for a career producing various types of movies. It offers an intensive, behind-the-scenes education across all areas of filmmaking.

WHAT WILL YOU LEARN?

- ▶ 3D Animation
- ▶ Acting
- ▶ Animation
- ▶ Classical Animation
- ▶ Digital Design
- ▶ Film Production
- ▶ Makeup Design
- ▶ Prop Design & Construction
- ▶ Screenwriting



CREATIVITY MEETS TECHNOLOGY

Storytelling is a craft that has been passed down throughout the ages. Join us to discover what storytelling means in the digital age.

OFS CAMPUS

Our school is located in the heart of our beautiful capital city, Ottawa. Centretown is the perfect location for arts and culture to thrive.

Want to know more? Check out our virtual campus tour and [campus maps](#), or [come see us](#) at 515 McLaren St.



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Original Designs: "Current Students" Page



- ▶ Campus Recreation
- ▶ Athletics
- ▶ Student Gallery
- ▶ OFS Film Festival



- ▶ Bookstore
- ▶ Campus Eateries
- ▶ Student Housing
- ▶ Clubs



- ▶ Academic Calendar
- ▶ Course Timetables
- ▶ Library
- ▶ Registrar's Office



- ▶ Financial Aid
- ▶ Career Centre
- ▶ Student Centre
- ▶ International Students



- ▶ Maps & Directions
- ▶ OC Transpo
- ▶ Student Bus Passes
- ▶ Parking



- ▶ Student Health Services
- ▶ Mental Health Resources
- ▶ Wellness Activities
- ▶ Crisis Contacts

EVENTS



- APR 14** Therapy Dogs
Location: Learning Commons
Time: 10:00 am - 3:00 pm
- APR 19** OFS Film Awards
Location: Theatre B
Time: 7:00 pm - 9:30 pm
- APR 26** Open House
Location: Meet in Great Hall
Time: 8:00 am - 6:00 pm

STUDENT NEWS



Animation students nominated for national award



OFS Animation students team up with Disney



EVENTS

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Original Designs: "Program" Page



FILM PRODUCTION

The film production industry is an exciting one to work in, with many creative and challenging career opportunities available. The creative economy is absolutely booming. The entertainment arts and creative media industries have some of the fastest growing economies in the world.



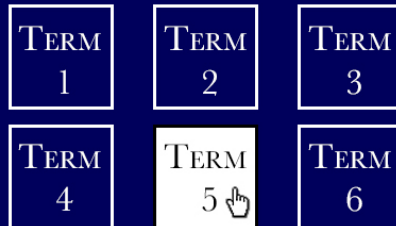
CAREER DIRECTIONS

- ▶ Director
- ▶ Producer
- ▶ Camera Operator
- ▶ Production Manager
- ▶ Sound Designer
- ▶ Post Production Supervisor
- ▶ Data Management Technician (DMT)
- ▶ Location Manager
- ▶ Technical Director
- ▶ Visual Effects Supervisor



WHY OUR SCHOOL?

At OFS, students are mentored by leading industry professionals. They develop a wide variety of productions from documentaries to commercials, public service announcements, short films, and music videos. Students leave the program with the creative, technical and business expertise to launch your career in the film industry.

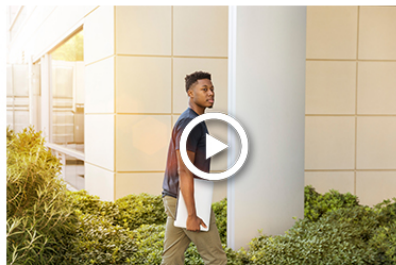


TESTIMONIALS

Our students and graduates talk about their experience in the Film Production program and their at OFS.

"Filmmaking is a business as well as an art. VFS prepares students for the business obstacles that independent filmmakers face. The art comes from those special instructors and the creative synergy among students."

- Larrisa Ramone,
Film Production Alumni



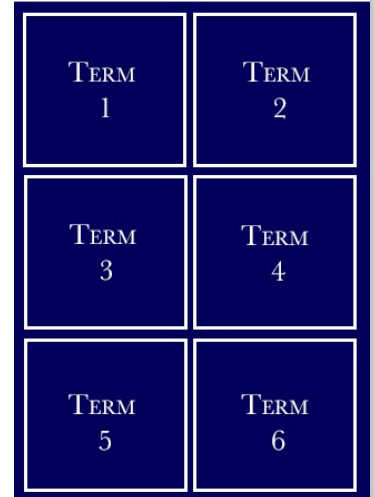
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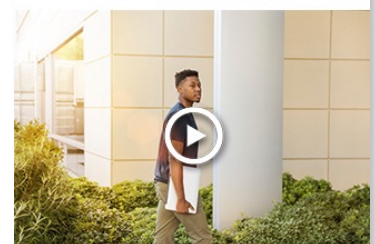


CAREER DIRECTIONS

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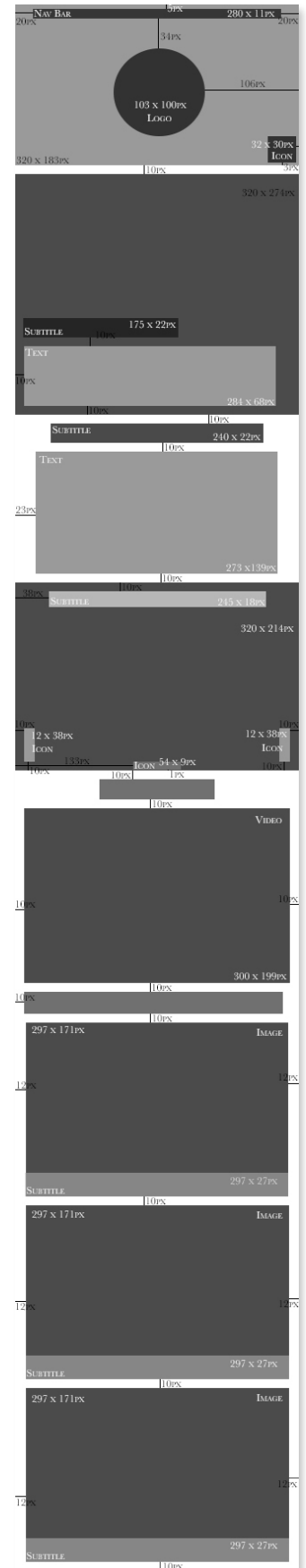
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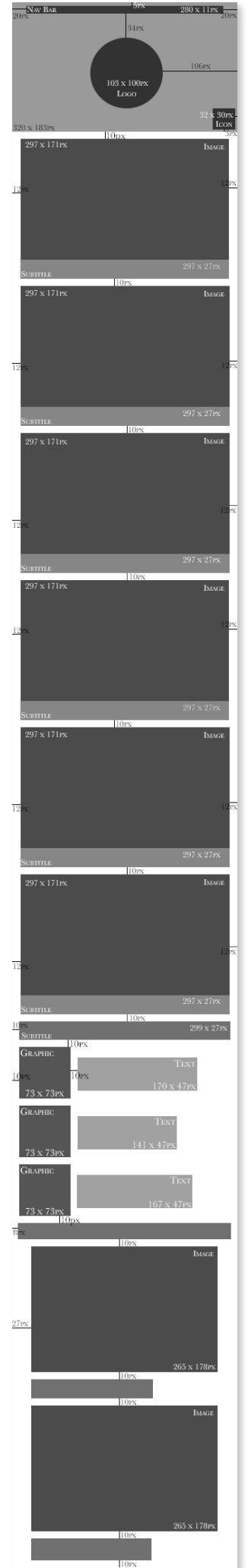
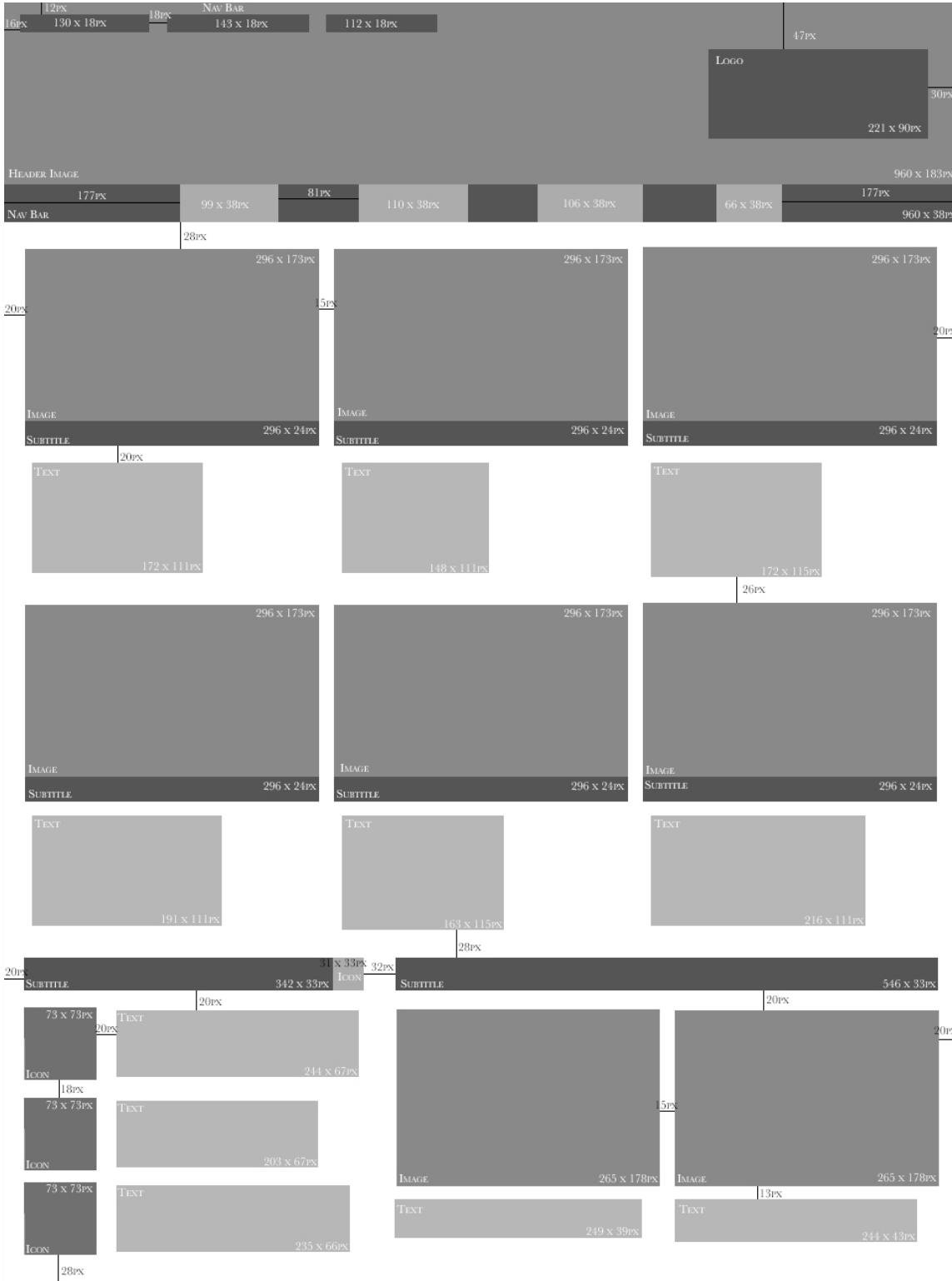
8.

Wire-frames: Home Page

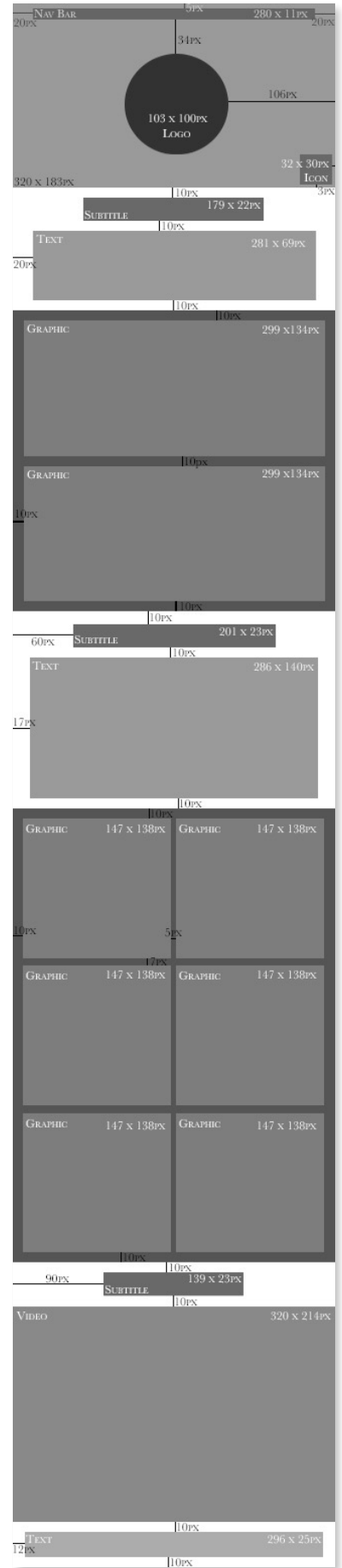
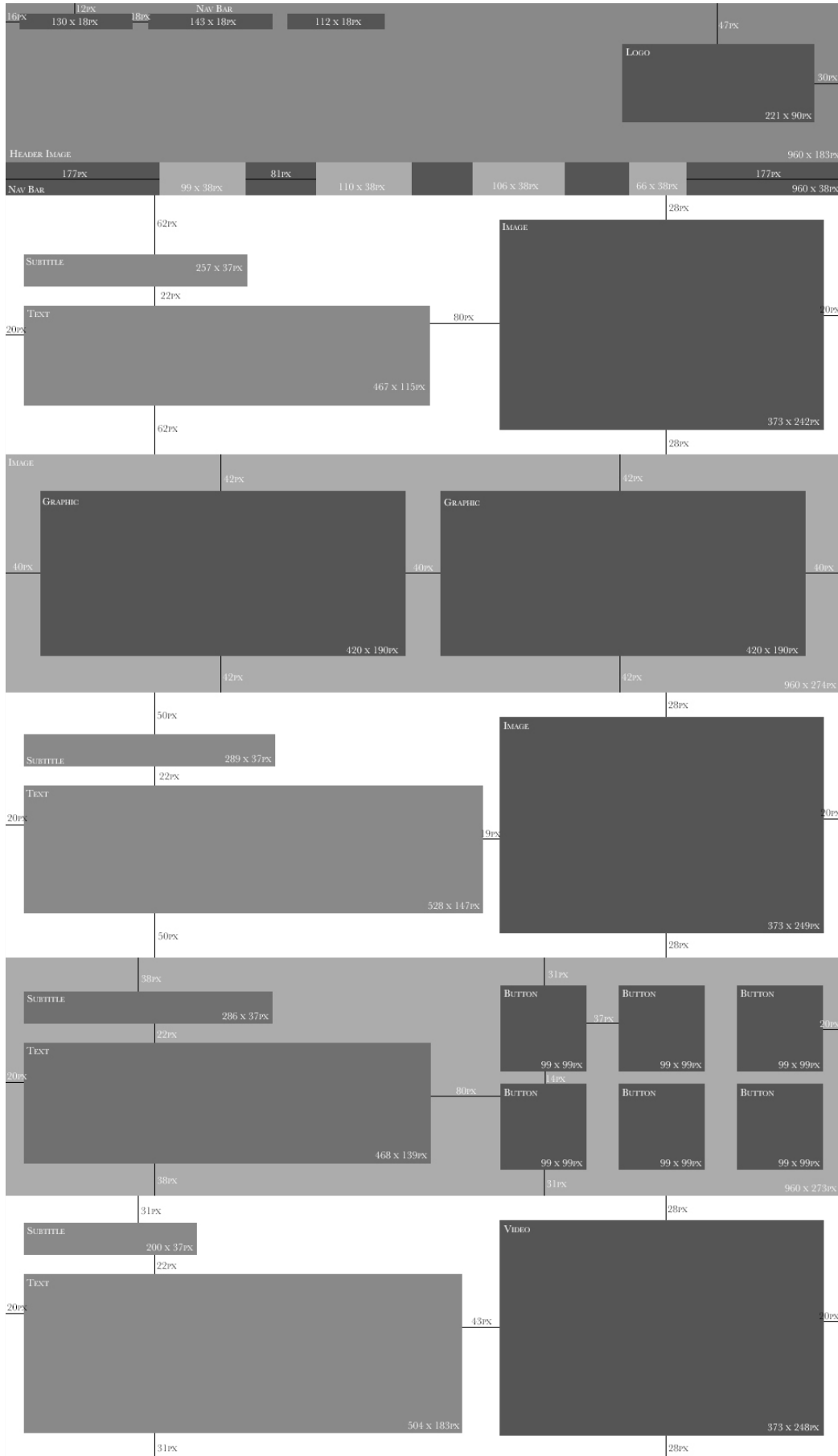


9.

Wire-frames: "Current Students" Page

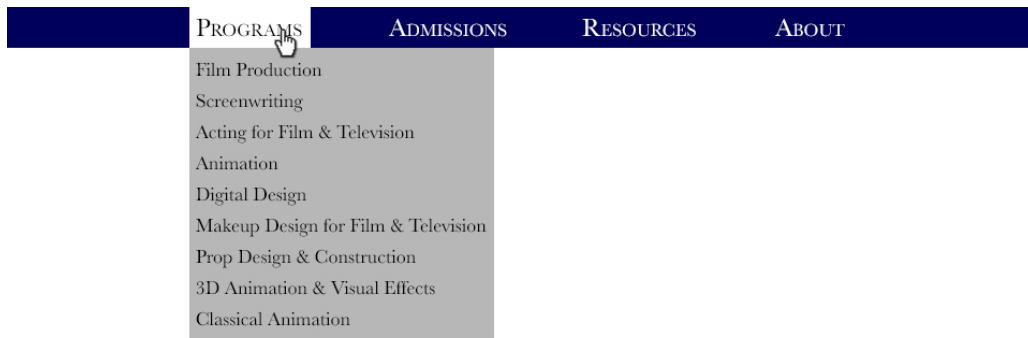
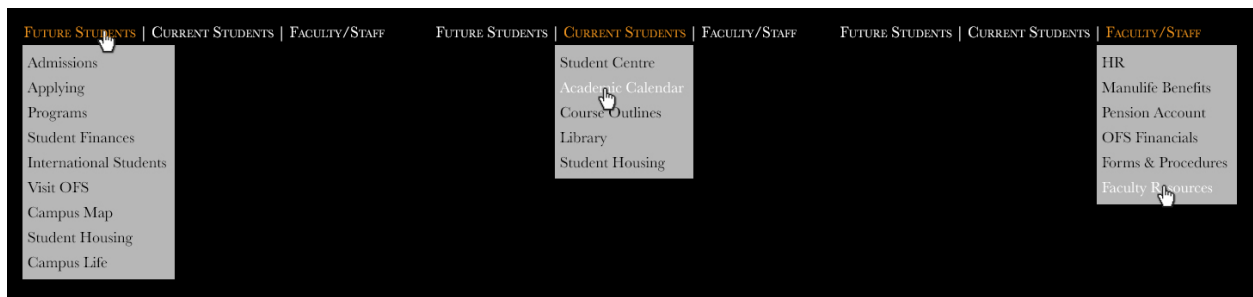


Wire-frames: "Program" Page



11.

Components



WHAT WILL YOU LEARN?

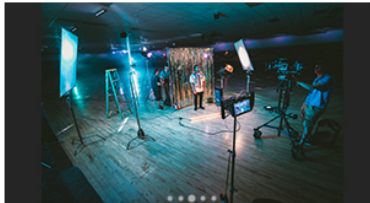
- ▶3D Animation
- ▶Acting
- ▶Animation
- ▶Classical Animation
- ▶Digital Design
- ▶Film Production
- ▶Makeup Design
- ▶[Prop Design & Construction](#)
- ▶Screenwriting

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- Campus Recreation
- Athletics
- Student Gallery
- OFS Film Festival



^Home Page slider is animated



[Campus Recreation](#)

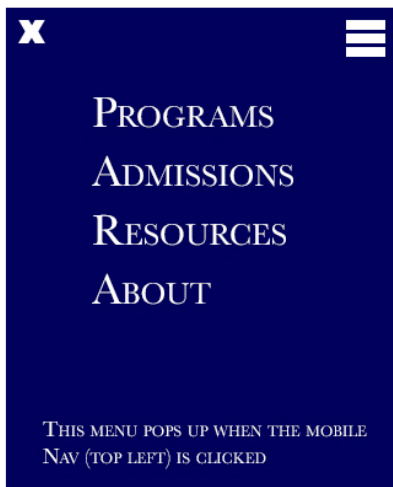
- Athletics
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[Open House](#)
[Location: Meet in Great Hall](#)
[Time: 8:00 am - 6:00 pm](#)



[OFS Animation students team up with Disney](#)



13.

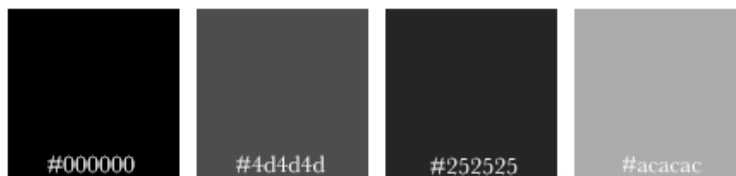
Colour Palette

Primary



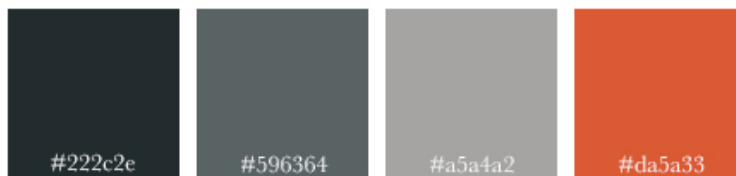
Logo and School Colours

Secondary

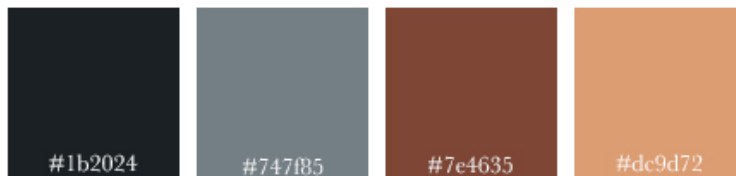


Subtitles and Backgrounds

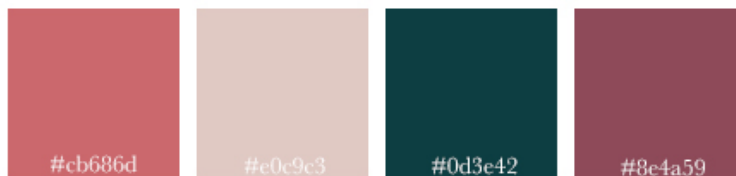
Main Header Image Colours



Current Students Page



Home Page



Program Page

Hyperlinks



Typeface

AA


BASKERVILLE (SMALL CAPS)

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KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

Aa

Baskerville

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz

| | |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
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| TYPE: SUBTITLE FONT: BASKERVILLE, SMALL CAPS FONT-SIZE: 36 PT COLOUR: #000000 | STUDENT NEWS |
| TYPE: TEXT FONT: BASKERVILLE FONT-SIZE: 20 PT COLOUR: #000000 | OFS Animation students team up with Disney |
| TYPE: QUOTE CREDIT FONT: BASKERVILLE FONT-SIZE: 16 PT COLOUR: #000000 | - Larrisa Ramone, Film Production Alumni |
| TYPE: NAV BAR 1 FONT: BASKERVILLE, SMALL CAPS FONT-SIZE: 18 PT COLOUR: #FFFFFF | FACULTY/STAFF |
| TYPE: NAV BAR 2 FONT: BASKERVILLE, SMALL CAPS FONT-SIZE: 24 PT COLOUR: #FFFFFF | RESOURCES |
| TYPE: HEADING FONT: BASKERVILLE, SMALL CAPS FONT-SIZE: 24 PT COLOUR: #FFFFFF | ARTS, SPORTS, CULTURE |
| TYPE: HEADER LINK HOVER FONT: BASKERVILLE, SMALL CAPS FONT-SIZE: 24 PT COLOUR: #99221 | 2019 PROGRAM UPDATES |
| TYPE: TEXT HYPERLINK FONT: BASKERVILLE FONT-SIZE: 20 PT COLOUR: #0000EE | campus maps |
| TYPE: TEXT LINK HOVER FONT: BASKERVILLE, UNDERLINE FONT-SIZE: 20 PT COLOUR: #99221 | Open House Location: Meet in Great Hall Time: 8:00 am - 6:00 pm |

15.

Logo Redesign

Do:



- Use the logo with wordmark and image
- Use the logo with only wordmark on official documents
- Use the logo with only image outside of header

DON'T:



- Change colours
- Take out accent
- Use wordmark logo outside of header