WORKFILE

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400 Word Rationale

Brief Summary
The brief specifies addressing social isolation in context with taking intentional steps to increase social isolation, focusing on reaching out and connecting with others whether through technology or in person. As a group, we chose to hone in on an audience that suddenly loses many of their social connections.

Design Concept
The campaign is designed to be casual, accessible, and appealing to diverse cultures whilst aiming to support commencing international students in preventing social isolation. It features a bright and vibrant visual style, evoking positive emotions. The theme revolves around mail, letters, and stamps, symbolizing connections. Illustrative mascots and a strong typeface accommodate non-English speakers.
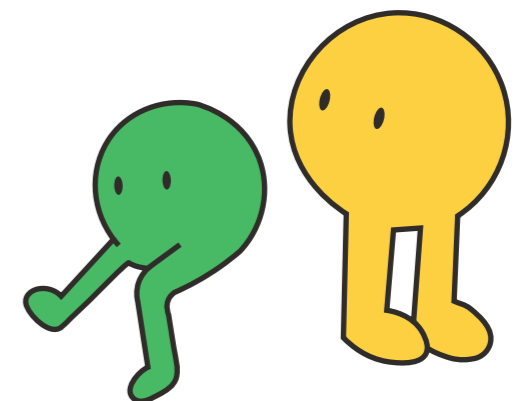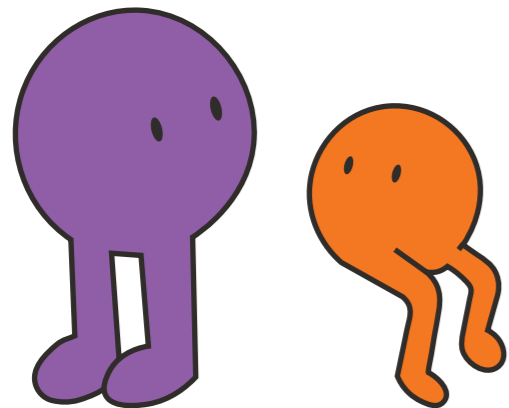
Design Product Response
The 'Culture Connect' campaign was designed to be casual, easy-going, and easily accessible for ease and comfort for international students. This allows them to find the necessary information with ease and without pressure. The visual style is designed to appeal to and attract all cultures, therefore it's bright, vibrant, and colorful, evoking positive emotions. The theming for the campaign is centered around mail, letters, and stamps as a reference to pen pals, one of the original methods to connect and contact those around the world. Also, hence why the illustrative mascots and strong typeface for those still unfamiliar with English.

Connect Box
The 'Connect Box' is used in classrooms to randomly group students and encourage interaction. Color-coded cards with icebreaker prompts facilitate conversations and help those struggling with English. It quickly integrates international students into the class environment and promotes regular interactions. The box facilitates classroom integration and social connections for international students. The design mirrors the box on the poster, using brand colours and instructions for lecturers. The cards resemble stamps, with different colours representing continents and hence cultures.
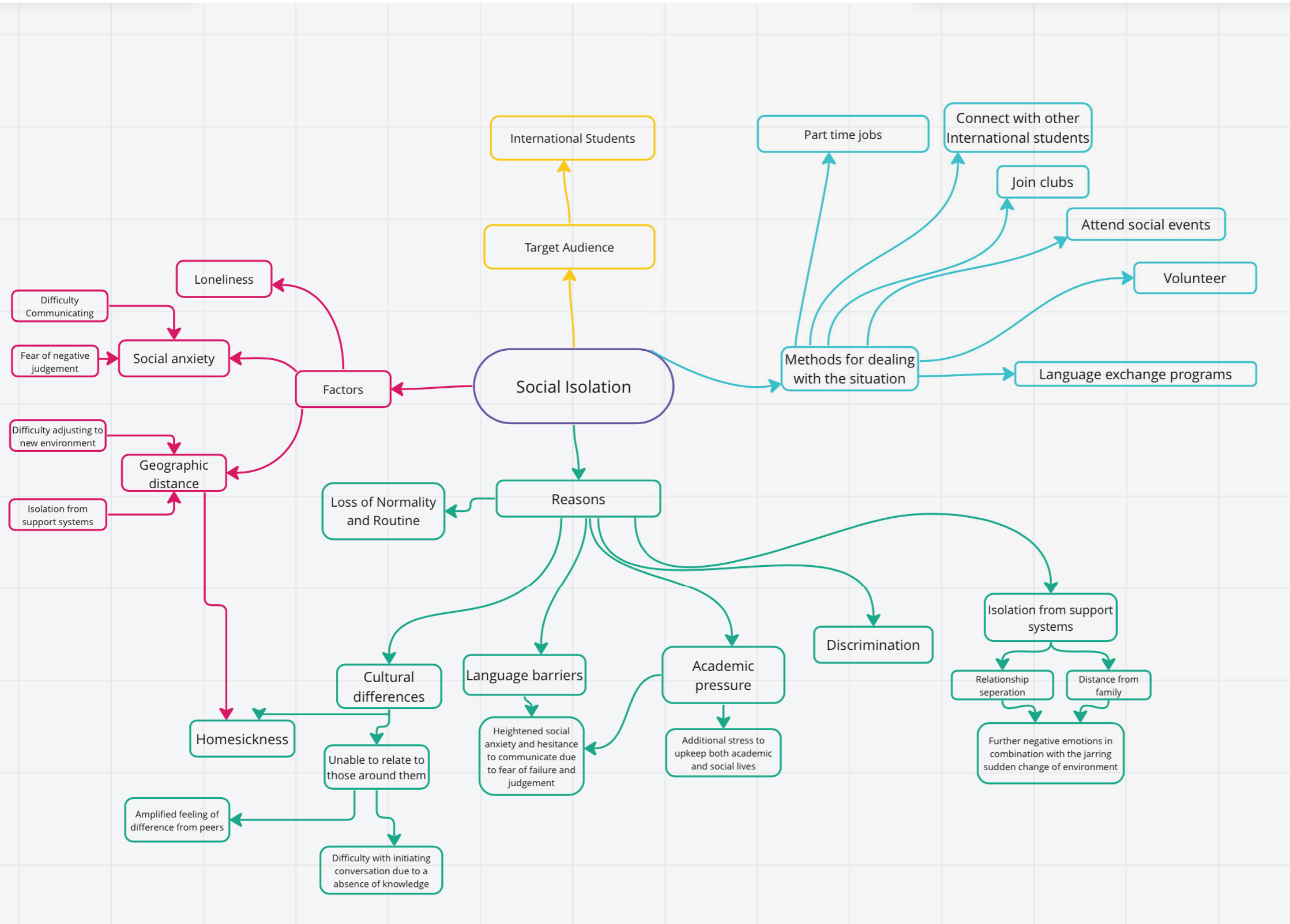
Connect Wall
The 'Connect Wall' to be placed in the student lounge integrates international students into the community and promotes in-person interaction. Having a physical platform for hosting student-led activities and events solidifies the sense of community and grounds them. This provides students with opportunities to easily meet, engage, and form meaningful connections with their peers. The blue colour aligns with the campaign brand logo and the university. Additionally, stamps are used for the form designs to reinforce the campaign branding and link all applications with instructional posters and a banner for a call to action surrounding the 'Connect Wall'.

Research

Research_ Social Isolation

Mind Map

- International Students
- Target Audience
- Social Isolation
  - Factors
    - Loneliness
    - Social anxiety
      - Difficulty Communicating
      - Fear of negative judgement
    - Geographic distance
      - Difficulty adjusting to new environment
      - Isolation from support systems
    - Homesickness
  - Reasons
    - Loss of Normality and Routine
    - Cultural differences
      - Unable to relate to those around them
        - Amplified feeling of difference from peers
        - Difficulty with initiating conversation due to a absence of knowledge
    - Language barriers
      - Heightened social anxiety and hesitance to communicate due to fear of failure and judgement
    - Academic pressure
      - Additional stress to upkeep both academic and social lives
    - Discrimination
    - Isolation from support systems
      - Relationship seperation
      - Distance from family
      - Further negative emotions in combination with the jarring sudden change of environment
  - Methods for dealing with the situation
    - Part time jobs
    - Connect with other International students
    - Join clubs
    - Attend social events
    - Volunteer
    - Language exchange programs

What is Social Isolation?

Social isolation is the condition of being disconnected from social relationships or having minimal contact with other individuals or groups. It can be caused by different factors such as distance, disability, mental or physical health challenges, or a lack of social support. Negative outcomes such as loneliness, depression, and a decline in physical and mental well-being can result from social isolation.

Target audience

After our team discussion, we decided to target international students as they are more prone to social isolation due to the following reasons:

1. They often face social isolation problems, particularly when they arrive in a new country. Adjusting to a new environment can be challenging, making it difficult to fit in with the local community.

2. Language barriers can make it challenging for them to communicate with local people and form new friendships.

3. Academic pressures and a need to focus on their studies can limit their time to socialize and meet new people.

4. They may encounter discrimination or have heard of such experiences, which can make them hesitant to proactively make new friends.

5. Being far away from their families can result in negative emotions, loneliness, and a sense of vulnerability.

When are we targeting them?

In our opinion, the optimal time to assist international students in addressing their social isolation concerns is during their initial arrival in the new country. The earlier we support them in establishing connections with their new environment, the greater their chances of leading a fulfilling life and minimizing the risk of feeling isolated.

What are we hoping will change in international students?

We aim to empower international students to become more self-assured in social situations and forge new connections. We hope to inspire them to take an active role in social and campus activities, prioritize their physical and mental well-being, and adopt a positive perspective on life and values.

Research_ International Students in Australia

Challenges

Cultural Factors

- They find themselves missing their own cultural and linguistic setting, often intensely
- Loss of contact with those who share their concerns or view of the world
- Many find find themselves in cross-cultural relationships but the level of empathy is a lot lower than same-culture relationships
- Often found disappointed by the underdevelopment of relationships with local students
- Intercultural and linguistic differences are hard to overcome
- They also face racism and discrimination based on their ethnicity and racial background in additon to their lack of fluency with English

Mobility

- Have an advantage to do more as they are often free from child-rearing or career responsibilities
- Some of these freedoms include: free to enter new association, within regular seeing distance of other students through studies and residence
- However, they must manage their course workload as well as coping with basic communications
- They must also cover the costs of studying and living

Institutional

- Social isolation doesn't only come from family and social networks but also from institutional relationships such as: exchange in classrooms, student-teacher relationships, relations with uni admin, government and other authorities
- A sense of social and cultural embeddedness is important for these types of relationships

Key Points

Cultural Factors

- Interacting and connecting with their own culture and language helps them grounded and brings familiarity in and completley unknown environment
- Due to cultural differences. there are misunderstandings and expectations for things are different, leading to disappointment

Mobility

- Whilst international students seem to have more freedom due to lack of responsibilities such as child-rearing, they often struggle to maintain the balance between their course workload and working in order to cover the costs of studying and living
- All of this is added stress which is further added onto due to having to cope with basic communications and the fustration of not being able to express yourself fluently

Institutional

- Establishing institutional networks and connections give the students people they can comfortably go to when in need of help and assistance, allowing to feel less isolated as they don't feel as if they must deal and solve everything themselves

Notes

- Lack of support group
- Feelings of isolation from those around them
- Homesickness
- Far away from family and friends
- Outsider syndrome due to a new country and culture

Interviews

From Studies

- 88% of students who felt lonely or isolated turned to personal or social networks of which 10% became immersed in activities and 15% drew on personal resources
- They are also much more likely to use telephone communcation, especially when contacting parents, than any other technology
- Many students found that they felt better after being able to speak their own language
- Only a small amount of international students drew on support from university staff, this is due to the lack of knowledge of their availability (especially during the early stages of their stay)
- For men, many turned to positive solitude, citing that coping in solitude was instinsic to being a man
- Many don't know what to do, who to go to, as they come from countries where it isn't acceptable to go and and ask for help
- Students who are isolated tend to be less confident and introverted

Solutions

Established

- Joining clubs or societies
- Picking up hobbies
- Keeping in touch with family and friends
- Mentoring programs
- Social Events and workshops
- Orientation programs
- Religon and faith

Key Points

- These existing solutions encourage offline interaction
- It is important to keep in contact with existing social connections as it is unlikely to immediately have a network in the new country
- In order to eliminate the cultural barrier, one can educate and work on themselves
- Positive solitude develops independence and stability whilst adjusting to the new environment

University Service Solution Ideas

- To assist university studies, they can provide programs to learn English
- More promotion and information easily findable about exisiting services the university provide
- Promote mechanisms that trigger networking such as student clubs and buddy systems
- Network audits: reviewing the social supports available to each individual student and ensure they have someone
- Provide a better environment for international students, can be done through improving relations with local students
- Expand local students' openess, curiosity, and knowledge on other cultures, creating a more inviting environment

Solution Brainstorming

Self-Care

- Follow a routine
- Healthy habits
- Stay connected
- Engage in relaxing activities
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- Introduction box
- Care package

Connecting with Communities (Online)

- Video call
- Chatting
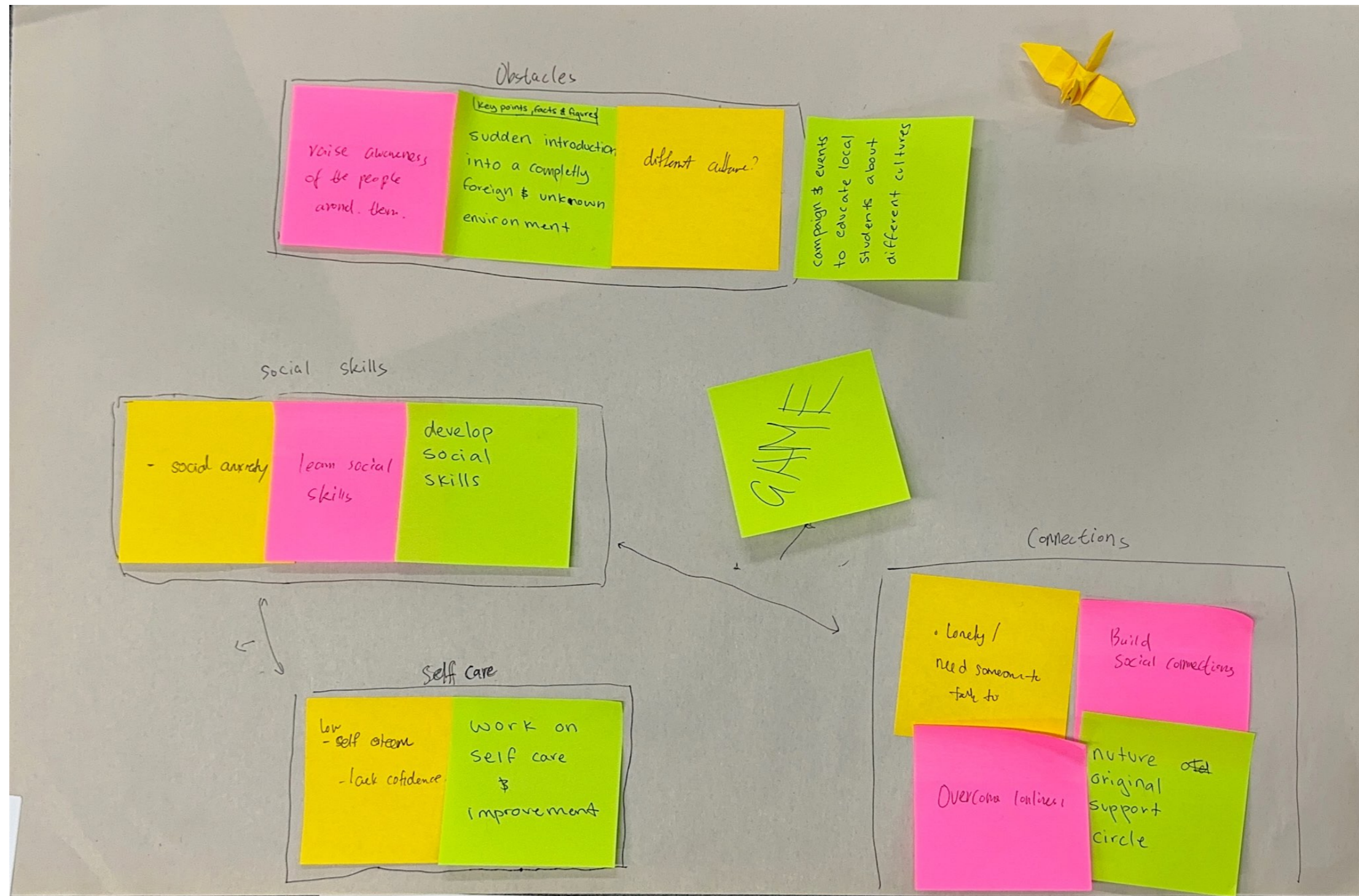- Games
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- App
- Website
- Game
- Social Media

Connecting with Communtiies (Offline)

- Joining clubs
- Engaging in social activities
- Plan ahead for events
- Volunteer
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- Retreat
- Tinder but for friends
- Meet up app
- Getaway for first year students
- Board/card game

Deumert, A., Marginson, S., Nyland, C., Ramia, G., & Sawir, E. "The social and economic security of international students in Australia: A study of 200 student cases." Monash Center for Research in International Education, Monash University, 2005. http://www.education.monash.edu.au/centres/mcrie/docs/researchreports/202-interviews-updated060605.doc.

Sawir, E., Marginson, S., Deumert, A., Nyland, C., & Ramia, G. "Loneliness and International Students: An Australian Study." Journal of Studies in International Education 12, no. 2 (2008): 148–180. https://doi.org/10.1177/1028315307299699.
University of Melbourne Student Counselling Service. "Loneliness." https://services.unimelb.edu.au/counsel/resources/relationships/loneliness.

Research_ Brain Storm in Class

During the class exercise, we effectively identified and classified several potential directions for our project. We have determined that areas such as social skills, self-care, connections, and obstacles hold promising prospects for the development of our concepts.
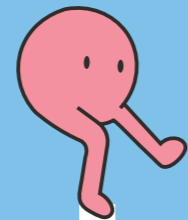
Idea Generation

Idea Generation_Concepts

Concept 1: Artificial Intelligence Psychologist

Social isolation can be challenging, but seeking professional help through a psychologist can be a valuable way to navigate this experience. However, for international students, there are obstacles that make accessing these services difficult, such as the high cost, advanced booking requirements, and language barriers. To address these challenges, we propose an Artificial Intelligence psychological service app that provides a range of coping strategies for social isolation. The app includes psychological knowledge and advice, as well as techniques for managing emotions and connecting with others. Users can customize their experience by creating a character that offers support and companionship, in addition to providing guidance on problem-solving and building social connections. By leveraging technology, this app can provide accessible and affordable mental health support for international students who are facing social isolation.

Benefits:

1. **Accessibility:** An AI-powered psychological service app can be accessed anytime and anywhere, making it easier for students to seek help when they need it.
2. **Affordability:** By leveraging technology, the cost of the service could be significantly lower than traditional in-person therapy sessions, making it more affordable for students.
3. **Instant support:** Unlike traditional therapy, an AI-powered app can provide instant support and guidance to students, which can be especially important during times of crisis.
4. **Personalization:** The app can use machine learning algorithms to personalize the experience based on the individual user's needs and preferences.
5. **Language support:** The app can support multiple languages, which can help overcome language barriers that may prevent international students from seeking traditional therapy.
6. **Ease of use:** Many traditional mental health resources require individuals to navigate complex menus or read through long articles to find the information they need. However, with an AI-powered app, students can simply talk to their character to seek help and support.

Features

Conversational chatbot: The app could include a conversational chatbot that allows users to talk about their problems and receive personalized advice and support in real time.

Customizable character: Users can create their own avatar and customize its appearance, making the experience more engaging and tailored to the preferences of the target audience, such as international students.

Social connection suggestions: The app could provide personalized suggestions on how to build and maintain social connections, such as joining online communities or attending virtual events, to help combat social isolation.

Emotional coping tools: The app could offer a variety of tools and techniques to help users cope with their emotions during social isolation, such as guided meditations, breathing exercises, and cognitive behavioral therapy (CBT) techniques.

Multilingual support: To ensure accessibility for international students, the app could offer support for multiple languages, allowing users to communicate and receive support in their preferred language.

Progress tracking: The app could include features for tracking progress and setting goals, such as mood tracking, habit tracking, and goal setting prompts, to help users monitor their mental health and progress over time.

Concept 2: Campaign_ Let's Spread Love: Supporting International Student

To help international students overcome the problem of social isolation. It's important to not only provide international students with the tools and resources they need to cope with social isolation, but also to raise awareness among their peers and the broader community about the challenges they face. This can help to create a more inclusive and supportive environment for international students, where they feel valued and accepted. Additionally, promoting cross-cultural communication and understanding can help to bridge the gap between different cultural groups and promote a more harmonious and diverse community. It's important for everyone to work together to create an environment where international students feel welcomed and supported, and where they can thrive both academically and socially.

Benefits:

1. **Increased empathy and understanding:** When people are aware of the challenges that international students face, they are more likely to be empathetic and understanding towards them. This can lead to better support and a more welcoming environment for international students.
2. **Improved integration:** When people are aware of the challenges faced by international students, they may be more likely to reach out and include them in social events and activities, helping them to feel more connected and less isolated.
3. **Enhanced cultural exchange:** When people are aware of the challenges faced by international students, they may be more interested in learning about their culture and customs, leading to a greater exchange of ideas and perspectives.
4. **Addressing issues:** When people are aware of the challenges faced by international students, they may be more likely to advocate for change and push for solutions to address these issues.

Possible campaign applications

Poster: By placing these posters on campus and bus stops, we raise awareness of the challenges international students face, such as social isolation. This promotes action from the campus community to support and engage with international students, improving their well-being and academic success. The campaign ultimately seeks to create a more compassionate campus culture.

Social media: The campaign can be promoted through social media platforms such as Facebook, Instagram, and Twitter, using hashtags like #SpreadLoveNotIsolation and #InternationalStudentInclusivity. The campaign can also include social media challenges, like sharing personal stories about overcoming social isolation or creating posts about cultural exchange.

Campus events: The campaign can include a series of events on campus, such as workshops, panel discussions, and cultural festivals. These events can be open to both international students and the broader campus community, with the goal of promoting cultural exchange and creating a more inclusive campus environment.

Student organizations: Student organizations can play a key role in promoting the campaign and advocating for international student inclusivity. They can organize events and activities that promote cross-cultural understanding and connect international students with their peers.

Concept 3: A game for social connection

A game specifically tailored to the needs of international students, can help them overcome social isolation. The game would allow players to join random game sessions where they draw and guess given words, encouraging conversation and interaction with each other.

Benefits:

1. **Overcoming social isolation:** International students often experience social isolation due to language barriers and cultural differences, which can lead to feelings of loneliness and depression. By playing a game specifically tailored to their needs, international students can connect with others and feel less isolated.
2. **Encouraging conversation and interaction:** The game requires players to draw and guess given words, which encourages conversation and interaction among players. This can help international students improve their communication skills and build social connections.
3. **Providing a fun and engaging way to connect with others:** Playing a game is a fun and engaging way to connect with others, especially for international students who may feel uncomfortable or shy in social situations.
4. **Allowing players to practice their language skills:** The game provides an opportunity for international students to practice their language skills in a non-threatening and enjoyable way. This can help build their confidence and improve their language abilities.
5. **Offering a safe and non-judgmental environment to express themselves:** Playing a game with others can create a safe and non-judgmental environment where international students can express themselves without fear of being criticized or rejected.
6. **Fostering a sense of community and belonging:** By playing a game with others, international students can build a sense of community and belonging. This can help them feel more connected to their peers and the wider community, which can have a positive impact on their mental health and wellbeing.

Name Options:

Paint Pals: The name "Paint Pals" is easy to remember and fits the game's purpose. It highlights the drawing and social aspects and suggests a friendly and inclusive atmosphere. This is important for international students who may feel isolated and in need of support.

Sketch Connect: "Sketch Connect" is a catchy name that shows the game's focus on drawing and socializing. The word "Sketch" is for drawing, while "Connect" shows the social aspect of the game. The name suggests a fun and enjoyable way to connect with others and promote a sense of community and belonging, which is important for international students. The game provides a great way for international students to overcome social isolation.

Doodle Dialogues: "Doodle Dialogues" is a fun and catchy name for the game. The word "Doodle" emphasizes the drawing aspect, while "Dialogues" suggests conversation and interaction, which are important for international students who may feel isolated and in need of social connections. The name also promotes a sense of community and belonging.

Idea Generation_Concepts

Concept 4: Social Connection App

An app that helps you connect with like-minded people based on your interests, hobbies, favorite foods and movies, and even your bucket list. It works like a swiping game where you can swipe left or right to show your interest or disinterest in various topics. Instead of people, the app shows interests, hobbies, favorite foods/movies, bucket lists, and asking for help on your feed. Once you've inputted enough information, the app will match you with a group chat of people who share similar interests as you. This app is perfect for those looking to expand their social circle and connect with others who share their passions.

To customize this app for international students, it is designed to support multiple languages. It includes culturally-sensitive features that recognize and celebrate the diversity of the international student community. It fosters a secure and welcoming space where international students can express themselves confidently without the risk of discrimination or bias.

Benefits:

1. **Facilitating connections:** This app can help international students find and connect with others who share similar interests and hobbies, which can lead to forming friendships and building a supportive community.
2. **Overcoming social isolation:** International students may experience social isolation and loneliness due to cultural and language barriers. This app can provide a safe and inclusive space where they can connect with others and feel a sense of belonging.
3. **Enhancing language skills:** Using this app can also help international students improve their language skills by practicing and communicating with others who speak different languages.
4. **Providing cultural exchange:** This app can facilitate cultural exchange among international students, allowing them to learn about different cultures and customs.
5. **Language support:** The app can support multiple languages, which can help overcome language barriers that may prevent international students from seeking traditional therapy.

Features

Swiping Interface: The app uses a swiping interface that lets users swipe left or right to indicate their interest in a particular interest, hobby, or need.

Personalized Profiles: Users can create profiles that showcase their interests, hobbies, favorite food/movie, bucket list, and areas where they might need help.

Group Chat: When a user expresses interest in a particular topic, the app will connect them with other users who have similar interests. Instead of an individual chat, the app will create a group chat.

Multiple Languages: The app is available in multiple languages to cater to the needs of international students who might not be comfortable with English.

Cultural Sensitivity: The app is designed to respect and value the diversity of the international student community, with features that are culturally sensitive and inclusive.

Safe and Inclusive Environment: The app provides a safe and inclusive environment where international students can express themselves freely without fear of discrimination or prejudice.

Concept 5: Taste Buddies Abroad (Food club)

Creating a food club for international students is an incredible opportunity to break cultural barriers, cultivate long-lasting friendships and connections, and provide a comforting sense of home and belonging through the joyous exploration and sharing of diverse cuisines, spreading warmth and happiness all around.

Benefits:

1. **Creating a sense of community:** A food club can provide a platform for international students to connect and bond over their shared love of food. This can lead to the formation of friendships and a sense of belonging, which can help alleviate social isolation.
2. **Social connection:** Provides an opportunity for international students to make friends and build social connections with others who share similar interests.
3. **Reduce social isolation:** Reduces social isolation and loneliness among international students, which can lead to improved mental health and academic success.
4. **Break down cultural barriers:** Helps to break down cultural barriers and promote cross-cultural understanding and respect.
5. **Community connection:** Helps international students to feel more connected to the campus and the broader community.
6. **Enjoyable way:** Can be a fun and enjoyable way for international students to relax and de-stress from academic demands.

Possible ways:

Create a social media group: Create a group on social media platforms such as Facebook or WhatsApp where international students can join and share their favorite dishes and recipes.

Organize potluck events: Organize potluck events where everyone brings a dish from their culture to share with others. This will allow international students to try new foods and learn about different cultures.

Cooking classes: Organize cooking classes where international students can learn how to cook popular dishes from their home countries.

Concept 6: A box to light your day

Create a box of cards with daily activities that individuals can pick randomly and do each day. This can add an element of surprise and excitement to the daily routine.

Each card can contain a small and manageable task or activity that can be done from home, such as calling a friend or family member, trying a new hobby, or spending time in nature. These activities can help individuals stay engaged and motivated, and provide opportunities for social interaction and personal growth.

By having a variety of activities to choose from, individuals can tailor their daily routine to their own interests and needs. The box of cards can also be customized to reflect different themes or occasions, such as holidays, seasons, or personal goals.

Overall, this approach can be a fun and creative way to help individuals cope with social isolation and maintain their well-being.

Benefits:

1. **Variety:** The cards can provide a wide range of activities that individuals can choose from, which helps to keep the daily routine interesting and engaging.
2. **Flexibility:** The activities can be tailored to the individual's preferences and needs, providing a sense of autonomy and control.
3. **Motivation:** The surprise element of picking a card each day can provide motivation and encouragement to complete the suggested activity.
4. **Social Connection:** he activities can include opportunities for social interaction, such as calling a friend or participating in online groups, which can help combat feelings of loneliness and isolation.
5. **Personal Growth:** The activities can also include opportunities for personal growth and development, such as learning a new skill or practicing self-care.
6. **Enjoyable way:** This can make the activities more enjoyable and fun to do, which can in turn help boost mood and reduce stress.

Possible contents in the box:

Self-care: Activities that promote self-care and well-being, such as taking a bubble bath, practicing meditation, or going for a walk.

Social interaction: Activities that encourage social interaction, such as calling a friend, joining a virtual group, or organizing a virtual game night.

Creative pursuits: Activities that stimulate creativity, such as drawing, painting, or writing.
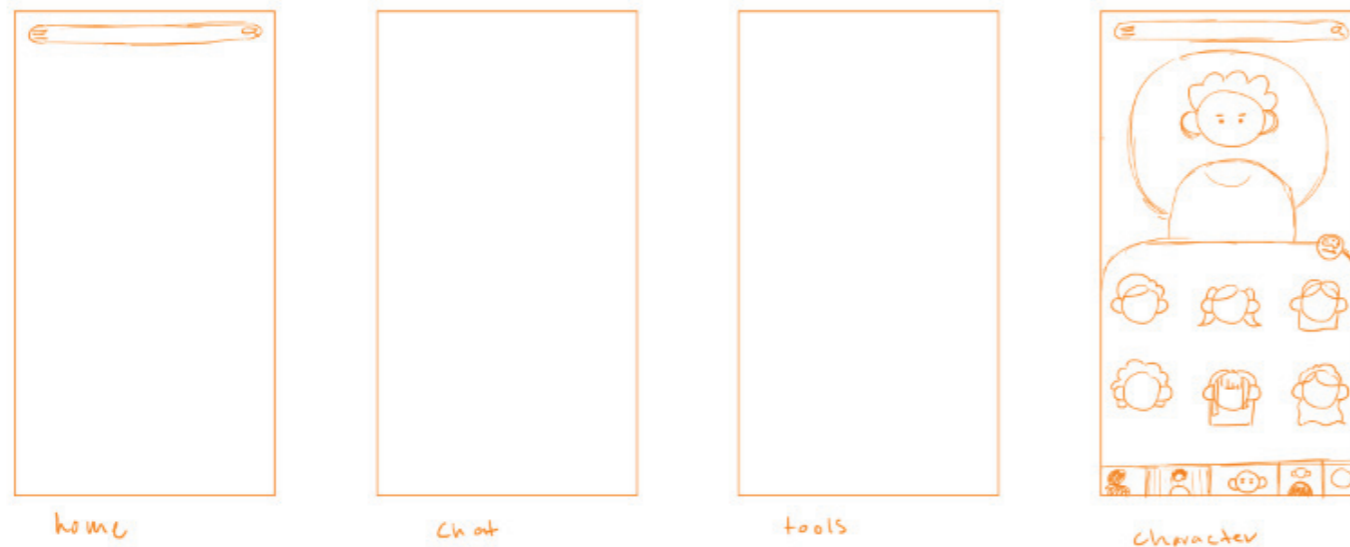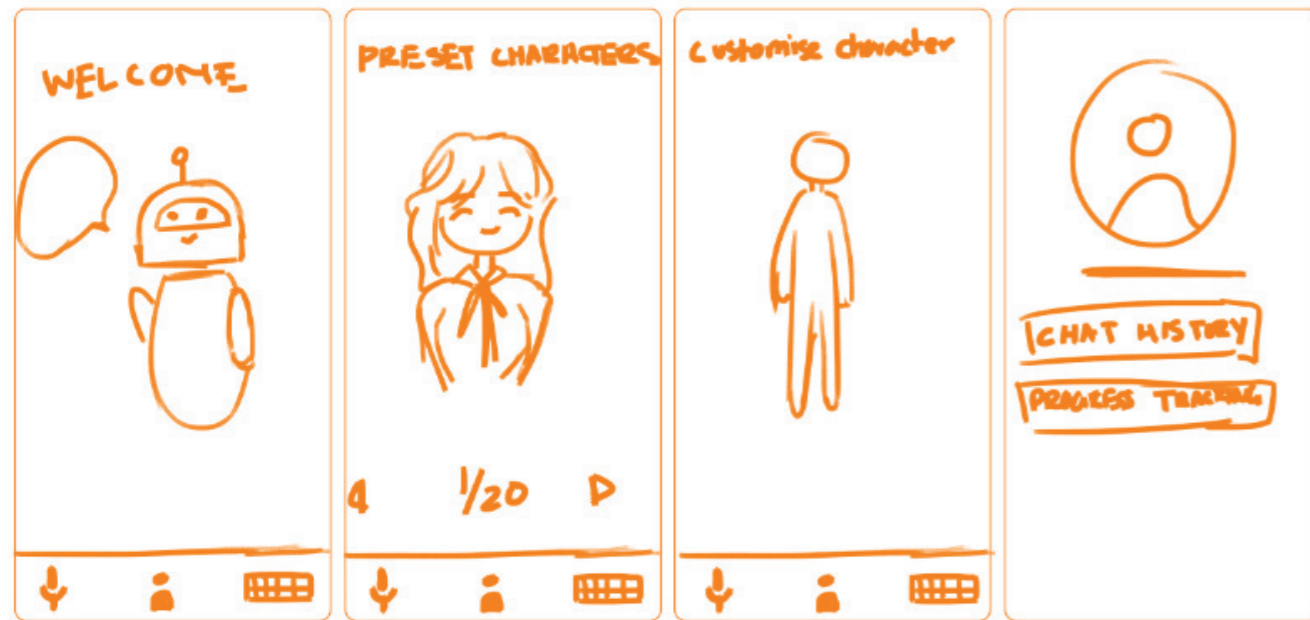
Learning opportunities: Activities that provide opportunities for learning, such as reading a book, taking an online course, or watching a documentary.

Physical activities: Activities that promote physical health and well-being, such as doing yoga, going for a bike ride, or trying a new exercise routine.

Fun and leisure: Activities that are simply enjoyable and fun, such as playing a board game, watching a movie, or trying a new recipe.

Idea Generation_Thumbnails

Concept 1: Artificial Intelligence Psychologist

WELCOME

PRESET CHARACTERS

Customise character

1/20

CHAT HISTORY

PROGRESS TRACKING

home

chat

tools

character

Rationale

When you first use the app, a friendly robot will welcome you, serving as the brand icon to help you become familiar with our platform. The robot will guide you through the process of setting up your profile and selecting or customizing a character for your psychologist. At the bottom left corner, you'll find a microphone icon that allows you to interact with the robot using voice commands. On the right side, there's a keyboard icon for typing messages if you prefer not to speak. In the middle, you'll find the profile icon, which gives you access to your personal profile with a simple tap.

In addition to the home page, there's a preset character page featuring 20 psychologist options to choose from. If none of them resonate with you, you can visit the customization page to create a character that you genuinely connect with and feel comfortable talking to.

The profile page provides a comprehensive overview of your chat history with the psychologist and enables you to track your progress over time.

As an artificial intelligence bot, our platform is designed to make things easier for you. Instead of navigating through menus and searching various pages, you can simply have a conversation with the bot to receive support. It's not just a psychologist but also a trusted friend who can teach you social skills, help you manage stress, and provide companionship.

Idea Generation_Thumbnails

Concept 2: Campaign_ Supporting International Student
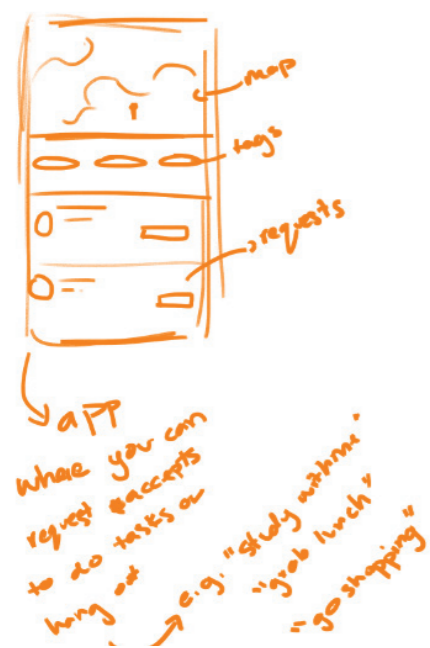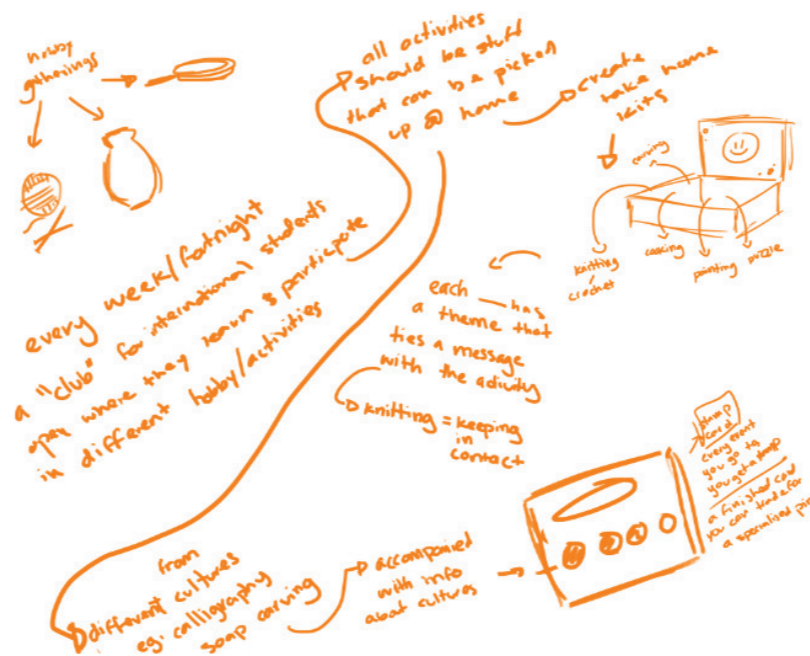
Rationale

Merely urging international students to take action is insufficient in providing support. It is equally important to raise awareness among their peers and the wider community regarding the challenges they encounter. To address this, a campaign and related activities serve as an effective starting point.

We have developed three compelling topics for the campaign. The first topic features a graphic illustrating two hands holding a globe, symbolizing the care extended towards international students. The second topic showcases two hands clasping a message that reads "You are not alone," accompanied by a sub-title "Speak out to international students." This communicates that the campaign is dedicated to international students and encourages their active participation. The third topic portrays a small figure representing international students, holding a suitcase and standing before a grand gate that symbolizes a new world. Illuminated by a beam of light, the figure conveys the welcoming message "Say welcome to international students," emphasizing their acceptance and inclusion in the new environment.

Alongside the campaign, we propose an engaging idea to foster connections between local and international students. By creating a connection wall featuring categorized boxes, we provide a platform for students to exchange messages about shared interests and topics of mutual enjoyment. This wall becomes a conduit for sending and receiving messages, facilitating meaningful interactions and building bridges between students of diverse backgrounds.

By combining the campaign's objectives with the interactive nature of the connection wall, we aim to bridge the gap between international and local students. This holistic approach fosters understanding, empathy, and friendship, cultivating an inclusive and supportive environment for international students. It reinforces the message that their challenges are acknowledged, and encourages a sense of belonging within the university community.

Idea Generation_Thumbnails

Concept 3: A box to light your day
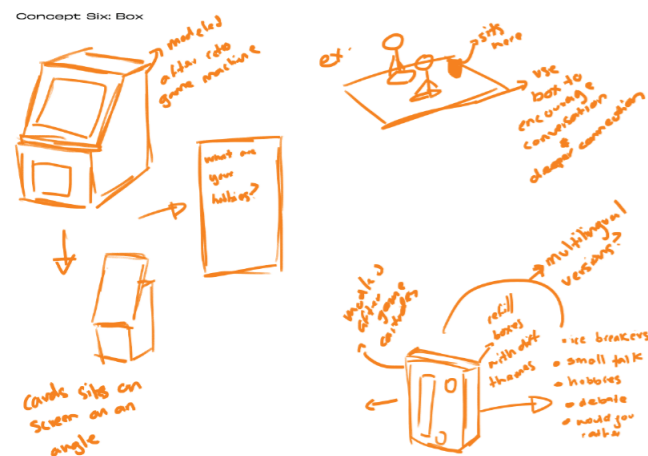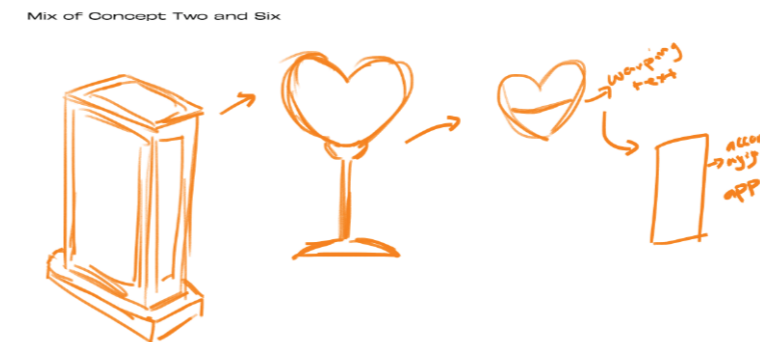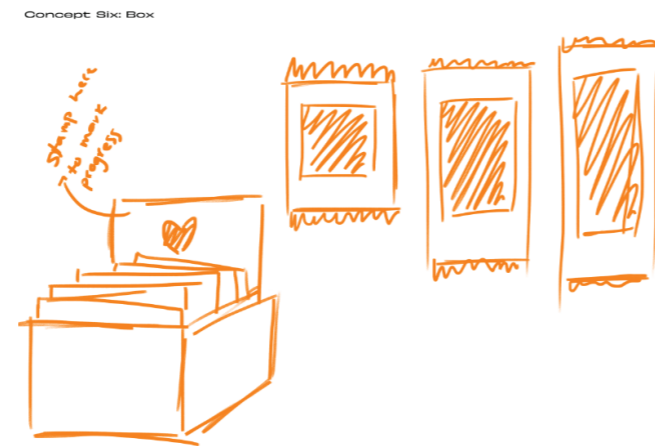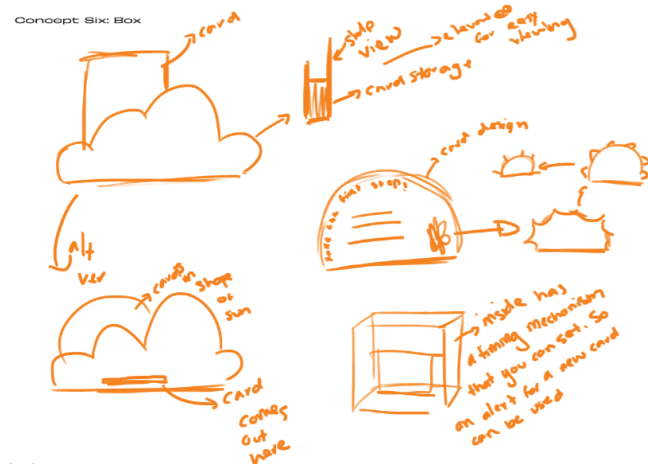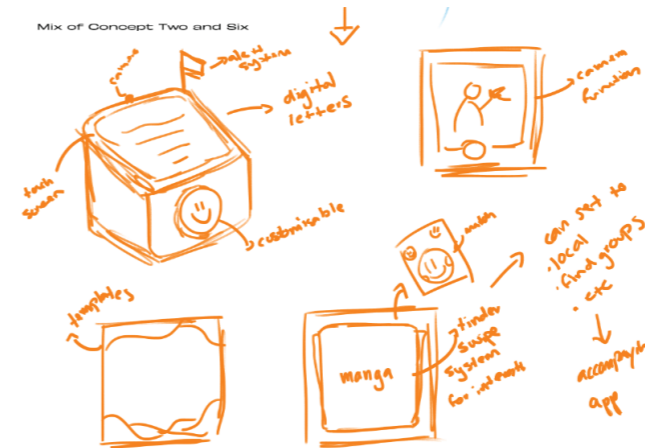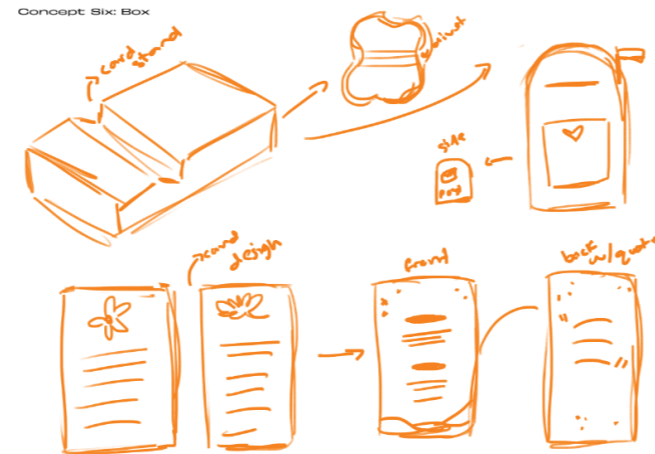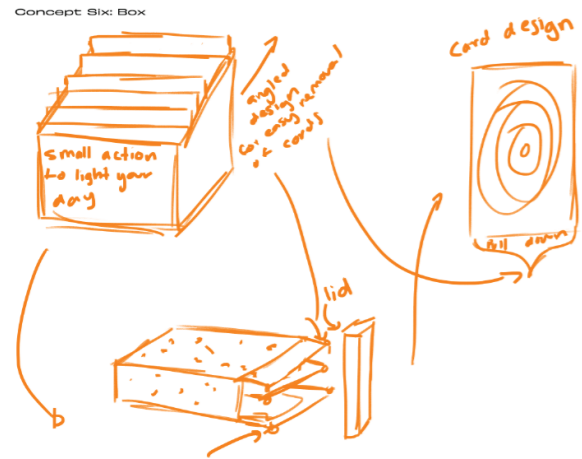
Rationale

The third concept involves creating a box of cards with daily activities for individuals to randomly select and engage in each day. This concept introduces an element of surprise and excitement to their daily routine. We have explored various design possibilities for the box, considering both regular and irregular shapes. Regular-shaped boxes offer convenience for delivery and portability, while irregular-shaped boxes bring a playful and intriguing aesthetic, potentially capturing the attention of the target audience. The primary focus is to design an appealing box that is also user-friendly. To enhance usability, we have incorporated small extended tags at the corner of the cards. These tags facilitate easy card selection from a stack, ensuring a smooth user experience. The overall objective is to create a visually appealing and practical box that encourages users to engage with the daily activities and add enjoyment to their lives.

Feedback for the three concepts

- Merge concept 2 and concept 3 to create a cohesive approach. Utilize a campaign as a promotion tool to effectively promote the idea, while using the products as tools to foster real connections among participants.

- By implementing this combined concept, you can leverage the campaign to generate awareness and engagement. This can involve utilizing various promotional channels, such as social media, posters, and word-of-mouth, to reach the target audience and communicate the importance of making genuine connections.

- The products associated with the campaign can serve as tangible tools to facilitate meaningful interactions.
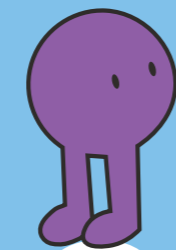
Concept Development
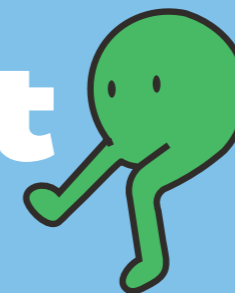
Concept development_Applications

① change the topics to activities for " connection Wall "

Contact method at the beginning: Email

Mock up Link: https://mockups-design.com/free-pickup-locker-mockup/

One on one activities:
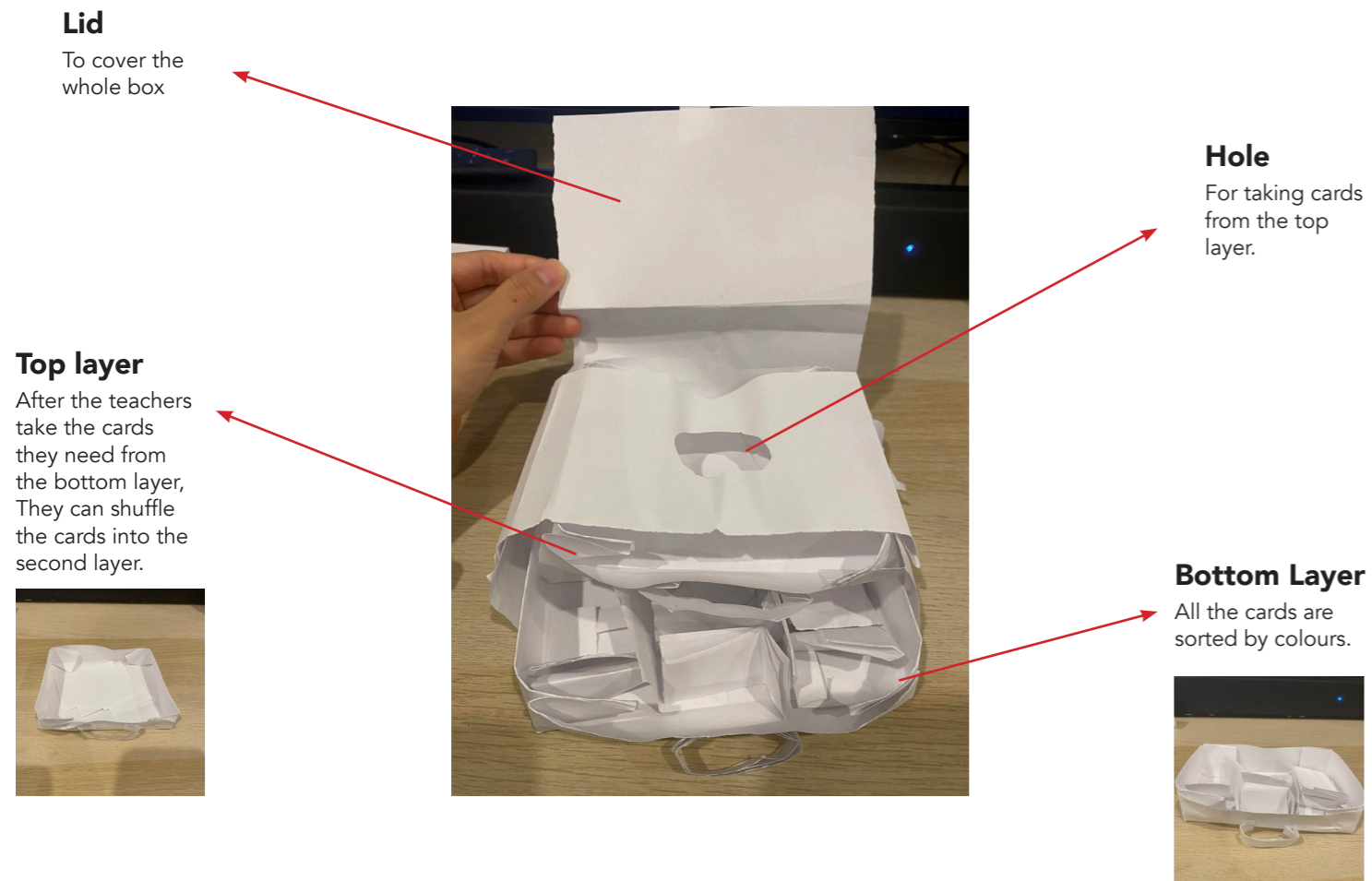1) A card without tear offs.
2) It has its special colour code.

1

Group activities:
1) Colour code topics by number of attendees.
2) The colors represent the maximum number of attendees.
3) Tear off ad for event organization to share and collect interest.

2	4	6	8

② Uni networking ? ? ? ?

A Box for class !

For the first month to get familiar with everybody in the class.

Each card has a small question to talk to the group. Such as

Share a bit about your hobby
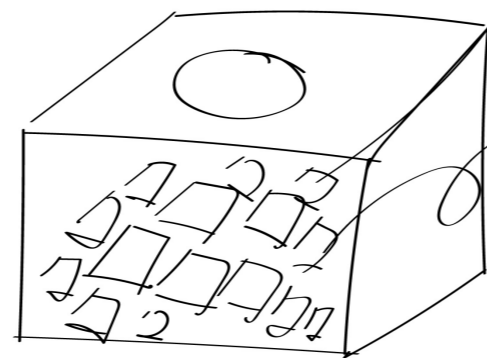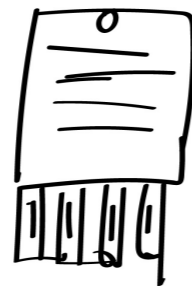
Cards in different colours.

Arrange table groups according to colours !

purpose: Help International students get Chance to study with different pople and build connections

One on one

Name:
Short self introduction:
Brief summary of event
-where
-when
-What
RSVP(Date):

Group

Name:
Short self introduction:
Brief summary of event
-where
-when
-What

Number of people:

Rationale

During our discussions with both the lecturer and our team members, we realized that connecting solely based on shared interests often falls short, as it tends to result in superficial interactions without further engagement. In light of this, we made the decision to shift our focus from interest-based topics to activity-based ones. By offering categories such as Uni Tour, Game Night, and Lunch Together, we empower students to choose activities that align with their preferences.

To facilitate connections, we developed a system where students can fill out activity cards with their desired time and university email. Interested participants can then contact the activity host directly to establish a connection. For one-on-one activities, a single card is sufficient to initiate the connection. However, for group events, participants can tear off tags containing the host's contact details. This enables the host to keep track of the number of individuals planning to attend the event.

This revised approach ensures that connections formed through our project are more meaningful and likely to lead to sustained engagement. By focusing on activities and providing a streamlined system for communication, we aim to foster genuine connections and promote active participation among students.

Feedback from Doreen

Establish a connection: Brainstorm ways to establish a connection between the box on campus and the box in the classroom. We could consider using consistent design elements, such as similar colors or logos, to visually link the two boxes. This connection will help create a cohesive experience for students.

Opt for proper cards: Instead of tearing off posters, using proper cards would be a better choice in terms of design. Cards offer a more polished and professional appearance, elevating the overall visual appeal and making the interaction more engaging for participants.

Provide group activity options: To cater to different group sizes, let's create a range for group activities. For example, we can suggest options like 2-4 participants or 4-6 participants. This flexibility will allow students to form groups based on their preferences and class dynamics, ensuring inclusive participation.

Concept development_Applications

1) Box Mock-ups for connecting classmates

Lid
To cover the whole box

Top layer
After the teachers take the cards they need from the bottom layer, They can shuffle the cards into the second layer.

Hole
For taking cards from the top layer.
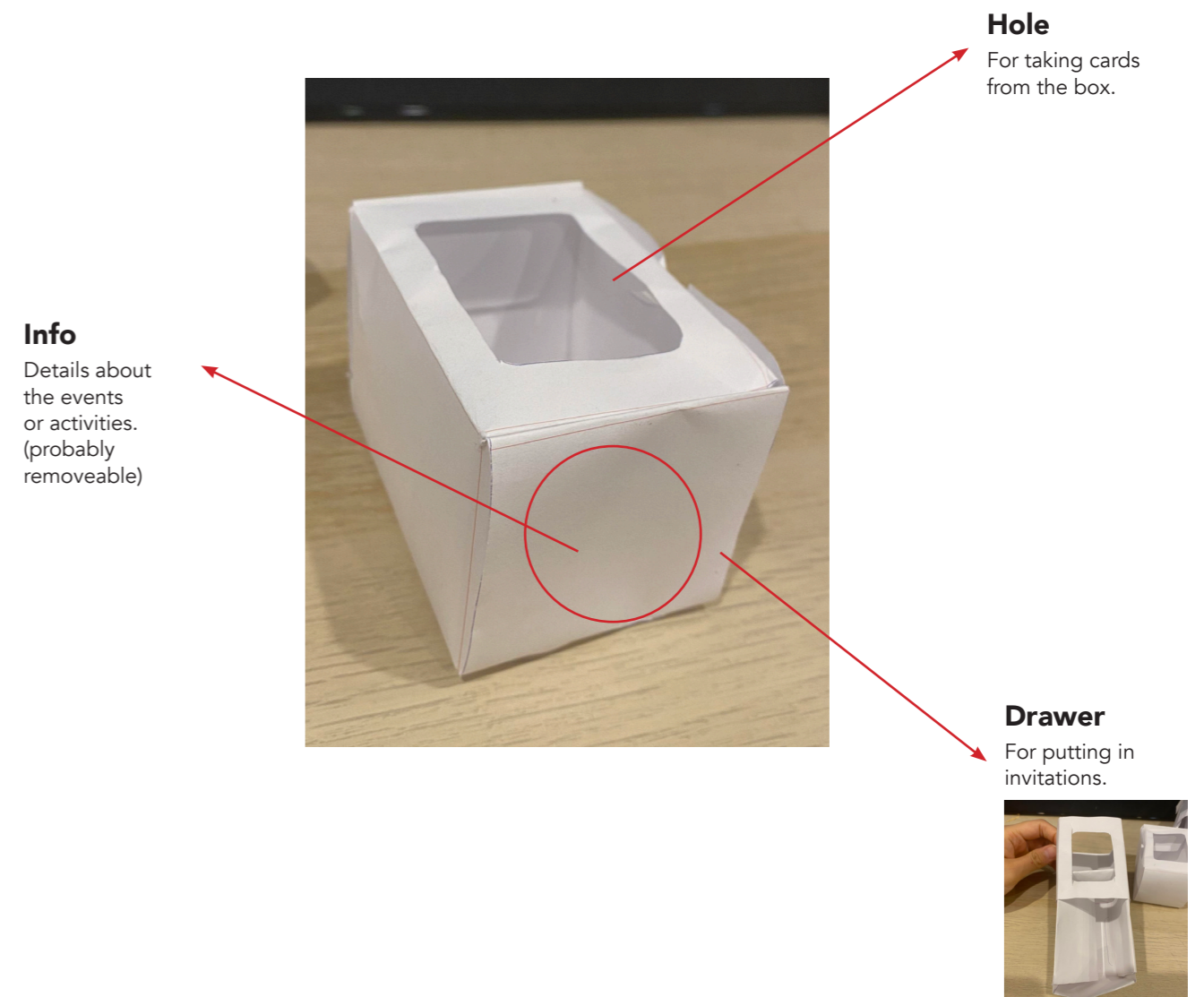
Bottom Layer
All the cards are sorted by colours.

Rationale

Based on our experience, we have observed that university students tend to stick with a small group of people. Once they choose a seat for their first class or during the first week of the course, they rarely change their spot. Group tasks in class or sitting together at the same table can be effective ways to initiate conversations and help students get acquainted with each other.

To address this issue and provide more opportunities for international students to get to know their classmates, we have created this box.

1) The box consists of two drawers, with the bottom layer divided into six sections where cards are sorted by colors. Each card features a straightforward question designed to serve as an ice breaker for the groups.

2) The second layer of the box functions as a lucky dip, enabling students to randomly select cards that determine their group assignment based on the colors they draw from the top drawer. Students who draw cards of the same color will be grouped together.

2) Box Mock-up for connecting the whole school

Hole
For taking cards from the box.

Info
Details about the events or activities. (probably removeable)

Drawer
For putting in invitations.

Rationale

For the connect wall, we propose incorporating a shelf arrangement with individual boxes. Each box will feature one side dedicated to displaying activity information. To ensure easy accessibility, we will include a hole on the top of each box, allowing people to effortlessly drop in or take out activity cards. Additionally, the design allows for the box to double as a convenient drawer, enabling people to store cards inside. This versatile setup provides a user-friendly experience, making it simple for individuals to engage with the connect wall and participate in the activities of their choice.
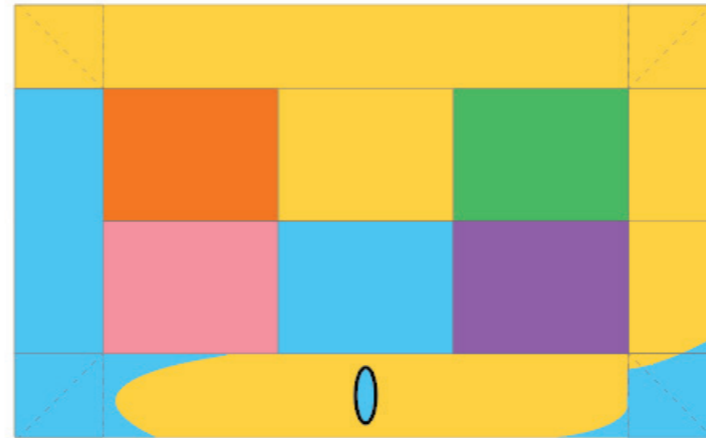
Concept development_Box Die-line Plan

Classroom Box
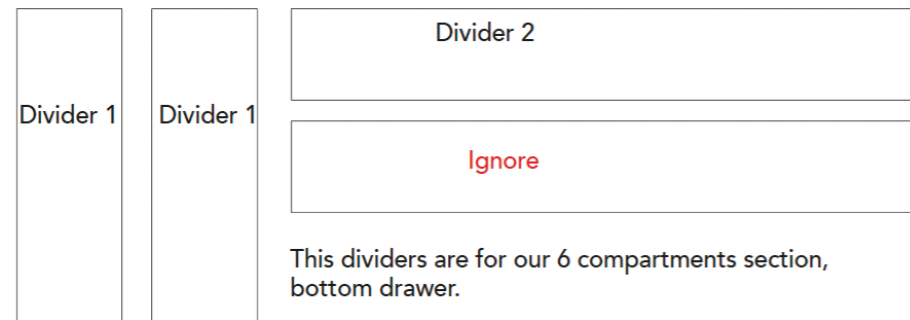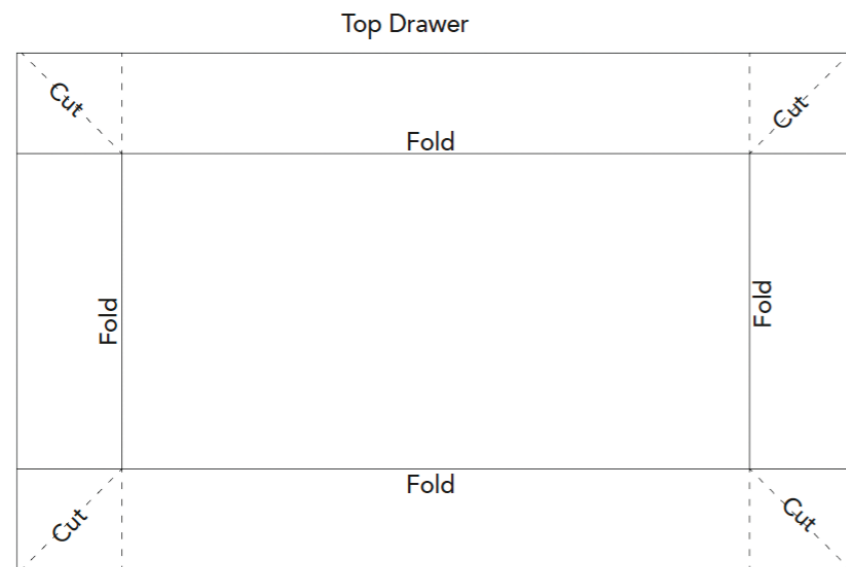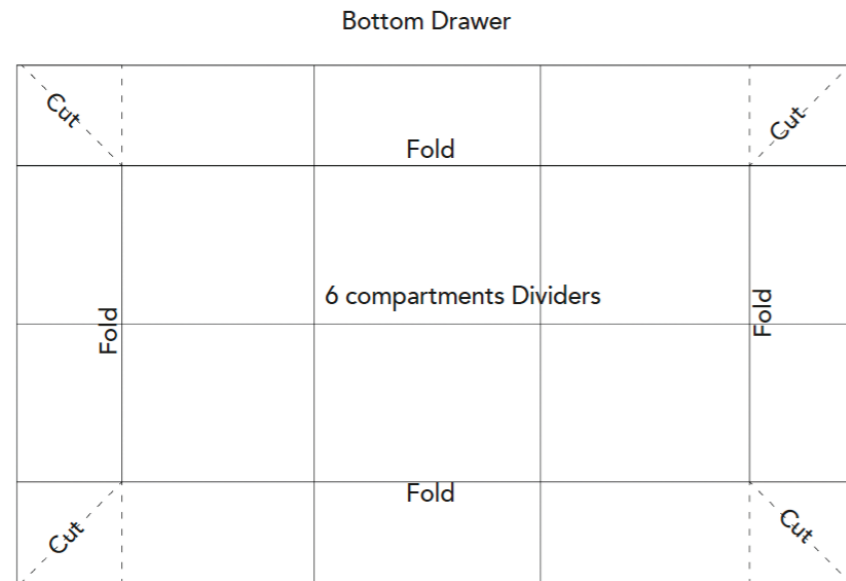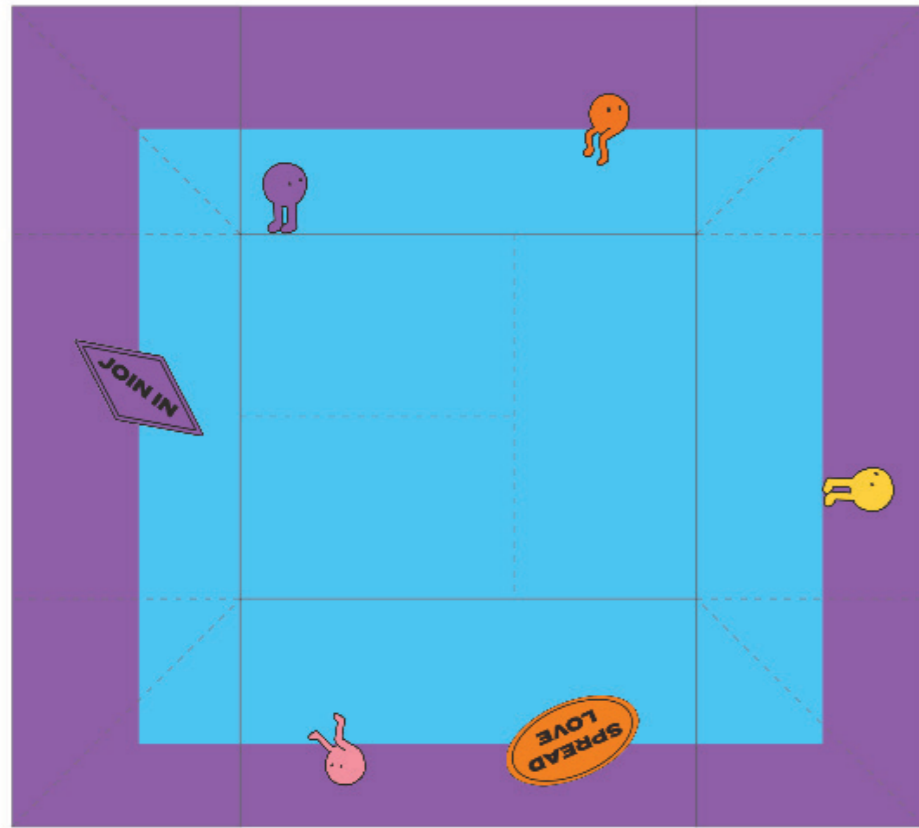
Classroom Box Outside Box that drawers goes into

Bottom Drawer

Cut

Fold

Cut

Fold

6 compartments Dividers

Fold

Cut

Fold

Cut

Top Drawer

Cut

Fold

Cut

Fold

Fold

Cut

Fold

Cut

Divider 1

Divider 1

Divider 2

Ignore

This dividers are for our 6 compartments section, bottom drawer.

Fold

Cut

Ignore

Fold

This end stick to the bottom section

Fold

Cut

Fold

Fold

Cut

Fold

Fold

Ignore

Bottom Section

Fold

Fold

Ignore
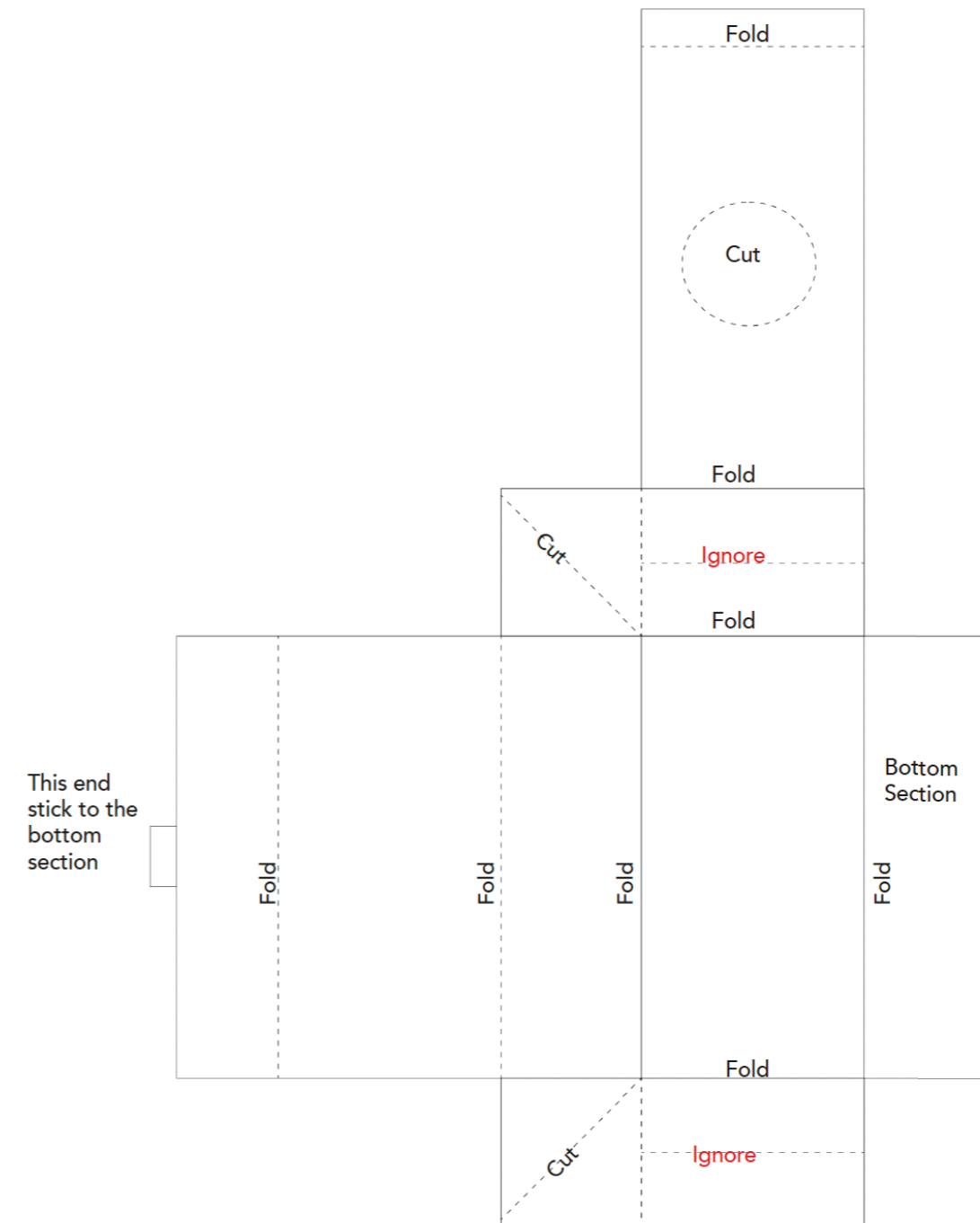
Concept development_Box Die-line Plan

Wall connect sample box

Box on the table

Cut
Fold
Cut

Fold

Fold

Fold

Cut

Cut

Fold

Cut

Cut

Fold

Fold

Fold

Divider 1

Divider 2

Fold

Cut

Cut

Divider 1

Divider 2
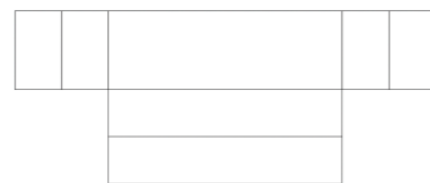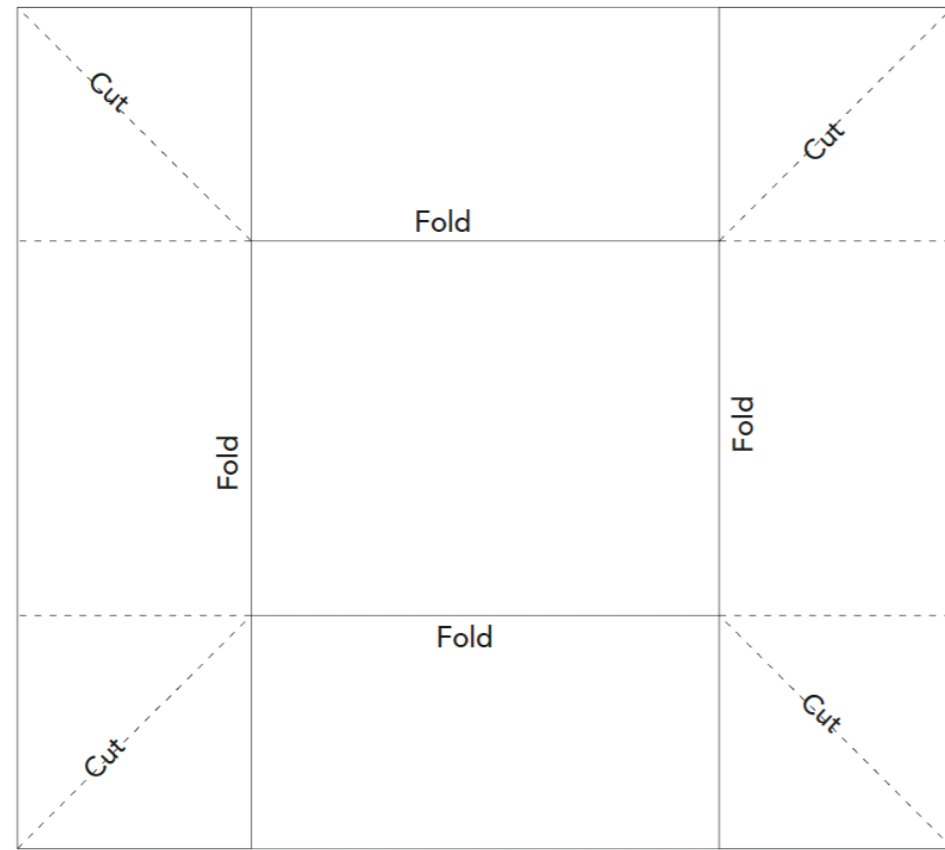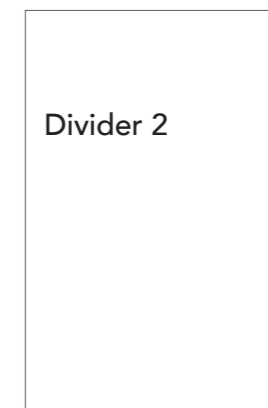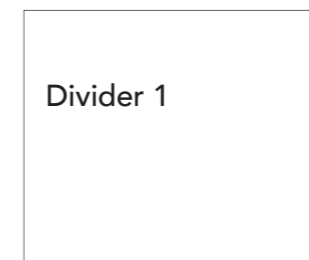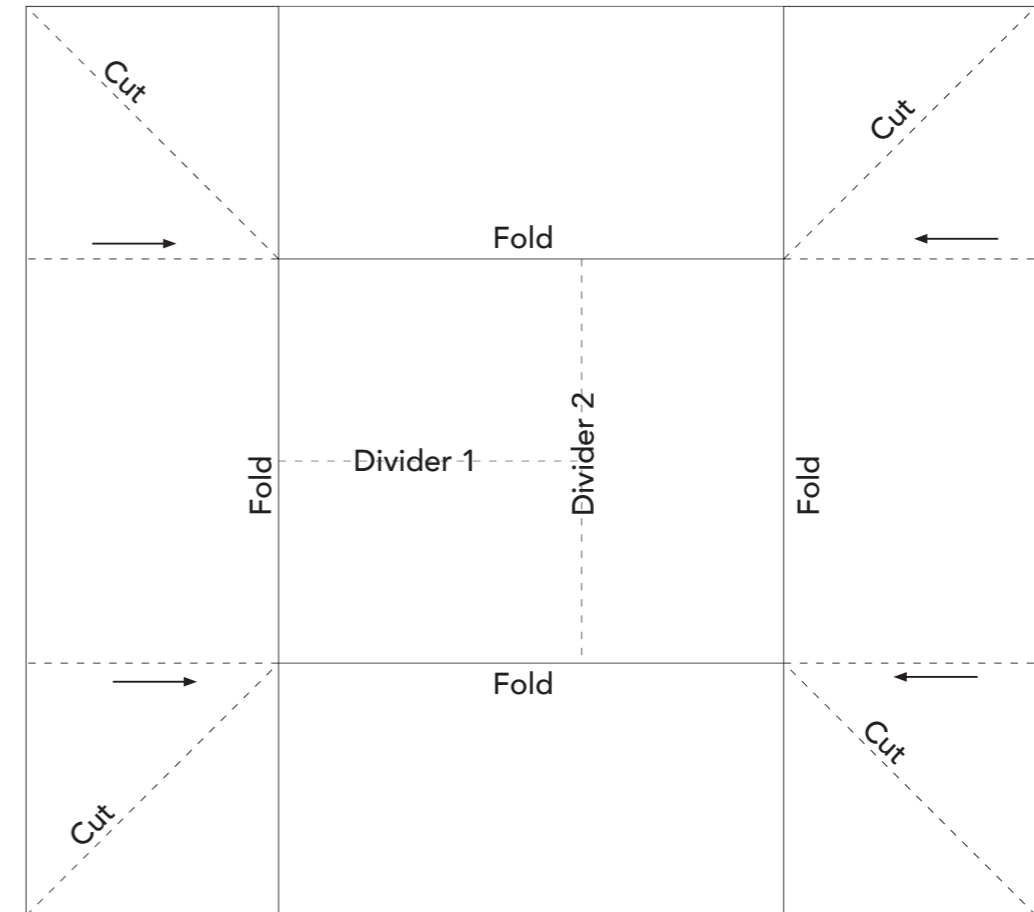
Concept development_Box Colour Experiment
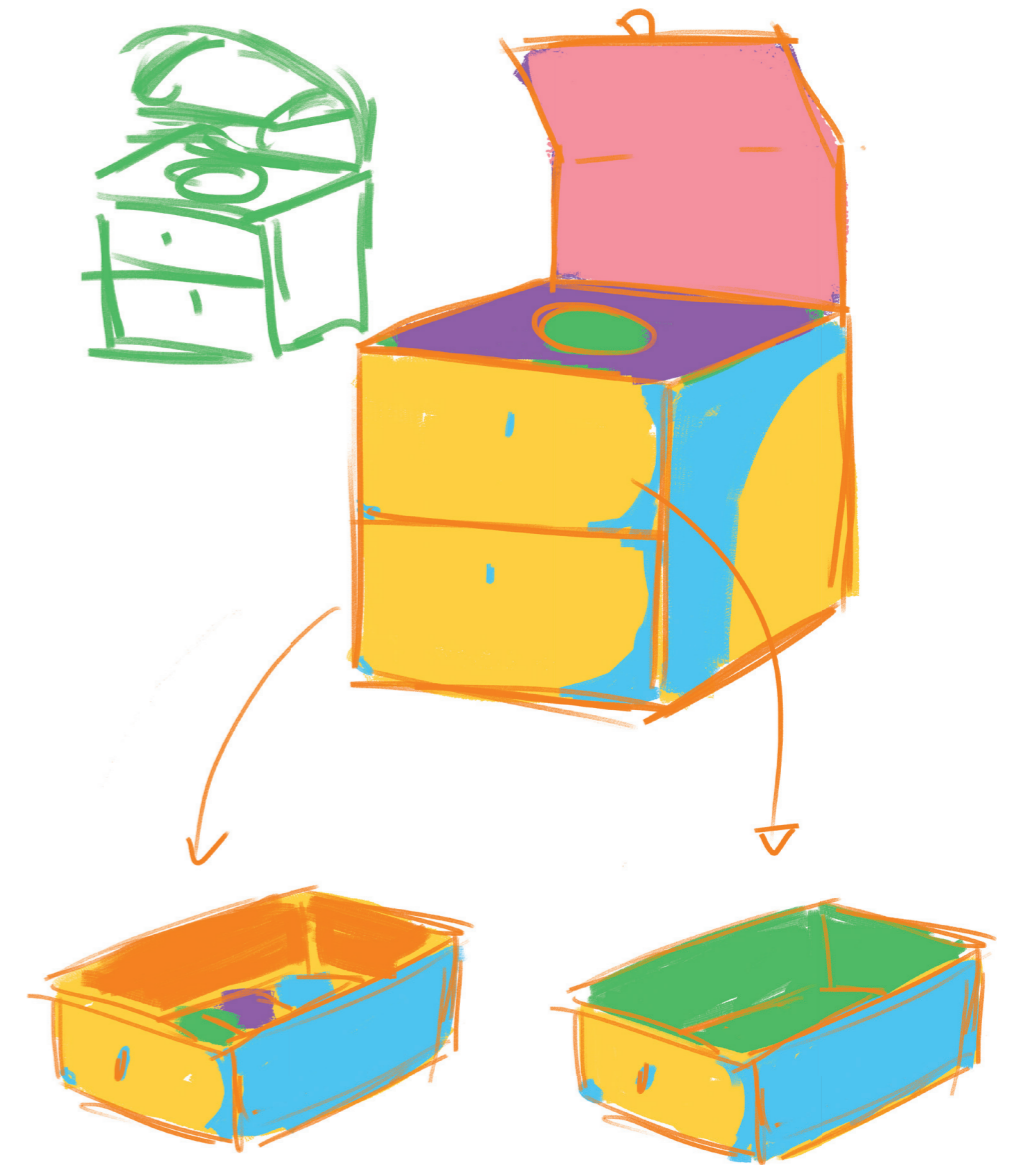
Concept development_Ice Breaker Card Draft

RECOMMEND
A MOVIE

Rationale

Every card's back showcases an illustration representing a specific continent. This design choice is intentional, aiming to harmonize with the overarching theme of "Culture Connection."

The front side of each card features an engaging ice-breaking question, intended to encourage group members to initiate conversations with one another.

Concept development_Campaign

Brand Identity Options

Brand name ideas

Campus link   OpenBridge

BridgeMates   ConnectEase

Uni Connect   UniBond

                          Cultural Connect

Peer link

Cross Cult

logo ideas

— Puzzle pieces (unique individuals (connection))

— Bridge

— Tree

grow together at uni
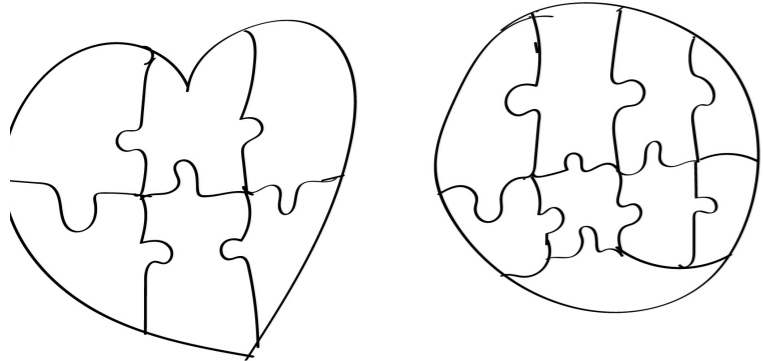
1) One World, One Community

2) Connections from across the Horizon.

3) Connection without boarders.

- say welcome to internatonl student
- Bridge to a new land
- Meeting a new friend
- Connect & share
- longlasting effect
- One Community
- Making Connection that last
- Making long lasting connect connection.
- Bridging tho gap
- Connections across the differences
- horizon
- Breaking down barriers
- One world, one Community
- Connections from across the horizon.

intercultural frienships

Connection → Exchanging

Bond
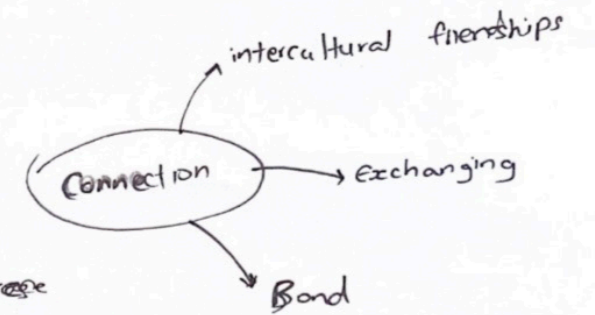
Rationale

Our team has compiled a range of options for the brand name and slogan. Our goal is to select a name that effectively captures the essence of creating connections for international students. We aim to choose a name that conveys a sense of warmth, inclusivity, and a welcoming atmosphere. It is crucial for the brand name to succinctly communicate the core purpose of the project, allowing people to easily understand its mission and objectives.

Concept development_Campaign_Brand Identity

Concept development_Campaign_Poster Concepts

Rationale

The campaign slogan is "One World, One Community" For the poster, we created two versions. We used geometric shapes in various colors to represent the diverse student population at the university. In the first posters, the small characters in this poster depict friendship and happiness among the students. In the second poster, we have a globe shape with colored pieces. These pieces symbolize that even though we come from different backgrounds and look different, when we come together, we can create a beautiful world.

Feedback from Doreen

In order to convey a clear message and establish a strong connection between the poster and the products, incorporating the boxes directly into the design. By integrating the boxes as visual elements within the poster, it can effectively communicate their role and significance in facilitating connections.

Concept Refinement

Brand Identity_Logo, colours, & typography

1) Brand logo

CULTURE CONNECT

2) Colours

Primary colour (used for the logo):
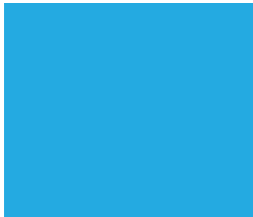
Hex: #27aae1
CMYK: 70, 15, 0, 0

Secondary colours (used on the website and other marketing materials):

Hex: #f2cf4f	Hex: #7ec1ee	Hex: #8360a2	Hex: #dd8f9d	Hex: #d9772d	Hex: #79b86a
CMYK: 1, 17, 85, 0	CMYK: 58, 3, 0, 0	CMYK: 49, 73, 1, 0	CMYK: 0, 54, 20, 0	CMYK: 0, 66, 100, 0	CMYK: 69, 0, 82, 0

3) Typography

Termina Black

Aa

abcdefghigklmnopqrstuvwxyz
ABCDEFGHIGKLMNOPQRSTU-
VWXYZ1234567890

Termina Black
Termina Heavy
Termina Bold
Termina Demi
Termina Medium
Termina Regular
Termina Light
Termina Extra Light
Termina Thin

Rationale

Brand logo: We tested our previous brand logo on our campaign poster, noticed that the stokes are too thin which make the brand logo a liitle bit invisible. Hence, we applied a new font called Termina which has a large family. By using Termina Black, the logo look more stand out on the applications.

Colours: The colour we chose for the logo is blue, as blue is a versatile color that can be used effectively across various design elements and platforms. It has a universal appeal and is widely accepted across different cultures, making it an ideal choice for a brand aiming to connect people from diverse backgrounds.

We have selected six secondary colors for our brand, which will be utilized across our website and marketing materials. These colors will also be incorporated into our applications, Culture Connect Wall and Culture Connect Box, to create a visually striking impact. By employing a range of colors, we aim to convey a sense of diversity and inclusivity, which aligns with our desired brand image for our target audience.

Typography: Termina is a modern and sleek font with clean lines and geometric shapes, making it a great choice for capturing the attention of a young audience, particularly university students. It is highly legible and versatile, allowing it to be used effectively in a variety of applications, such as headlines, body text, and displays. Even when used at small sizes, Termina remains easy to read. With its extensive character set, including various weights, styles, and international language support, it offers flexibility in design and meets the diverse typographic needs of the target audience.

Campaign_Poster_Coloured Draft_version 1
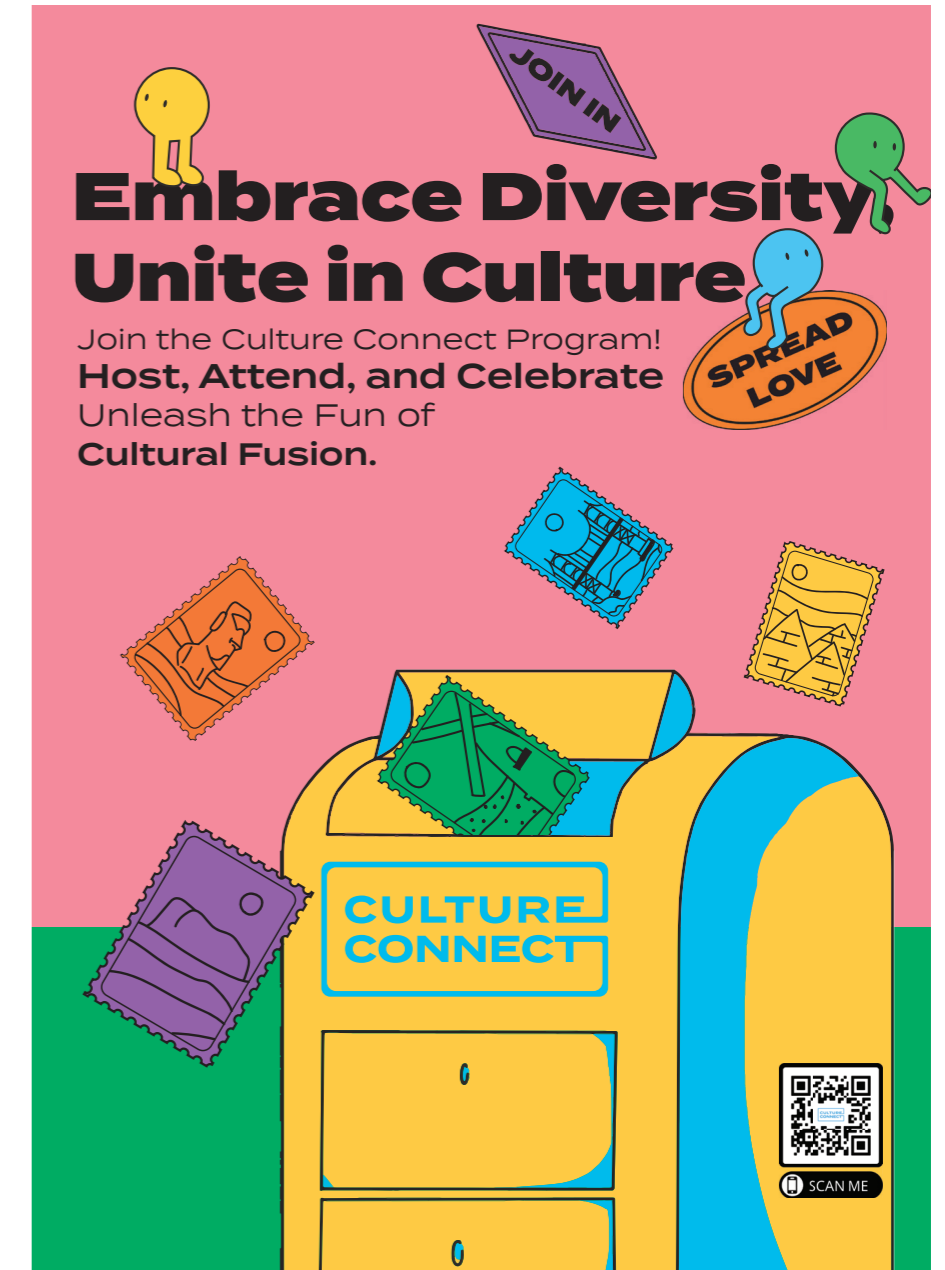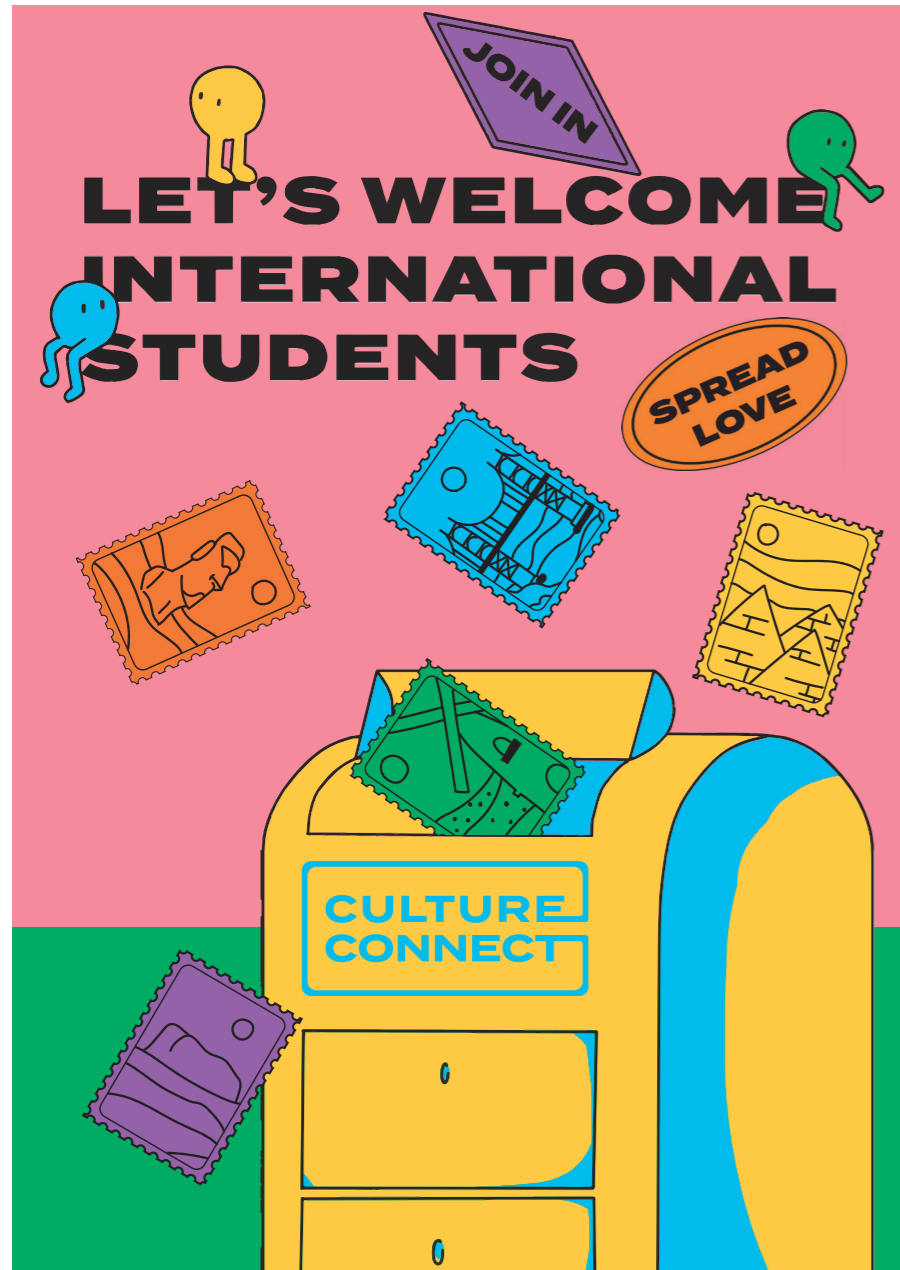
Rationale

In our revised draft, we have chosen to feature a postbox adorned with the Culture Connect logo. This visually represents the method we employ to foster connections among individuals. The stamps surrounding the postbox symbolize the cards used in our classroom box, serving a dual purpose. Firstly, they enhance the audience's overall impression of our products, capturing attention and curiosity. Secondly, they establish a strong visual connection between the campaign and the products themselves.

Accompanied by the slogan "Let's Welcome International Students," our intention is to convey the primary focus of our campaign, which is to extend a warm welcome and provide support to international students. To further enhance visibility and draw attention, we have also designed a poster featuring an international student. This approach allows individuals to relate more easily to the campaign, capturing their attention and encouraging them to take notice.

However, we acknowledge that our project encompasses more than just welcoming international students. It also aims to facilitate meaningful connections and promote cross-cultural exchange, benefiting both international and local students. With this in mind, we have modified the slogan to "Embrace Diversity, Unite in Culture," aligning it closely with the core objectives of our project.

Underneath the slogan, a concise paragraph has been included: "Join the Culture Connect Program! Host, Attend, and Celebrate - Unleash the Fun of Cultural Fusion." This paragraph effectively communicates the purpose of our project and encourages individuals to take action and get involved. To provide easy access to additional information, a QR code has been placed in the right corner of the design, enabling people to explore further details on how they can participate in the program.

Overall, our revised design captures the essence of Culture Connect, showcasing our commitment to fostering connections, promoting cultural unity, and facilitating engagement through hosting, attending, and celebrating cultural fusion.

Feedback from Doreen

To enhance the design composition of the poster, consider utilizing grids to reposition the design elements. It is recommended to increase the space around the edges as the type appears to be positioned too close to the edge.

Campaign_Poster_Coloured Draft_version 2
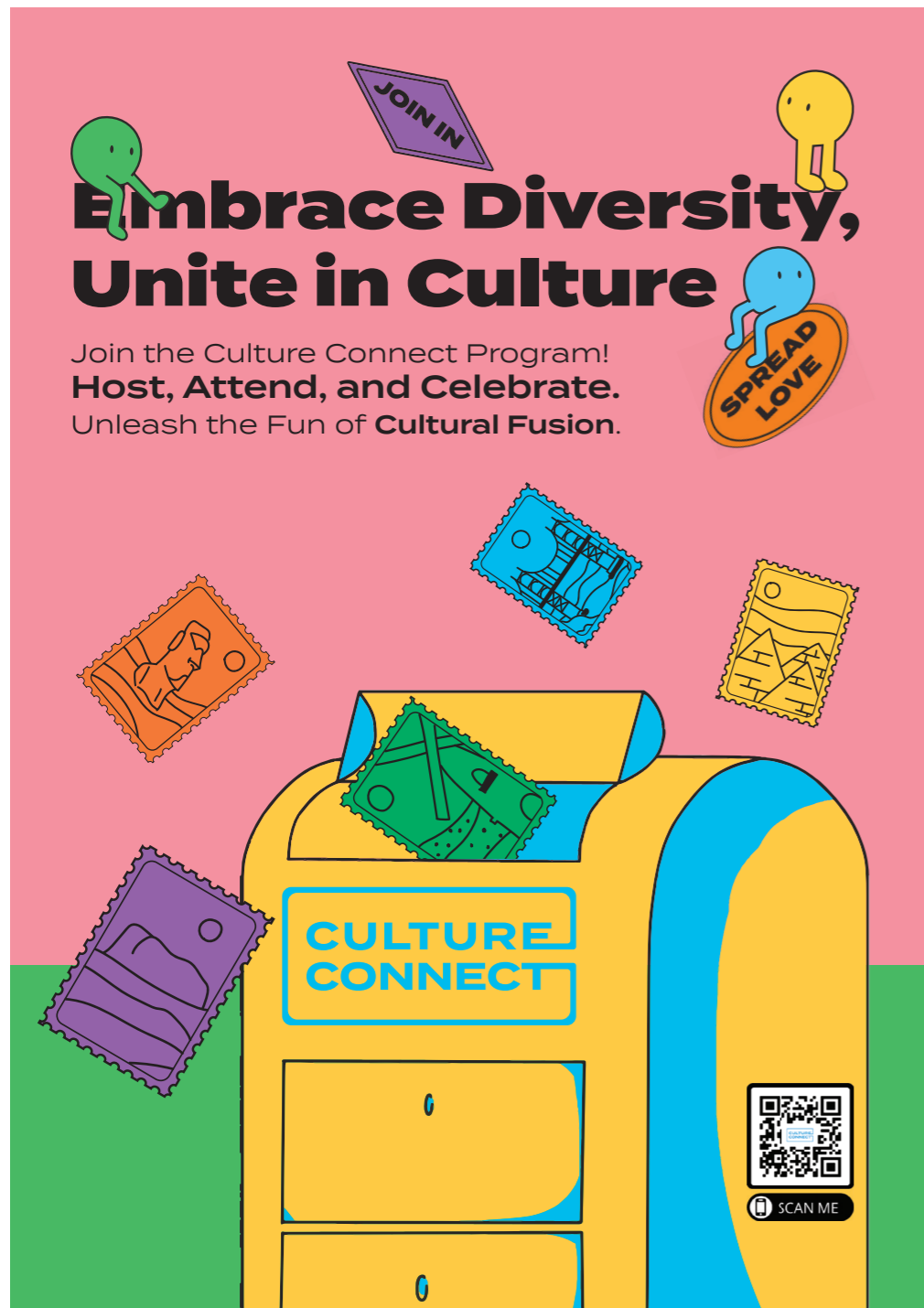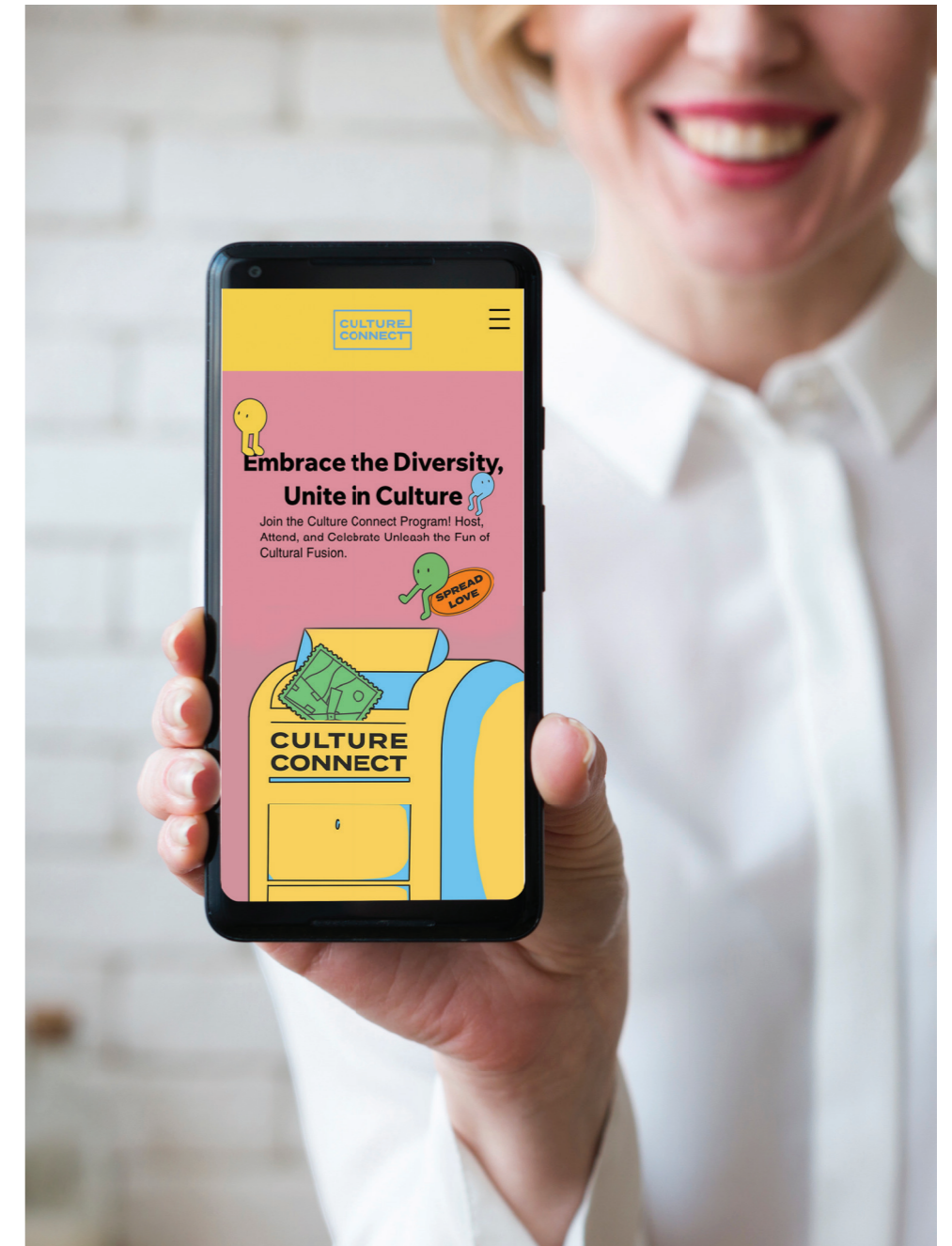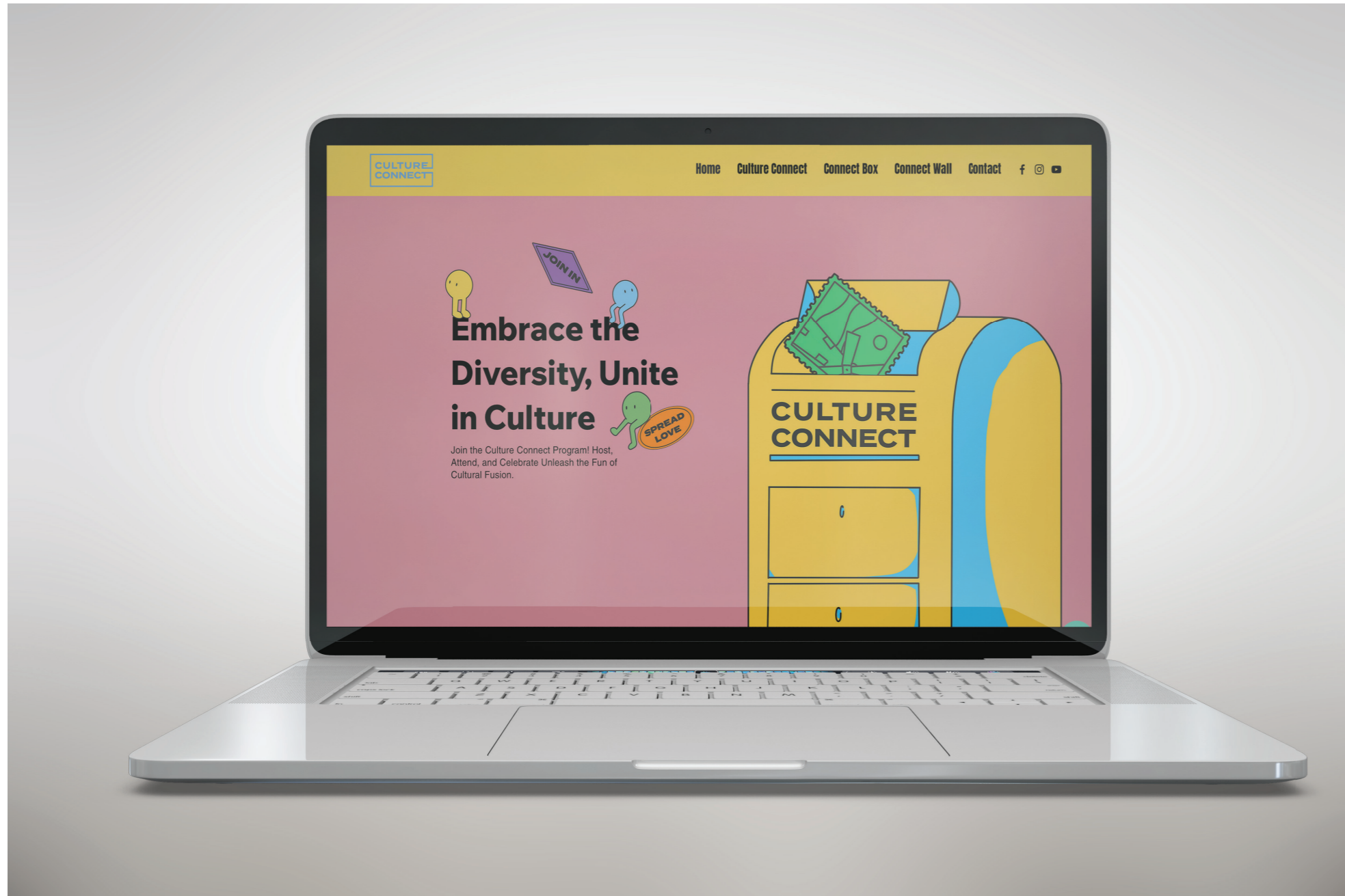

Rationale

To reposition the design elements on the poster, we employ InDesign grids. Additionally, we generate mock-ups that showcase the visual impact of the poster in real-life settings, such as the university lounge, Kaurna building reception, and elevator. These locations are highly visible and provide optimal exposure for displaying the posters.

Desicion Making

We are extremely satisfied with this version of the campaign poster and have decided to adopt it as our final version.

Campaign_Applications_Website

Landing Page

Rationale

We've created a landing page consisting of five sections dedicated to introducing and explaining our project and products. Whenever students scan the QR code on the posters, they'll be directed to this website, where they can access all the detailed information they need.

Campaign_Applications_Email Campaign_version 1

CULTURE CONNECT

Embrace Diversity, Unite in Culture

Join the Culture Connect Program! Host, Attend, and Celebrate. Unleash the Fun of Cultural Fusion.

A Letter for International students

Dear International Students,

We understand the difficulties you may face as international students, and we want to assure you that we are here to help. We recognise the challenges of adapting to a new culture and overcoming social isolation.

To combat these challenges, we invite you to join our Culture Connect program. By participating in this program, you can attend activities hosted by fellow students, allowing you to make real connections and overcome social isolation.

Whether it's joining language exchange groups, attending a movie night, or a picnic, the Culture Connect program offers a variety of enjoyable activities tailored to your interests. These activities provide opportunities to meet like-minded individuals and build valuable relationships.

We genuinely believe that participating in the Culture Connect program will enhance your university experience and create a sense of community. We are here to support you, so please visit our website or contact our student support team for more information on how to get involved.

Let's embrace diversity, make connections, and make the most of your time at our university. We look forward to welcoming you to the Culture Connect community.

Best regards,

Culture Connect Team

www.cultureconnect.com.au

CULTURE CONNECT

Embrace Diversity, Unite in Culture

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A Letter for Local students

Dear Local Students,

We want to bring your attention to the challenges faced by our international student community. They often encounter difficulties in adapting to a new culture and overcoming social isolation.

To make a difference, we invite you to join our Culture Connect program. By hosting activities and reaching out to international students, you can help them overcome social isolation and build connections.

Participating in Culture Connect offers benefits for you as well. Engaging with students from diverse backgrounds will broaden your horizons, develop your global perspective, and improve your intercultural communication skills. It's an opportunity to create lasting friendships and foster a vibrant, inclusive community.

Hosting activities can be as simple as organizing language exchanges, a movie night, or a picnic. By becoming a part of Culture Connect, you become an ambassador of friendship and support for our international students.

Visit our website or contact us for more information on how to join the Culture Connect program. Let's create an inclusive environment where everyone feels valued and has the chance to thrive.

Thank you for considering this opportunity to make a positive impact on the lives of our international students. We look forward to your participation in Culture Connect.

Best regards,

Culture Connect Team

www.cultureconnect.com.au

Rationale

By utilizing an email campaign, we have the opportunity to invite both international and local students to join our program. Through these emails, we can effectively explain the purpose of the project and highlight the benefits they can gain from participating.

Feedback from Doreen

Incorporate the colors used in the instructional poster for "Host" and "Participants" into the email campaign to establish a visual connection.

Campaign_Applications_Email Campaign_version 2

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Embrace Diversity, Unite in Culture

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Whether it's joining language exchange groups, attending a movie night, or a picnic, the Culture Connect program offers a variety of enjoyable activities tailored to your interests. These activities provide opportunities to meet like-minded individuals and build valuable relationships.

We genuinely believe that participating in the Culture Connect program will enhance your university experience and create a sense of community. We are here to support you, so please visit our website or contact our student support team for more information on how to get involved.

Let's embrace diversity, make connections, and make the most of your time at our university. We look forward to welcoming you to the Culture Connect community.

Best regards,

Culture Connect Team

www.cultureconnect.com.au

Welcome to Culture Connect Wall

Join us in celebrating cultural diversity!
Host or attend activities to foster connections.

If you would like to Host

1. Choose an activity from the wall or create your own.
2. Select a card that matches your event type.
3. Fill out the form.
4. Place the completed card in the designated box.
5. Collect your card by the RSVP date.

If you would like to Attend

1. Choose an activity from the wall.
2. Pick a card to sign up for the event.
3. Fill in your details on the card.
4. Return the card to the designated box.
5. Wait to hear from the host.

SCAN ME

Rationale

In response to the feedback received, we have integrated the colors from the instructional poster into the email campaign to establish a connection. The color pink is utilized for local students in the email campaign, aligning with the pink used for "Host" in the poster. Similarly, the color green is employed for international students, aligning with the green associated with "Attendees" in the poster.

Culture Connect Wall_Instructional Poster_version 1

Welcome to
Culture Connect Wall

Join us in celebrating cultural diversity!
Host or attend activities to foster connections.

If you would like to Host

1 Choose an activity from the wall or create your own.

2 Select a card that matches your event type.

3 Fill out the form.

4 Place the completed card in the designated box.

5 Collect your card by the RSVP date.

If you would like to Attend

1 Choose an activity from the wall.

2 Pick a card to sign up for the event.

3 Fill in your details on the card.

4 Return the card to the designated box.

5 Wait to hear from the host.

SCAN ME

Rationale

In order to provide students with guidance on utilizing the Culture Connect Wall, we have developed an instructional poster. This poster will be prominently displayed adjacent to the wall, serving as a visual guide to help users understand the correct steps for hosting and attending activities.

Feedback from Doreen

1) Display the logo on the top banner to enhance brand identity and maintain consistency with other applications.

2) Utilize grids to recreate the layout of the poster for a visually balanced design.

3) Match the style of the campaign poster to achieve visual consistency between the materials.

4) Consider creating a sub-brand called "Culture Connect Wall" and prominently featuring it on the poster to reinforce its association with the overall brand.

Culture Connect Wall_Instructional Poster_version 2

WELCOME TO

CULTURE CONNECT

Join us in celebrating cultural diversity! Host or attend activities to foster connections.

WALL

If you would like to **Host**

1 Choose an activity from the wall or create your own.

2 Pick a card from the box on the desk.

3 Fill out the form.

4 Place the completed card in the designated box.

5 Pick up your card before the RSVP date and reach out to the registered attendees.

If you would like to **Attend**

1 Choose an activity from the wall.

2 Pull out the box and pick a card to sign up for the event.

3 Fill in your uni email on the card.

4 Return the card to the designated box.

5 Wait to hear from the host.

SCAN ME

Rationale

To recreate the instructional poster, we utilized grids to ensure a well-structured layout. Additionally, we developed a sub-logo specifically for "Culture Connect Wall" based on the feedback we recieved to further establish its branding. To accommodate the placement of the sub-logo, we redesigned the top banner of the poster.

Discussion between the group

After considering the previous feedback, our group collectively reviewed the instructional poster and made some decisions regarding necessary changes. The following modifications were implemented:

1) The background color theme of the top banner was altered from pure blue to blue on yellow, aligning it with the campaign poster design. The type color was also adjusted to maintain consistency.

2) The top type was rearranged to establish a clearer hierarchy, enhancing readability and visual impact.

3) All the stamps on the poster were rearranged to create a more orderly and organized appearance, improving overall neatness.

These changes were made based on our group's careful assessment and consideration.

Culture Connect Wall_Instructional Poster_version 3

Rationale

We made several modifications to enhance the instructional poster. These include changing the color theme, rearranging the type on the top banner, and reorganizing the positions of the stamps. These changes were implemented to improve the overall visual appeal and clarity of the poster.

Discussion making:

We are extremely pleased with this latest version and have unanimously agreed to select it as our final version. We are confident that this final iteration perfectly captures our vision and meets all the desired objectives.

Culture Connect Wall_Mock-up_version 1

Rationale

To provide viewers with a visual representation of the Culture Connect Wall, we have created a mock-up. Our intention is to offer a clear understanding of how the wall may appear and be installed within an environment. By including instructional details on the side, individuals will be informed the clear steps they can do with the wall.

Feedback from Doreen

There are two recommended approaches for showcasing the wall concept.

1) The first involves taking a photograph of the university library or lounge and incorporating sketches to demonstrate the potential appearance of the wall within that environment.

2) The second approach involves utilizing the existing mock-up to illustrate the concept, but also creating a life-sized box replica to present to the audience.

Culture Connect Wall_Mock-up_version 2
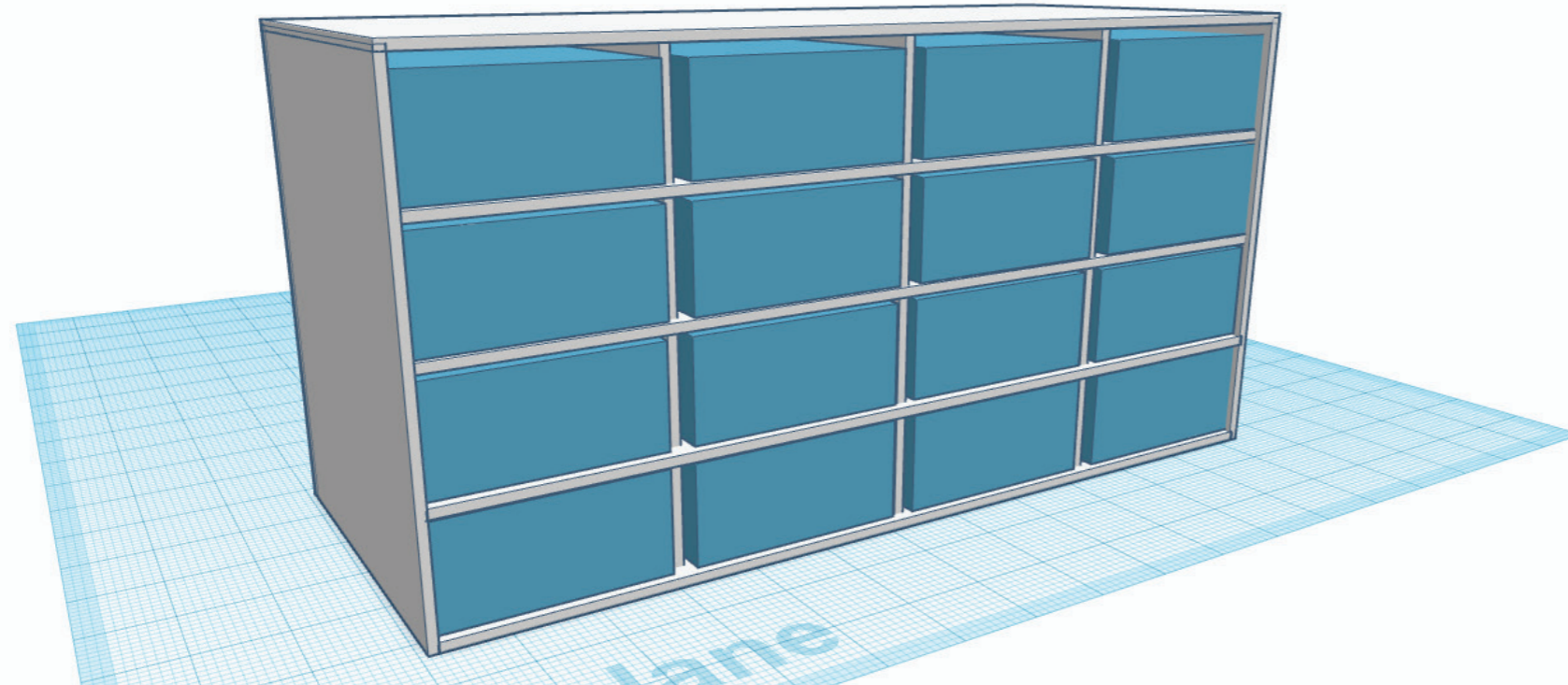
Rationale

Taking the feedback into consideration, we made the decision to recreate the Culture Connect Wall mock-up using the SketchUp application. This tool enables us to accurately represent the real size of each box, resulting in a mock-up that closely resembles the actual dimensions of the wall.

Discussion between the group

Upon reviewing the new mock-up of the "Culture Connect Wall," it has come to our attention that its height appears to be too short, which may not provide an optimal user experience. The current design requires students to bend down each time they interact with the box, making it challenging for them to check activities when passing by. To ensure improved usability and accessibility, we decided to adjust the height of the wall to align with the students' eye-level.

Culture Connect Wall_Mock-up_version 3

Rationale

After thorough team discussions, we have created a new mock-up for the "Culture Connect Wall." This updated version incorporates a table that allows students to fill in the cards, along with a shelf on the table to store all the boxes. These boxes serve as containers for students to host activities by inserting cards or retrieve cards to attend activities. Additionally, a separate box is provided on the table to store blank cards and pens, making it convenient for students to access them when filling in activity information.

To help students locate the Culture Connect Wall, a banner has been placed above the installation, indicating its presence. Adjacent to the wall, an instructional poster has been displayed to provide clear guidance on how students can participate in the program and get involved. This comprehensive setup aims to facilitate seamless engagement with the Culture Connect Wall and encourage active participation.

Decision making

We are extremely pleased with the latest version of the "Culture Connect Wall" and have made the decision to adopt it as our final version. In order to further enhance its functionality, we believe it would be beneficial to include existing categories on some of the boxes. This will provide students with ideas and inspiration for the activities they can host.

Additionally, to improve user comfort and convenience, we decided to incorporate a chair within the installation area. This will provide students with a comfortable seating option while they fill out the cards, ensuring a more relaxed and enjoyable experience. By implementing these additions, we aim to make the Culture Connect Wall even more comprehensive and user-friendly.

Culture Connect Wall_Cards

Card Front

Description of the Event

☐ Group   ☐ Solo

SCAN ME

_____

_____   Host Name _____

_____   Email _____ @mymail.unisa.edu.au

_____   RSVP _____

_____   Date of Event ___/___/___

_____   Location _____

_____   _____ (:)am/ pm

Disclaimer: No. of attendee _____ (note: max 8 ppl)

In the event that the maximum capacity for sign-ups has been reached, you are still welcome to provide your email address on the card as a waitlist option. Should there be a cancellation or availability, the host will contact you accordingly.

Activity Name

Write your activity name on the blank area if you would like to create your own.
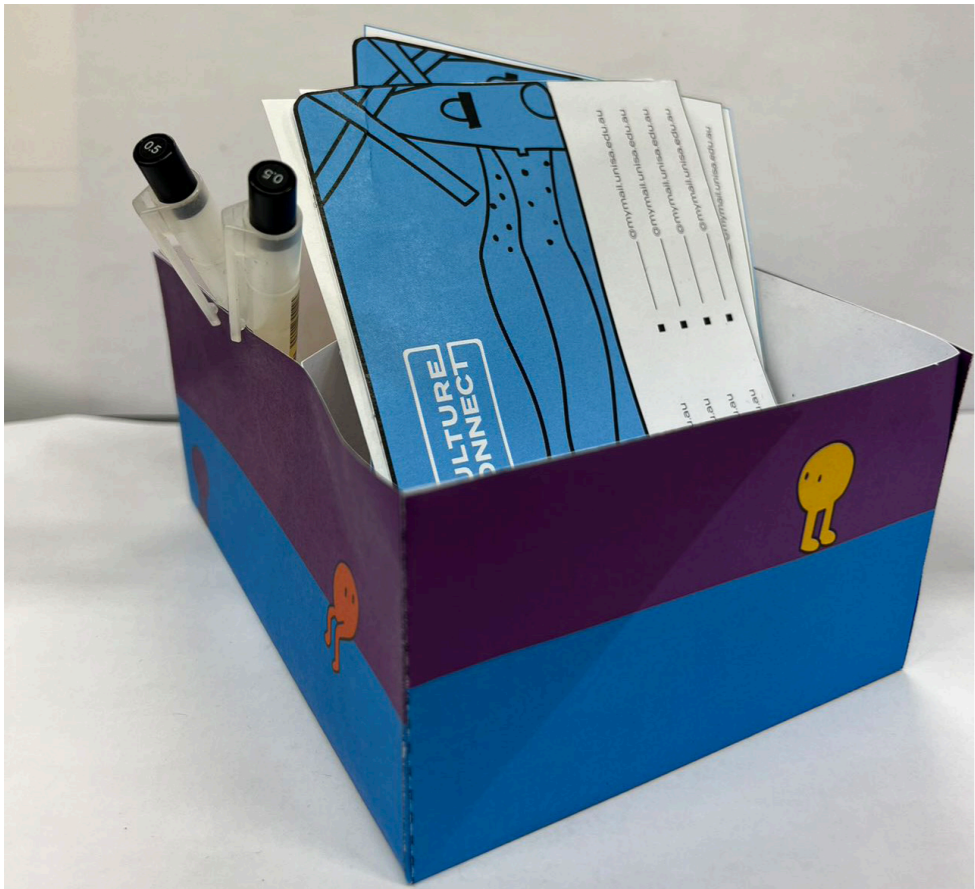
CULTURE CONNECT

SIGN UP

■ _____ @mymail.unisa.edu.au   ■ _____ @mymail.unisa.edu.au

■ _____ @mymail.unisa.edu.au   ■ _____ @mymail.unisa.edu.au

■ _____ @mymail.unisa.edu.au   ■ _____ @mymail.unisa.edu.au

■ _____ @mymail.unisa.edu.au   ■ _____ @mymail.unisa.edu.au

Rationale

To facilitate the process of students obtaining cards from the Culture Connect Wall, we have designed a box that will be positioned on the desk in front of the wall. This box consists of two sections: one for holding the cards and another for storing pens. This arrangement allows individuals to conveniently access a card and a pen, enabling them to write on the desk surface.
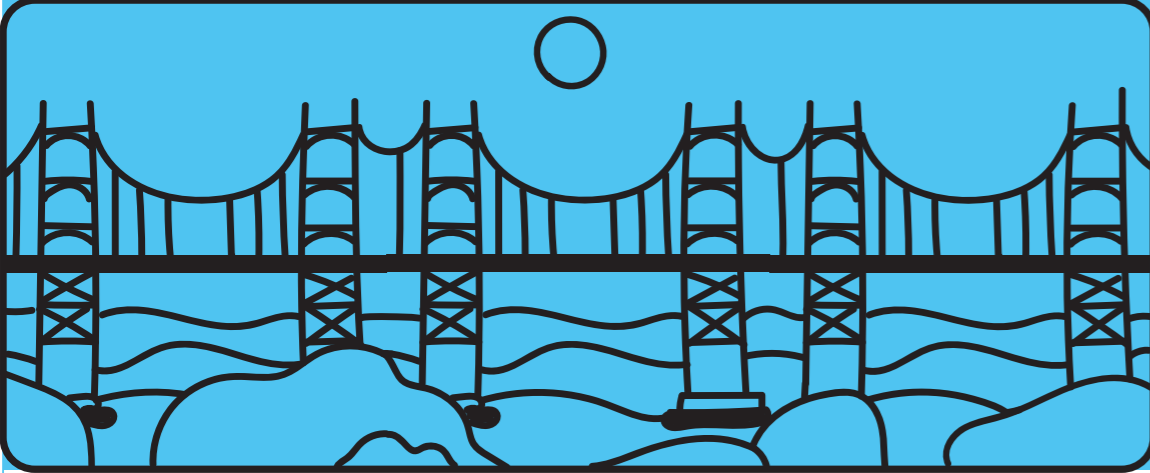
For the host, the front of the card features designated areas where they can fill in the necessary information, as illustrated in the accompanying image. As for the attendees, they can write their university email address on the back of the card to sign up.

Inside each box mounted on the wall, there is a simple card enclosed within a transparent plastic holder. These cards provide an opportunity for individuals to write their own activities, which can be viewed by other students.

Feedback from Doreen

1) It is unnecessary to include both a group option and a solo option on the card since there is already a designated area for filling in the number of attendees.

2) Modify "SIGN UP" to "SIGN UP TO ATTEND" for clearer communication of the purpose.

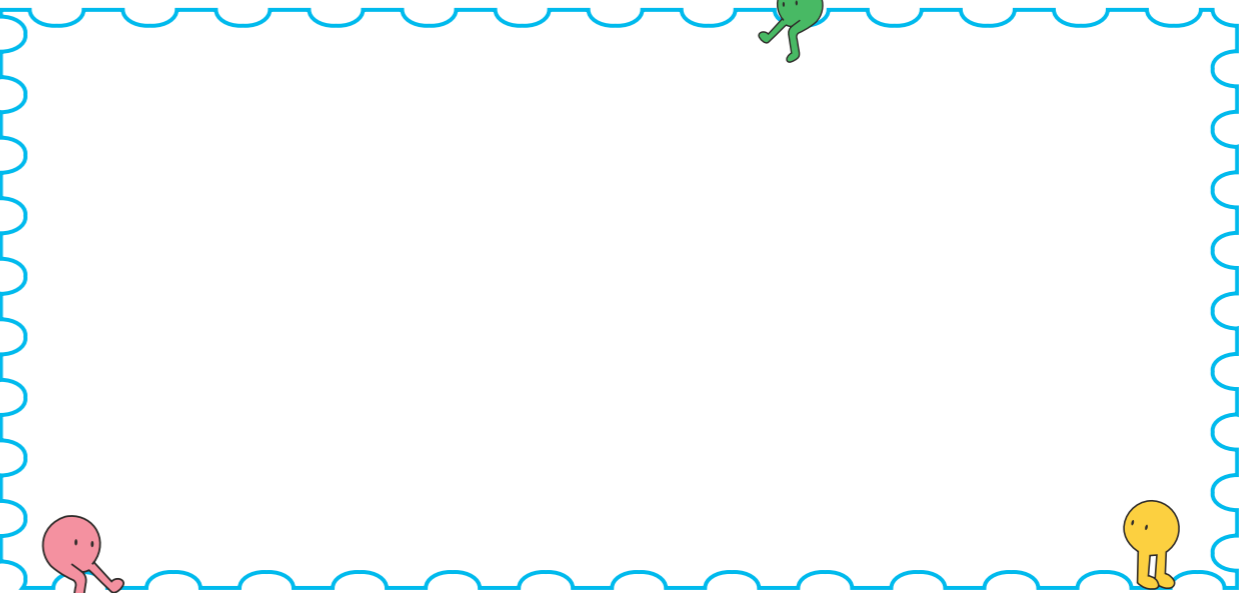3) Please thoroughly proofread all content and be mindful of any potential typos.

Culture Connect Wall_Modified Cards

SIGN UP TO ATTEND

- _____ @mymail.unisa.edu.au
- _____ @mymail.unisa.edu.au
- _____ @mymail.unisa.edu.au
- _____ @mymail.unisa.edu.au

- _____ @mymail.unisa.edu.au
- _____ @mymail.unisa.edu.au
- _____ @mymail.unisa.edu.au
- _____ @mymail.unisa.edu.au

Activity Name

Write your activity name on the blank area if you would like to create your own.

Description of the Event

_____

_____

_____

_____

_____

_____

_____

_____

SCAN ME

Host Name _____

Email _____ @mymail.unisa.edu.au

RSVP _____

Date of Event ____ / ____ / _____

Location _____

_____ (:) am/ pm

No. of attendees _____ {note: max 8 ppl}

Disclaimer:
In the event that the maximum capacity for sign-ups has been reached, you are still welcome to provide your email address on the card as a waitlist option. Should there be a cancellation or availability, the host will contact you accordingly.

Rationale

In response to the feedback received, we have redesigned the event card and made necessary adjustments. Additionally, we have introduced visually appealing designs for the activity name cards placed on the box, enhancing their visual interest. These updates aim to improve the overall aesthetic appeal and user experience of the Culture Connect Wall.

Decision making

We are delighted with the latest version of our design and have made the decision to proceed with it as our final design. We believe it successfully incorporates the necessary improvements and meets all of our objectives.
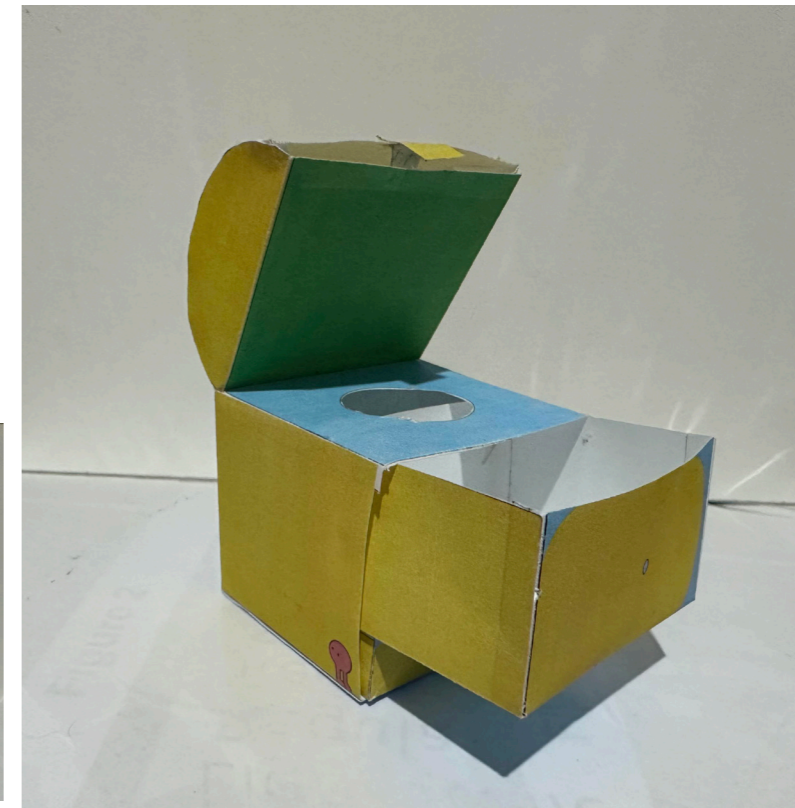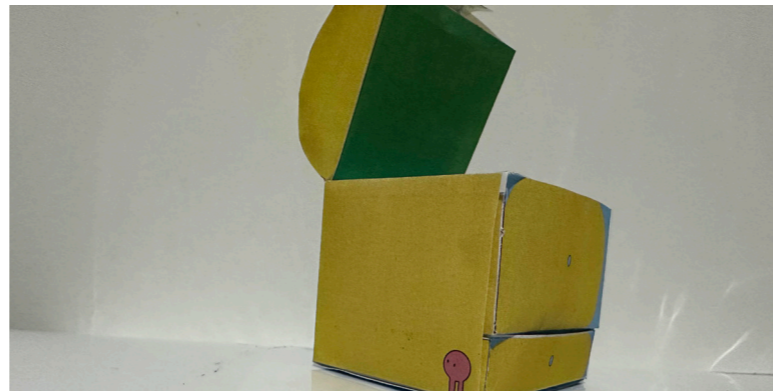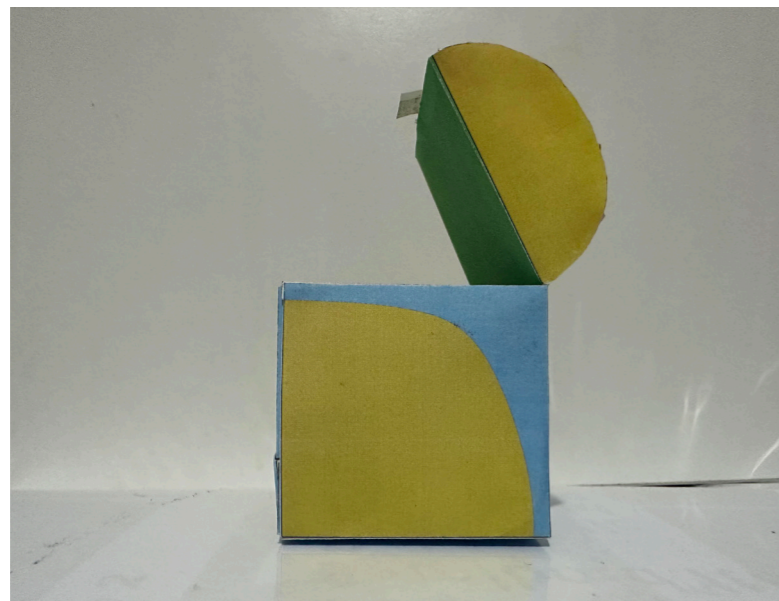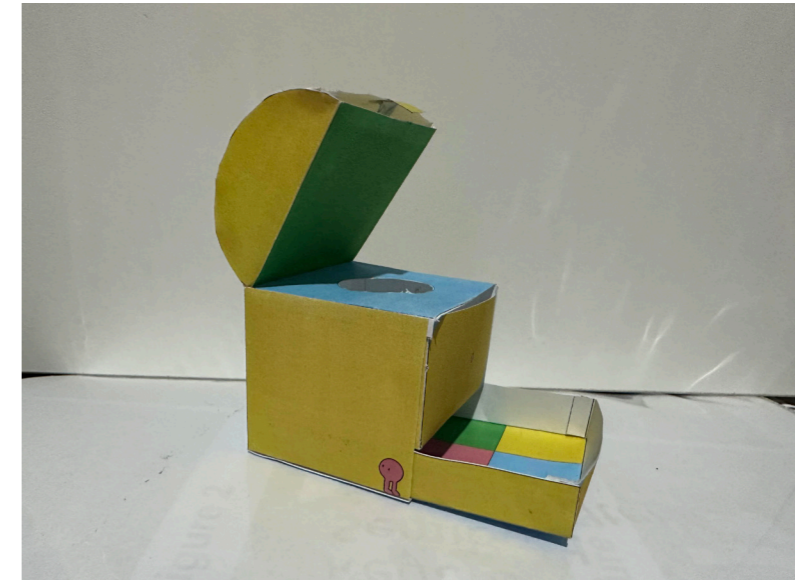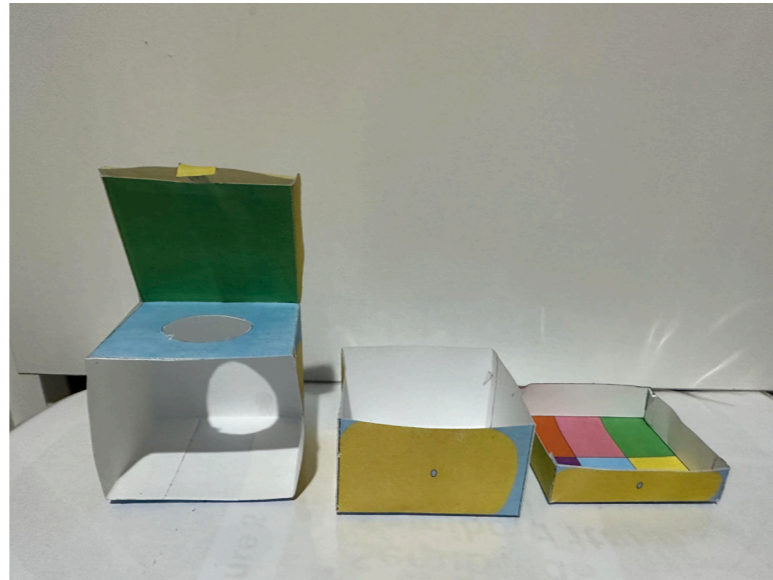
Culture Connect Box_mock-ups_Option 1
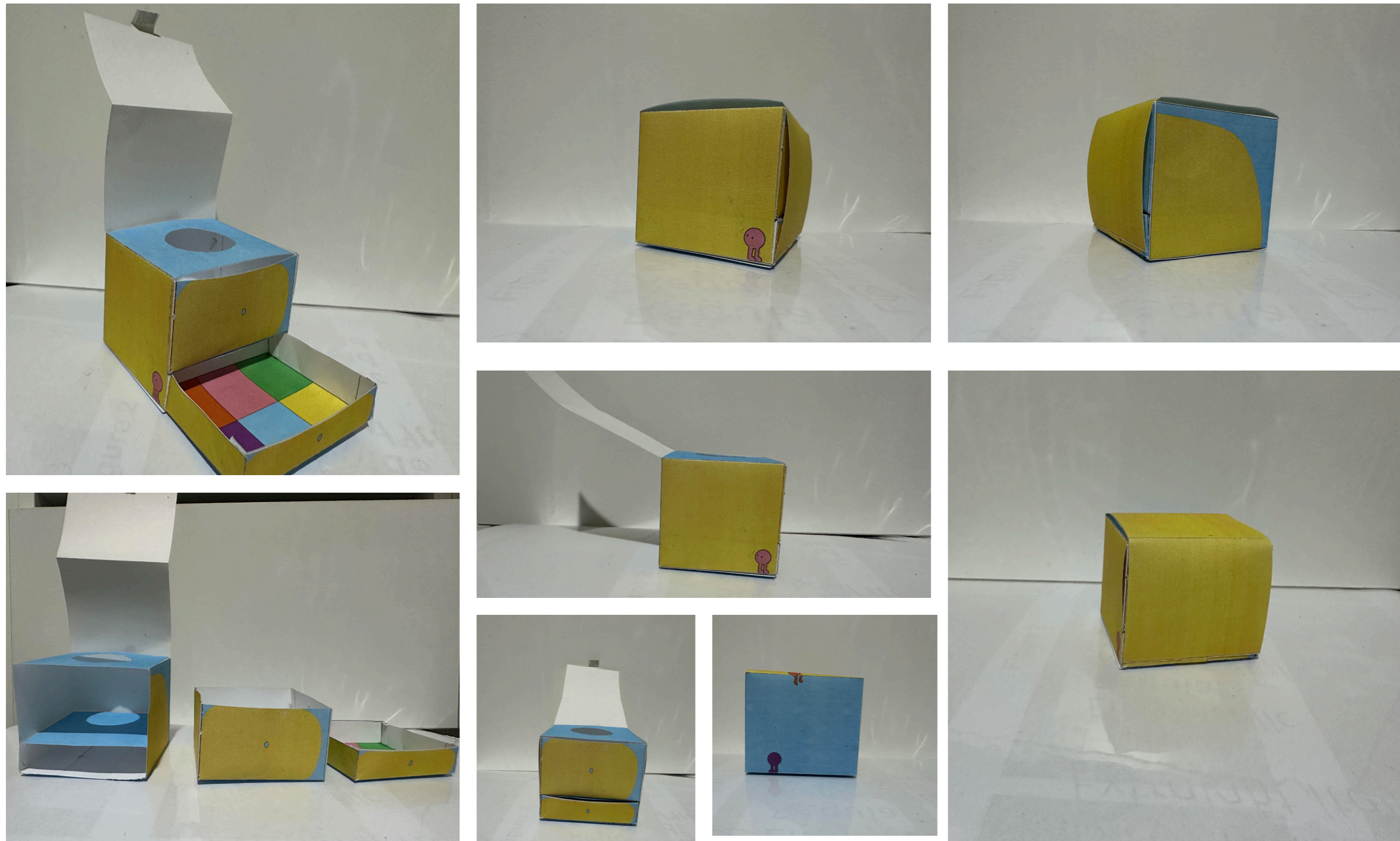
Rationale

We created a small version of culture connect box mock-up for the classroom. The color theme of the box is derived from our campaign poster. Incorporating six different colors for the six compartments, this feature enables individuals to easily sort out the cards after each use.

Culture Connect Box_mock-ups_Option 2

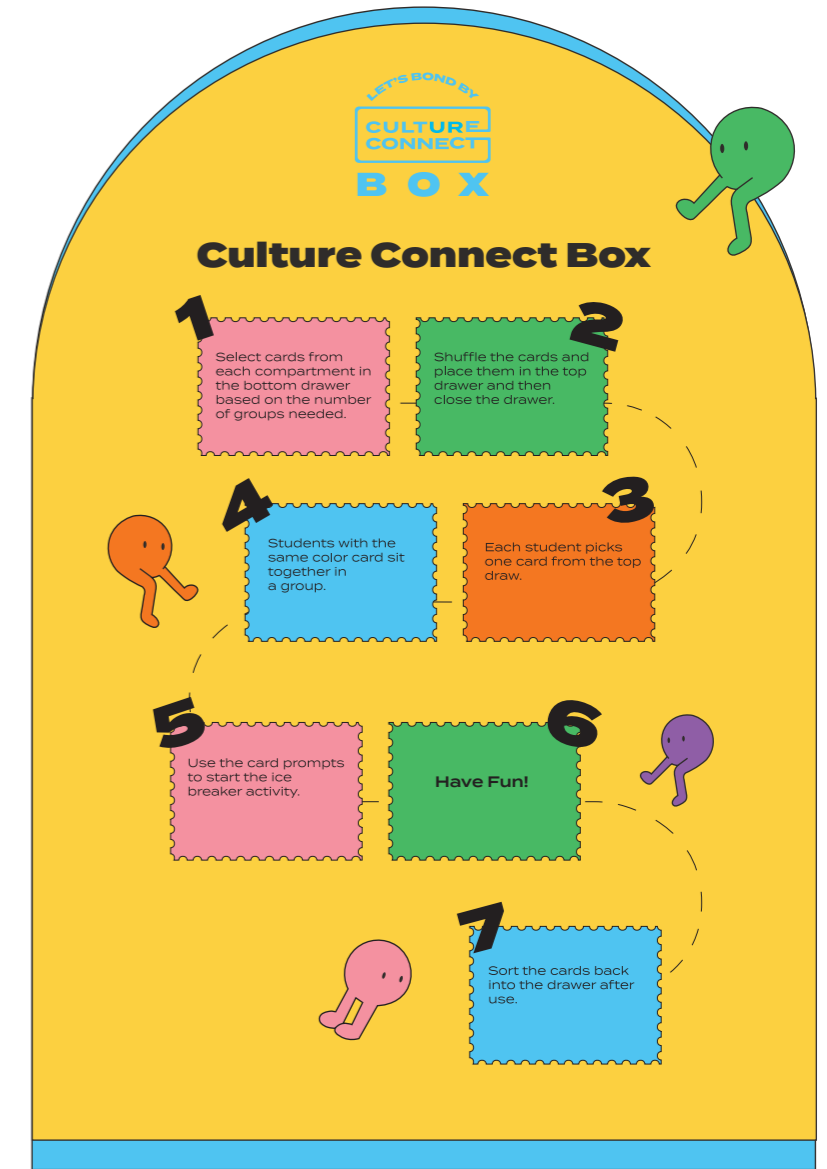## Rationale

We developed an alternative version of the box with a rounded top, establishing a visual connection to the campaign poster that features a postbox.

Feedback from Doreen

While the second option appears more captivating, it would be beneficial to simplify the box design, making it easier to construct and transport.

Culture Connect Box_Polished mock-up

Culture Connect Box

1 Select cards from each compartment in the bottom drawer based on the number of groups needed.

2 Shuffle the cards and place them in the top drawer and then close the drawer.

4 Students with the same color card sit together in a group.

3 Each student picks one card from the top draw.

5 Use the card prompts to start the ice breaker activity.

6 Have Fun!

7 Sort the cards back into the drawer after use.

What's your favourite movie of all time? And why?

What is your cultural background?

What was one of the reasons you chose this course?

Use 3 words to describe yourself

Name an item on your bucket list

Food you can't live without and why

Rationale

To thoroughly evaluate the effectiveness of the instruction card and ice-breaker cards, we have developed a polished mock-up of the selected version. This mock-up will enable us to conduct comprehensive testing and assess the functionality and user experience of these cards.

Decision making

Since we have created a sub-logo for the box that aligns with the "Culture Connect Wall" logo, we believe it would be appropriate to include this logo on the exterior of the box for our final version. This addition will help to reinforce the connection between the box and the Culture Connect Wall, enhancing the overall branding and visual consistency.

Video Pitch Storyboard

Opening shot: An Australia map with a number animation.
Voice over: According to a recent report on international student data, more than half a million international students are currently enrolled in Australia. They came here to pursue their dreams of education and cultural exchange.
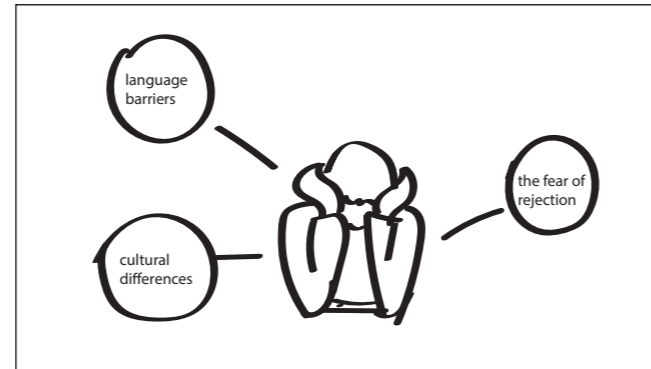
Shot: A depressed student, with the three reasons which make them disconnected appear on the screen one by one.
Voice over: However, many of them often feel disconnected, unable to form meaningful connections because of language barriers, cultural differences, and the fear of rejection. Especially when they just arrive the new enviornment.

language barriers
cultural differences
the fear of rejection

Shot: A depressed student sitting there.
Voice over: Social isolation can have severe consequences on their mental health and overall well-being.

TEAM PANDA

Let's build culture connection
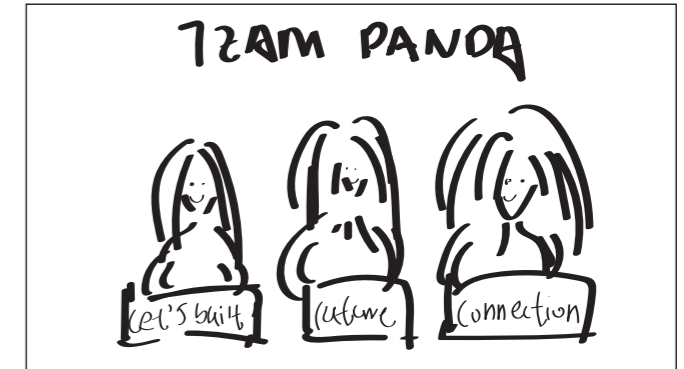
Shot: Three team members holding "Let's build culture connection"
Voice over: To address this issue, our team has devised a project called "Culture Connect." The aim of this project is to assist international students in overcoming social isolation, adapting to their new environment, and fostering connections with other students at the university.

Culture Connect

Shot: Display where the campaign is going to be positioned.
Voice over: We will lauch a campaign to raise awareness among international students' peers and the broader community about the challenges they face, whilst intergrading international students into the community through improving local students' cultural knowledge and creating a better environment for international students.
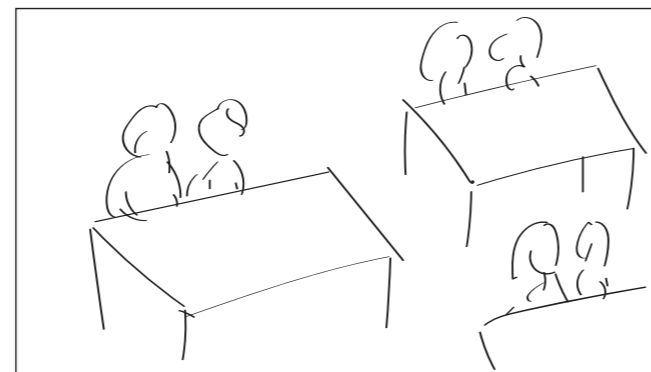
Shot: People are seperated by table and only talk to their own groups.
Voice over: Based on our experience, we have observed that university students tend to stick with a small group of people. Once they choose a seat for their first class or during the first week of the course, they rarely change their spot.
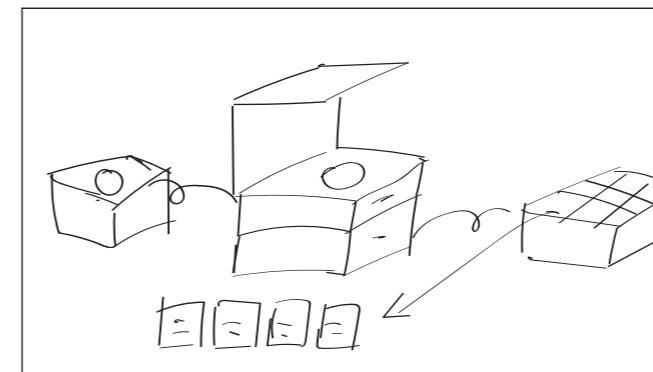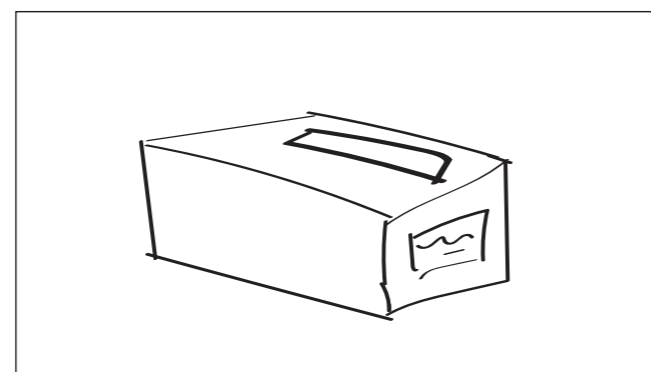
Shot: Demonstrate and introduce the box for the classroom.
Voice over: Group tasks in class or sitting together at the same table can be effective ways to initiate conversations and help students get acquainted with each other. To address this issue and provide more opportunities for international students to get to know their classmates, we have created this box. <Introduction of the box>

commitment
not flexible
virtue

Shot: A student questioning the clubs at uni.
Voice over: One of the solutions for international students overcome social isolation problems is joining uni clubs, but University clubs often have scheduled meetings, events, and activities. International students may find it challenging to balance their academic workload, part-time jobs, and other commitments while actively participating in club activities. This can add additional stress and potentially limit their involvement.

card
pen
desk
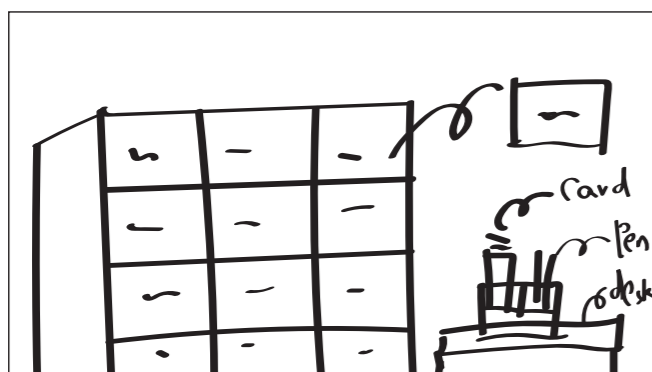
Shot: Demostrate the connect wall and introduce how it works
Voice over: Hence, our team designed a connect wall which can be more flexible and unique for all the students to make connections. (Introduction of the places we set it up, categries and how it works)

Shot: Demostrate the single box from the shelf
Voice over: Introduction of the single box design for the wall.
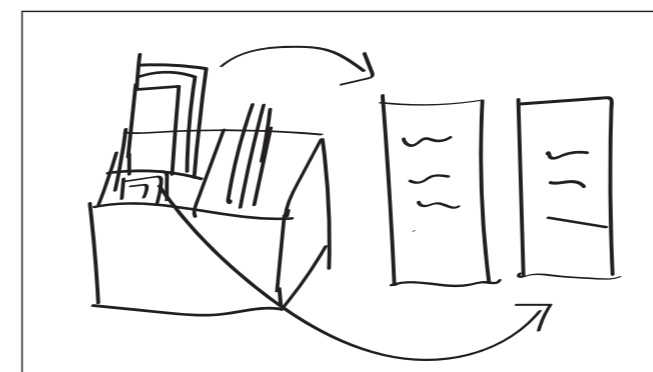
Shot: Demostrate the box and the cards
Voice over: Introduction of the box which holds the cards and the pens. Introduction of the two types of cards.

Shot: A group of students happily stand together.
Voice over: By this campaign and the applications, our team believe we can make a difference. Let's celebrate diversity, embrace cultural exchange, and create a sense of belonging for all. Together, we can break the barriers of social isolation for international students. Join us in supporting international students and building a more inclusive world."

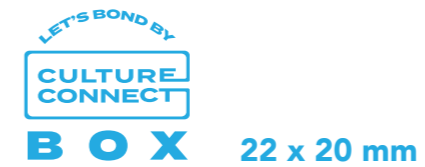# Final Prototype

Brand Identity_Brand Logo in Various Sizes

CULTURE CONNECT

212.5 x 100 mm

CULTURE CONNECT

42.5 x 20 mm

Brand Identity_Sub-brand Logos in Various Sizes

WELCOME TO

CULTURE CONNECT

WALL

112 x 100 mm

LET'S BOND BY

CULTURE CONNECT

BOX

112 x 100 mm

WELCOME TO

CULTURE CONNECT

WALL

22 x 20 mm

LET'S BOND BY

CULTURE CONNECT

BOX

22 x 20 mm

Brand Identity_Colours

Primary colour (used for the logo)**:**

Hex: #27aae1

CMYK: 70, 15, 0, 0

Secondary colours (used on the website and other marketing materials)**:**
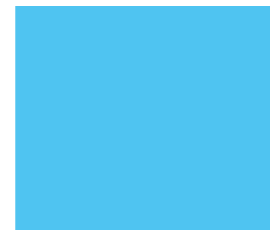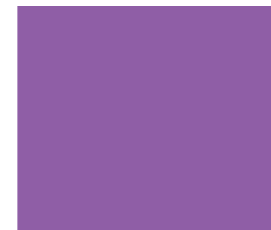
Hex: #f2cf4f	**Hex: #7ec1ee**	**Hex: #8360a2**	**Hex: #dd8f9d**	**Hex: #d9772d**	**Hex: #79b86a**
CMYK: 1, 17, 85, 0	**CMYK: 58, 3, 0, 0**	**CMYK: 49, 73, 1, 0**	**CMYK: 0, 54, 20, 0**	**CMYK: 0, 66, 100, 0**	**CMYK: 69, 0, 82, 0**

Brand Identity_Typography
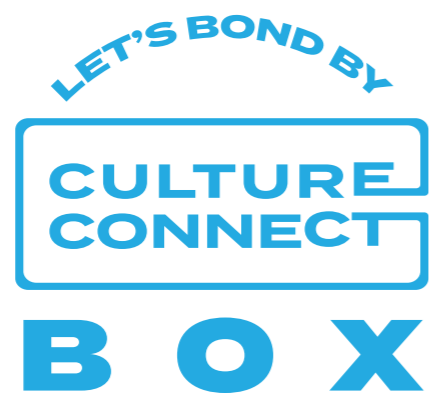
CULTURE CONNECT

WELCOME TO
CULTURE CONNECT
WALL

LET'S BOND BY
CULTURE CONNECT
BOX

Termina Black

Aa

abcdefghigklmnopqrstuvwxyz
ABCDEFGHIGKLMNOPQRSTU-
VWXYZ1234567890

Termina Black
Termina Heavy
Termina Bold
Termina Demi
Termina Medium
Termina Regular
Termina Light
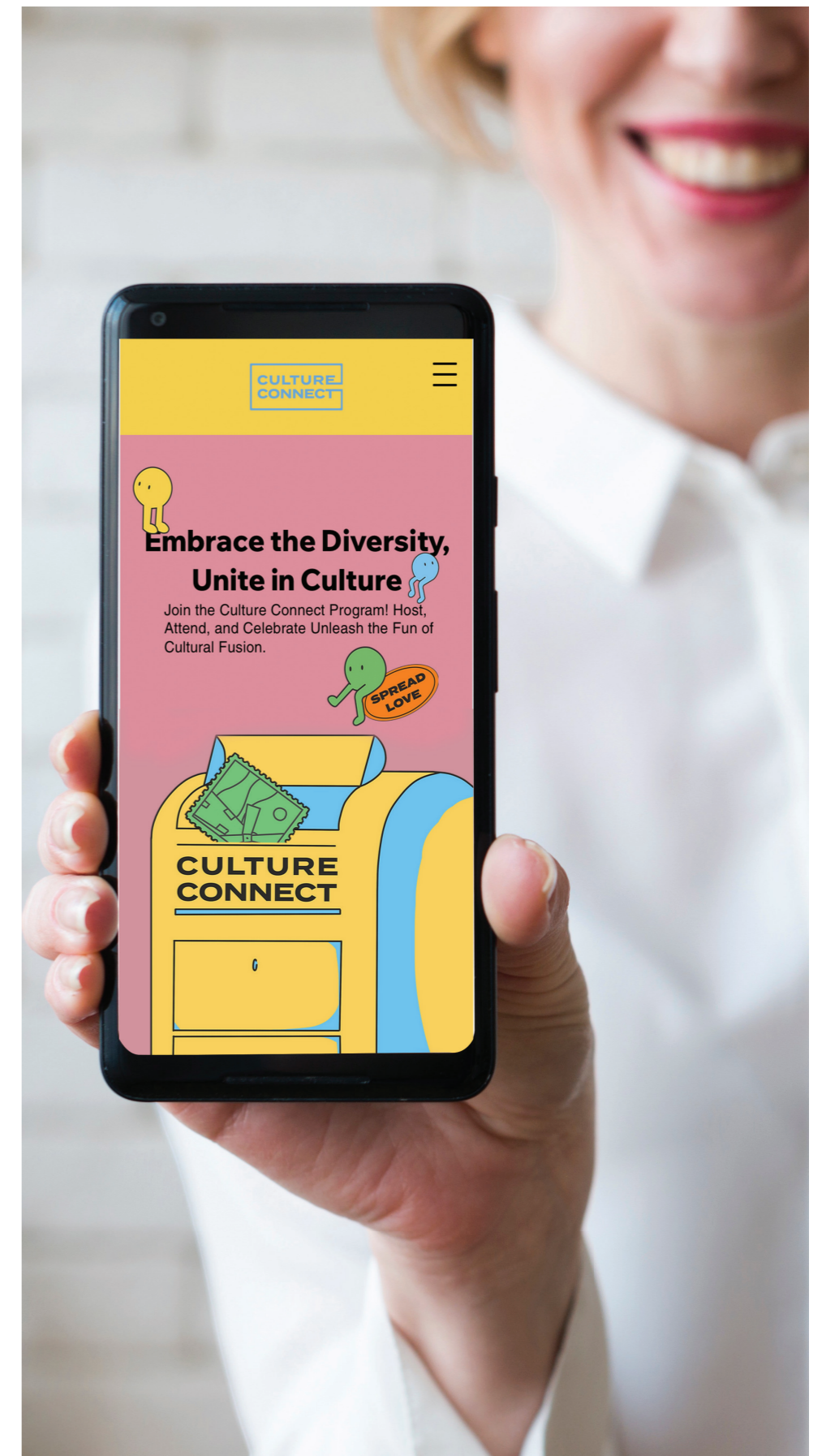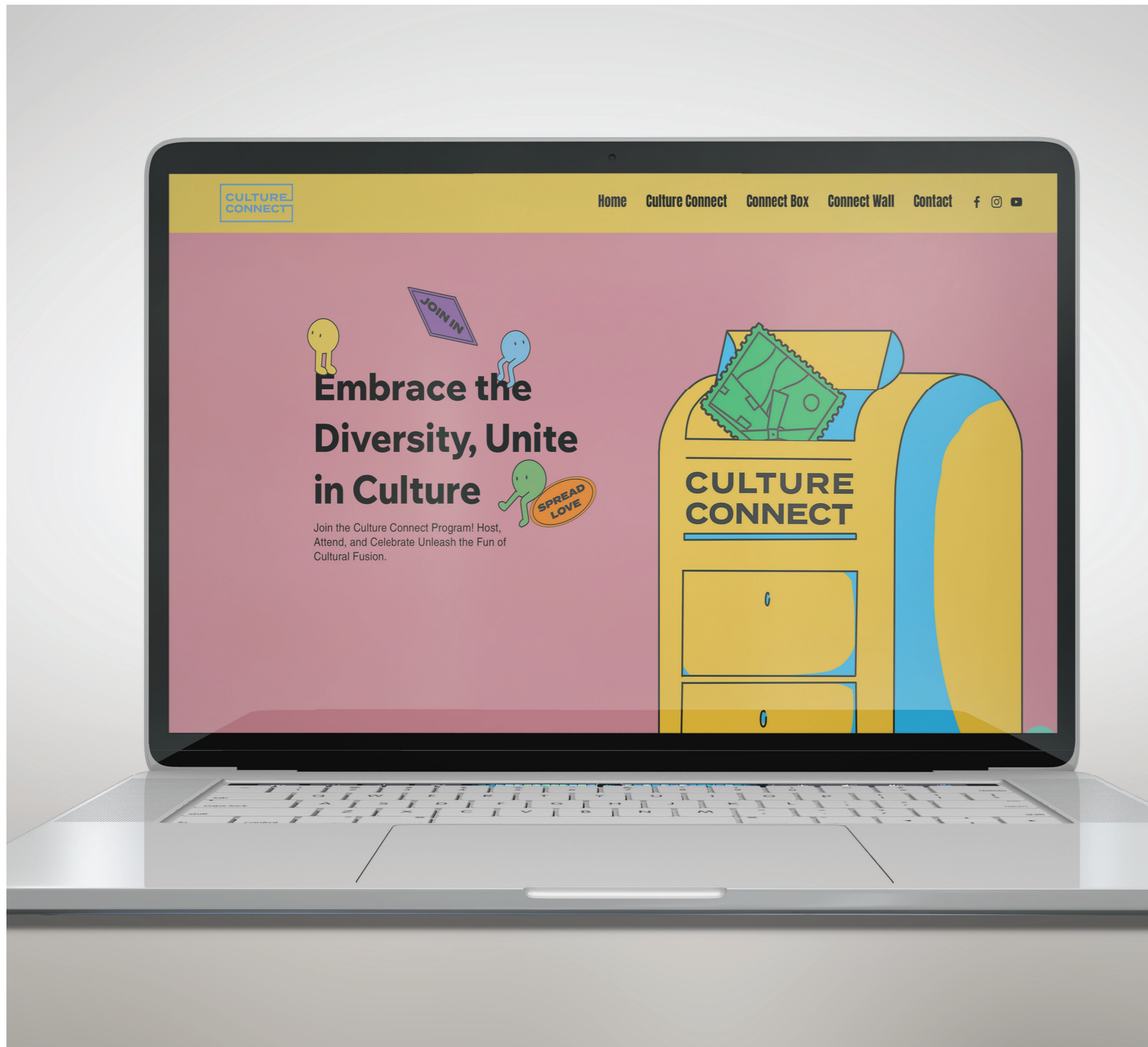Termina Extra Light
Termina Thin

Final Prototype_Campaign Poster

Final Prototype_Campaign Website

Final Prototype_Email Campaign

Left Email (Local Students)

CULTURE CONNECT

JOIN IN

Embrace Diversity, Unite in Culture

Join the Culture Connect Program!
Host, Attend, and Celebrate. Unleash
the Fun of Cultural Fusion.

SPREAD LOVE

A Letter for Local students

Dear Local Students,

We want to bring your attention to the challenges faced by our international student community. They often encounter difficulties in adapting to a new culture and overcoming social isolation.

To make a difference, we invite you to join our Culture Connect program. By hosting activities and reaching out to international students, you can help them overcome social isolation and build connections.

Participating in Culture Connect offers benefits for you as well. Engaging with students from diverse backgrounds will broaden your horizons, develop your global perspective, and improve your intercultural communication skills. It's an opportunity to create lasting friendships and foster a vibrant, inclusive community.

Hosting activities can be as simple as organizing language exchanges, a movie night, or a picnic. By becoming a part of Culture Connect, you become an ambassador of friendship and support for our international students.

Visit our website or contact us for more information on how to join the Culture Connect program. Let's create an inclusive environment where everyone feels valued and has the chance to thrive.

Thank you for considering this opportunity to make a positive impact on the lives of our international students. We look forward to your participation in Culture Connect.

Best regards,

Culture Connect Team

www.cultureconnect.com.au

Right Email (International Students)

CULTURE CONNECT

JOIN IN

Embrace Diversity, Unite in Culture

Join the Culture Connect Program!
Host, Attend, and Celebrate. Unleash
the Fun of Cultural Fusion.

SPREAD LOVE

A Letter for International students

Dear International Students,

We understand the difficulties you may face as international students, and we want to assure you that we are here to help. We recognise the challenges of adapting to a new culture and overcoming social isolation.

To combat these challenges, we invite you to join our Culture Connect program. By participating in this program, you can attend activities hosted by fellow students, allowing you to make real connections and overcome social isolation.

Whether it's joining language exchange groups, attending a movie night, or a picnic, the Culture Connect program offers a variety of enjoyable activities tailored to your interests. These activities provide opportunities to meet like-minded individuals and build valuable relationships.

We genuinely believe that participating in the Culture Connect program will enhance your university experience and create a sense of community. We are here to support you, so please visit our website or contact our student support team for more information on how to get involved.
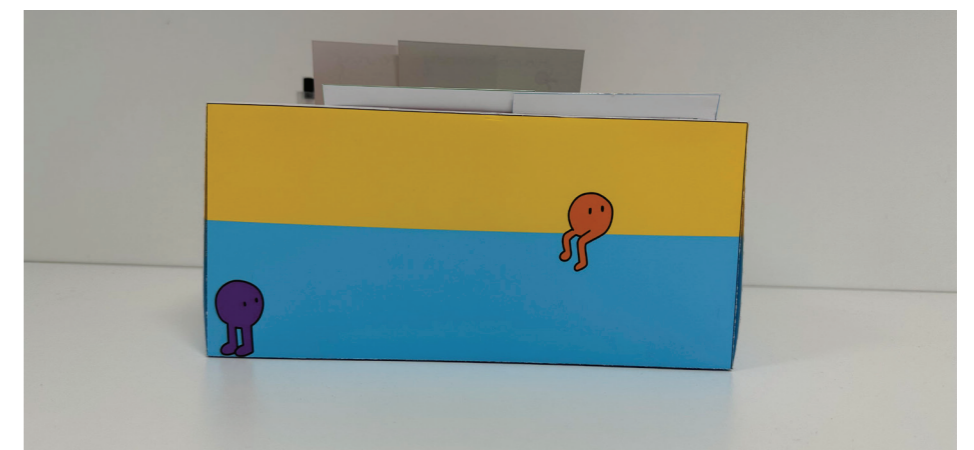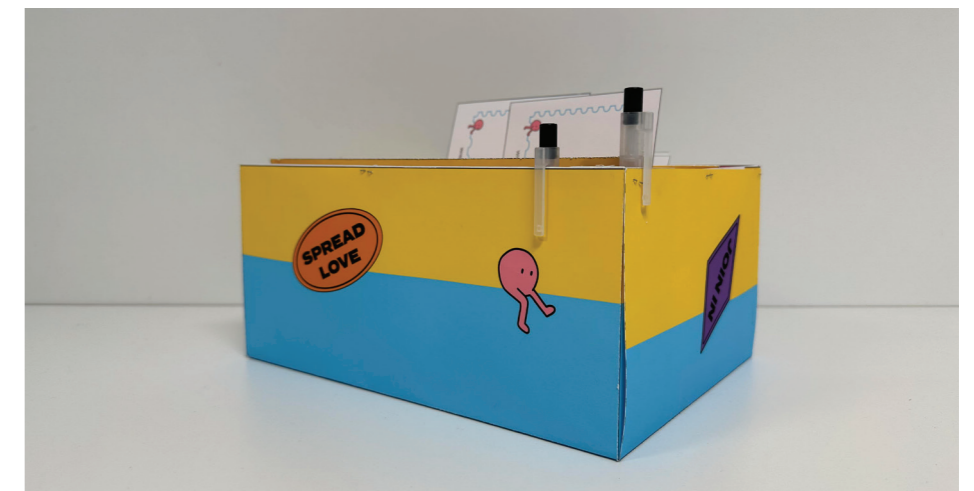
Let's embrace diversity, make connections, and make the most of your time at our university. We look forward to welcoming you to the Culture Connect community.
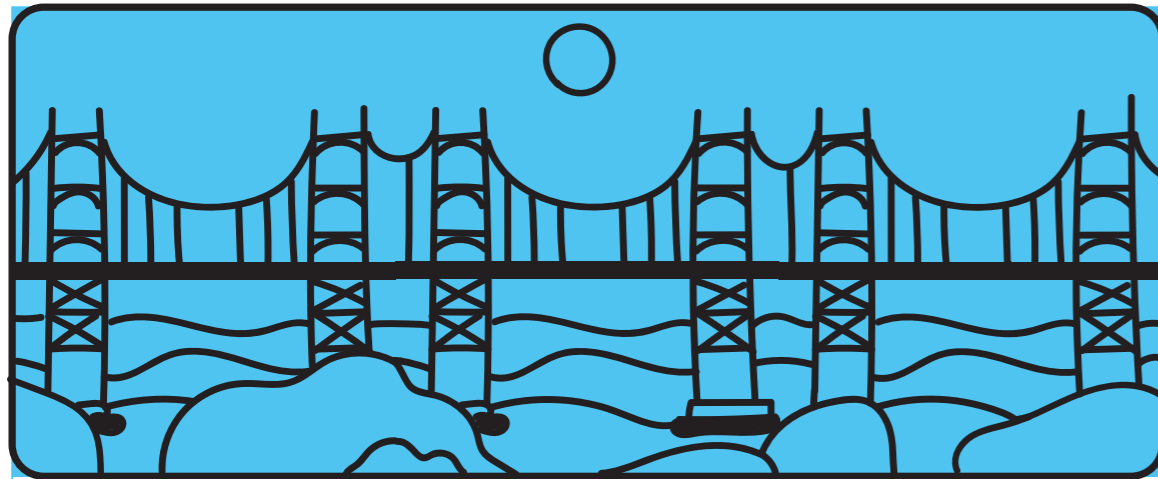
Best regards,

Culture Connect Team

www.cultureconnect.com.au

Final Prototype_Culture Connect Wall

Final Prototype_Culture Connect Wall Cards

SIGN UP TO ATTEND

- ▪ _____ @mymail.unisa.edu.au
- ▪ _____ @mymail.unisa.edu.au
- ▪ _____ @mymail.unisa.edu.au
- ▪ _____ @mymail.unisa.edu.au
- ▪ _____ @mymail.unisa.edu.au
- ▪ _____ @mymail.unisa.edu.au
- ▪ _____ @mymail.unisa.edu.au
- ▪ _____ @mymail.unisa.edu.au

Activity Name

Write your activity name on the blank area if you would like to create your own.

Description of the Event

_____

_____

_____

_____

_____

_____

_____

_____

SCAN ME

Host Name _____

Email _____ @mymail.unisa.edu.au

RSVP _____

Date of Event _____/_____/_____

Location _____

_____ (:) am/ pm

No. of attendees _____ {note: max 8 ppl}

Disclaimer:
In the event that the maximum capacity for sign-ups has been reached, you are still welcome to provide your email address on the card as a waitlist option. Should there be a cancellation or availability, the host will contact you accordingly.

Final Prototype_Culture Connect Box