

case study
Worlds In Motion

PRESENTED IDENTITY OPTIONS



WORLDS
IN MOTION

AMERICAN INDIANS ON THE COLONIAL FRONTIER

The Challenge

Funded in part by a grant received by the Pittsburgh History Center, once complete, Worlds in Motion will be an online portal for teachers to access curriculum about the French & Indian War. The target audience for this program is unique, and its history is rich, which makes this a stimulating project.

Steelcoast's Approach

Steelcoast began with the process of branding the program, developing a variety of different possibilities for the program's graphic identity. In the development of these options, to ensure accuracy of the branding program, Steelcoast engaged in a variety of different research-related activities. Following implementation of the selected graphic identity, Steelcoast began the design of the website. In this, Steelcoast sought to develop an online portal that will engage users in terms of visual elements presented, as well as technical and functional elements available.



ALTERNATIVE DESIGN SOLUTION

Results

The Worlds in Motion graphic identity has been well received by the target audience and has been applied to a variety of materials. The website is currently in the production phase, and will be launched in May 2006.

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