

# LEONARDO 2019.

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# CLIENT + PROJECT

Leonardo 2019 is a university wide initiative aimed at highlighting interdisciplinary studies which honor the 500th anniversary of Leonardo Da Vinci. Leonardo 2019 will take place at the University of Florida and cover the Spring, Summer, and Fall semesters for the academic school year. The goal for the initiative is to inspire a spirit of collaboration across disciplines that will hopefully outlast 2019 and continue to generate innovation and excitement on the UF campus.

For this project we created a branding system and visual identity for Leonardo 2019, a new interdisciplinary initiative being introduced to the University of Florida in the Spring semester. Our client was Anthony Kolenic, Assistant Dean of Research, Technology and Administrative Affairs at the School of the Arts. Mr. Kolenic serves as a Chairman for the Leonardo 2019 Board and represented the entire committee throughout the design process.

# PRIMARY RESEARCH

## SURVEY

As part of our primary research, we created a survey to be sent out to students at the University of Florida. This survey contained seven questions that helped us gain insight into effective locations for advertising for Leonardo 2019. Our survey was sent in Facebook groups for the UF Classes of 2019, 2020, 2021, and 2022 and we received 140 responses from a wide range of students.

### QUESTIONS:

What year are you?

What is your college?

What is your major?

In what building do you take most of your critical tracking courses related to your major?

How much time per day do you spend on campus?

Where do you do most of your work/studying?

How do you decide which elective courses to take?

## INTERVIEW

For the second part of our primary research, we interviewed Anthony Kolenic, Assistant Dean of Research, Technology and Administrative Affairs at the School of the Arts. Anthony was able to provide us with answers to questions surrounding the deliverables of the project and expectations for the initiative.

### QUESTIONS:

Which specific colleges are involved?

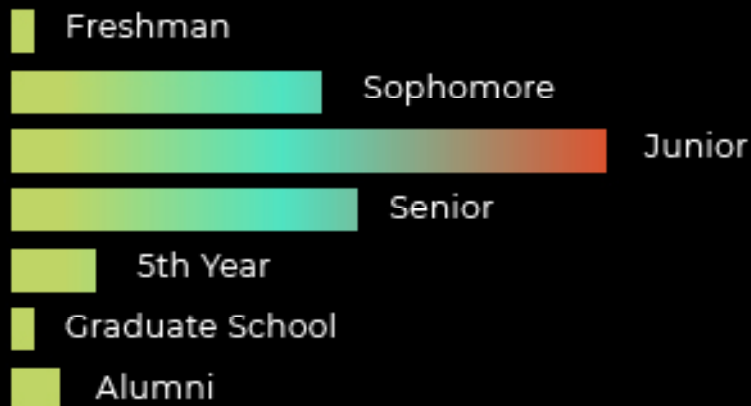
Will there be displays/installations in public spaces?

Was Leonardo 2019 influenced by any existing initiatives?

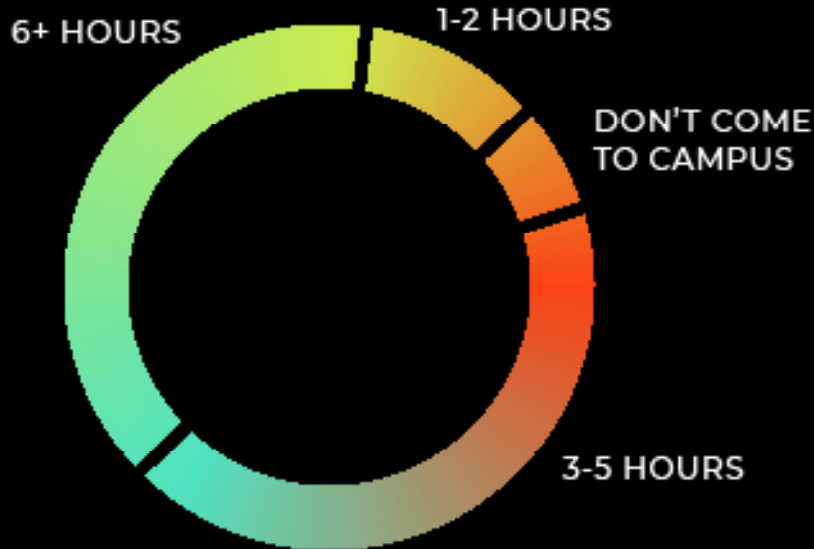
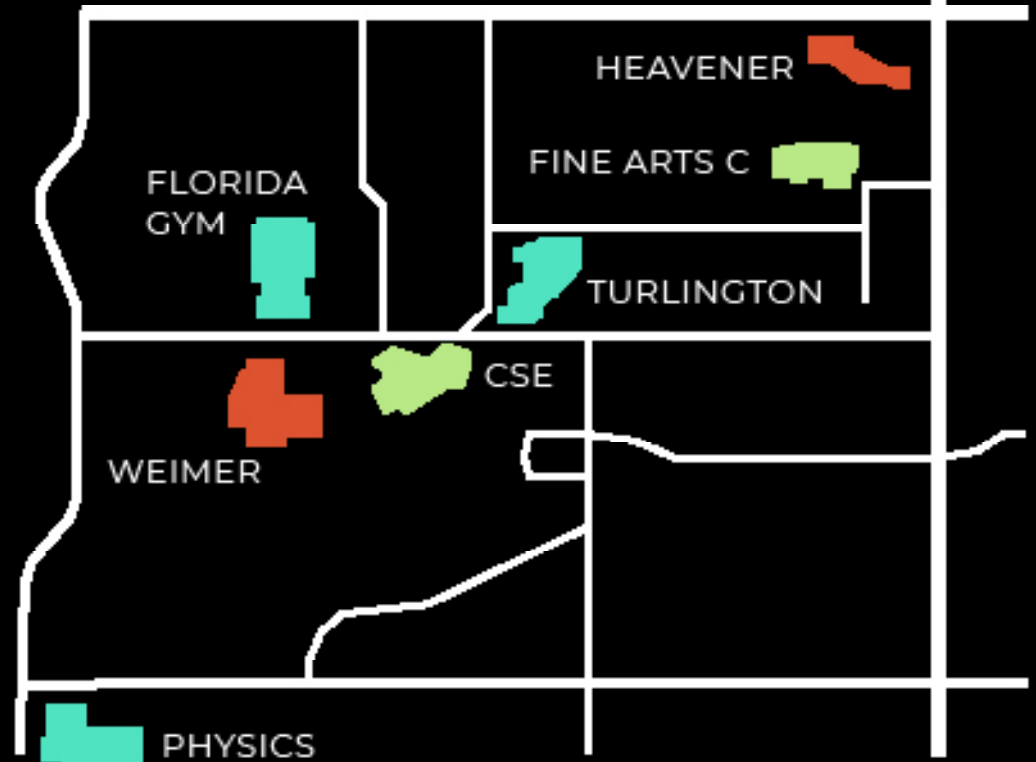
Are there any visual representations you're particularly drawn towards?

# RESEARCH FINDINGS

## GRADE



## BUILDINGS WHERE MOST STUDENTS TAKE CORE CLASSES

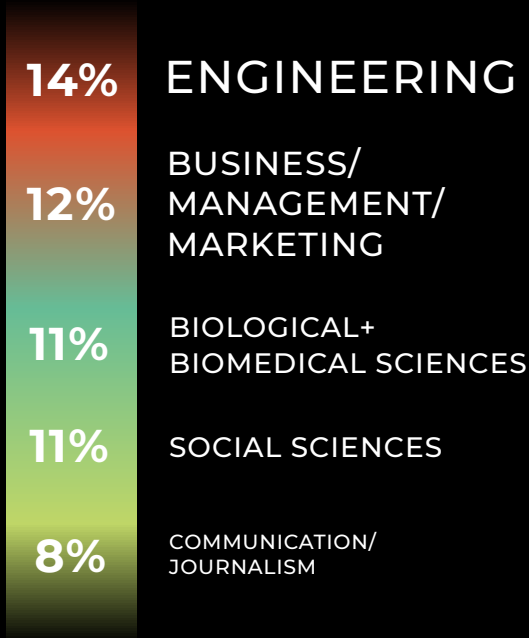


140 ANONYMOUS RESPONSES

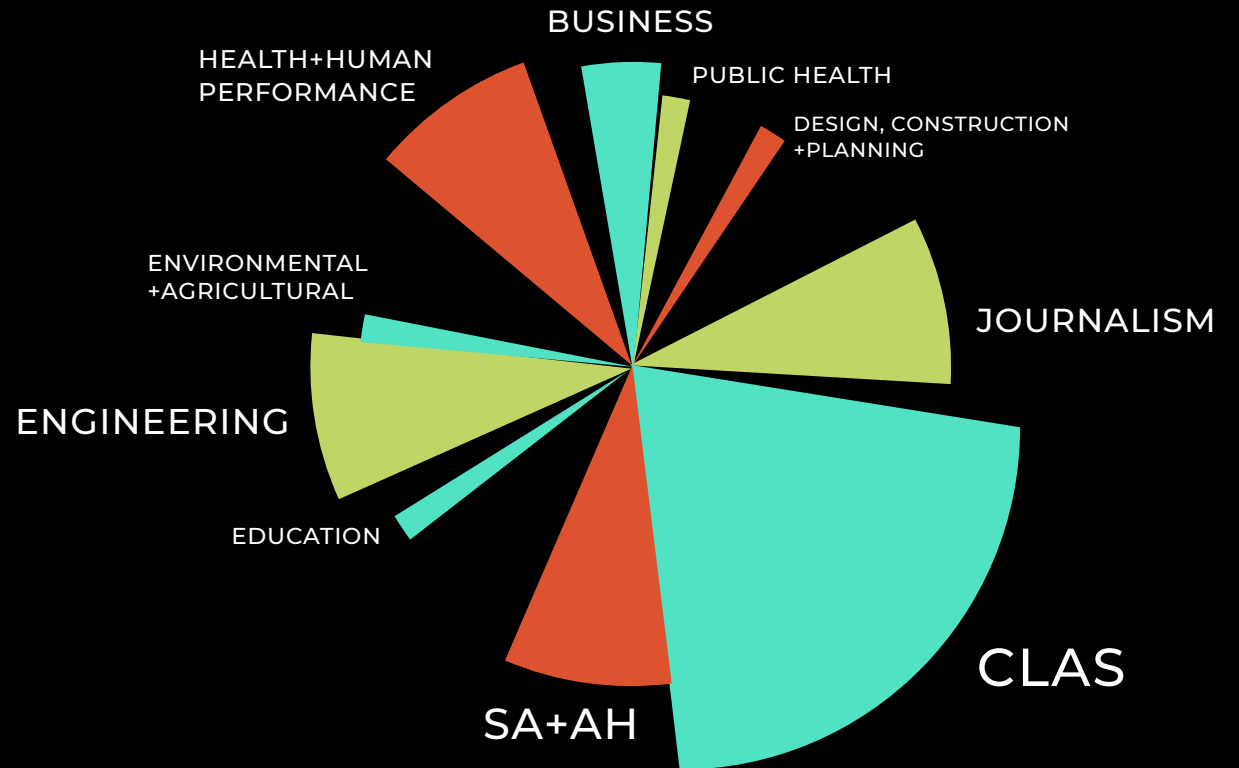
AVERAGE DAILY TIME ON CAMPUS

# RESEARCH FINDINGS CONT.

## MOST POPULAR MAJORS (ACCORDING TO 2017 GRADUATES)



## COLLEGES WITH MOST SURVEY RESPONSES



## MOST POPULAR STUDY SPACES



# SECONDARY RESEARCH

For our secondary research, we learned about existing interdisciplinary programs and initiatives that are looking to accomplish similar goals as Leonardo 2019. We also did design research in order to find out how we wanted to visually portray Leonardo 2019's effort to inspire collaboration and innovation across disciplines.

## S.T.E.A.M INTELLIGENCE DESIGN SCIENCE SYMPOSIUM

Three day symposium at Rhode Island School of Design

Partnered with Synergetics Collaborative, an organization that educates and supports research of the many facets of Synergetics, its methods, and principles

Committee includes RISD faculty, designers, engineers, graduate students, and Synergetics board members

## I.D.E.A.S AT LEHIGH UNIVERSITY

Integrated Degree in Engineering, Arts, and Sciences

Four year honors program jointly administered by College of Arts and Sciences and College of Engineering

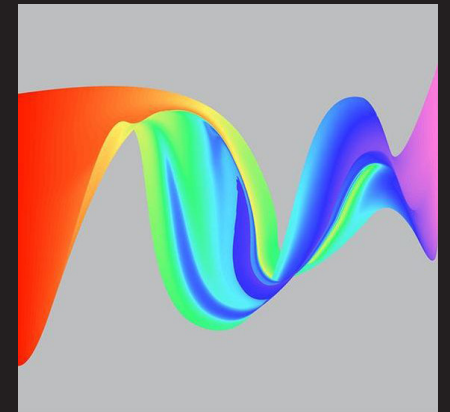
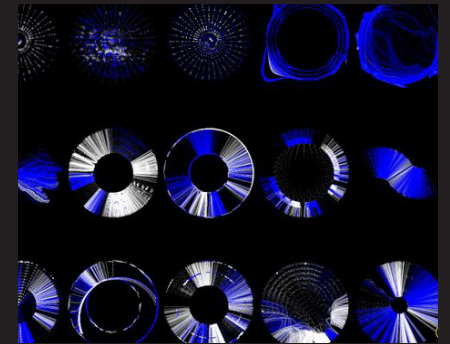
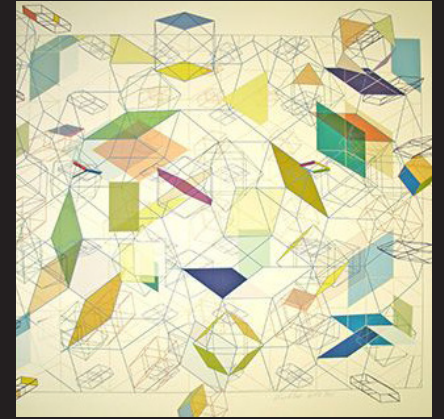
Through completing seminars and senior thesis projects, students become accustomed to thinking beyond boundaries of traditional academic fields

## HARVARD UNIVERSITY STUDY

Analyzed past approaches to interdisciplinary curriculum and conducted interviews with students and faculty

Discovered what communication methods were most effective and successfully implemented a new approach to interdisciplinary learning on campus

## VISUAL RESEARCH/ INSPIRATION



# MAIN CONCLUSIONS

Through our primary and secondary research we were able to draw conclusions and create goals for how to best visually communicate information about Leonardo 2019. The data we gained through our survey led us to the decision that advertising on campus in public spaces as well as individual colleges would be the best approach for increasing our reach. The majority of students who answered our survey spend at least three hours on campus each day and we were able to narrow down in which building these students spent the largest portion of that time. From our secondary research we were able to determine that one of the most common themes emphasized among interdisciplinary programs is connectedness. We also found that we need to appeal to students with and without an arts background because a large portion of students who participate in interdisciplinary curriculum have a focus in math, science, or engineering.

## **HOW DO OUR DESIGNS RESPOND TO THE RESEARCH?**

Through our primary and secondary research findings, we were able to create three main goals for our design response:

### **GOAL: *PROVIDE AWARENESS + ACCESSIBILITY***

Create awareness of Leonardo 2019 on campus and provide access to information and resources regarding events, exhibits, and curricular connections

### **GOAL: *INCITE CURIOSITY***

Encourage students to research more about the initiative and develop a sense of excitement surrounding Leonardo 2019's offerings and opportunities

### **GOAL: *ENCOURAGE PARTICIPATION***

Position Leonardo 2019 in students' minds as an inclusive and interactive initiative focused on interdisciplinary studies and collaboration

# DESIGN DESCRIPTION

## DESIGN CONCEPT

The Leonardo 2019 initiative is a unique and innovative way of providing a platform for individuals to become immersed in a multidimensional, interdisciplinary environment. In order to visually portray the importance of this initiative, this design needs to be reflective of these values in a way that captures the attention of everyone who sees it. We want to make sure that this initiative reaches a large demographic to show that it takes every type of person to create something greater. The essential goal of developing this concept is to inspire, educate, and motivate.

## DESIGN RATIONALE

We created a prismatic design to visually represent the multifaceted elements that make the components of Leonardo 2019. To communicate the impact of interdisciplinary learning, various facets of the triangles are used as vehicles for color and light. This is intended to help the viewer visualize the importance of each individual piece that contributes to the larger picture, summarized as Leonardo's mission to unite students at the University of Florida through innovation and exploration. The prisms connect the three main vertical infographics to show that each event and course offered through Leonardo is part of a greater whole, not isolated in its respective semester. The prisms are also utilized in graphics and materials that focus on individual semesters and events to create a sense of cohesiveness across the visual system.

## PROPOSED SOLUTIONS

### MULTI-PANEL INFOGRAPHIC

Placed in highly trafficked locations on campus, focusing on colleges directly related to Leonardo 2019

Utilized in public spaces and community hubs, such as the Reitz Union and UF Libraries

### WINDOW CLINGS

Depicts Leonardo 2019's unique prism design in an innovative way that also embodies the nature of the initiative

Easily created for unique locations and displayed in custom arrangements

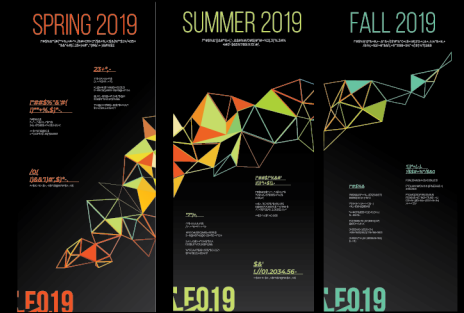
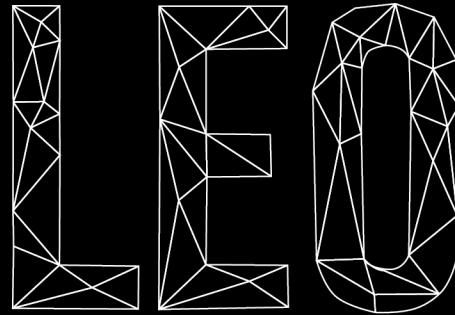
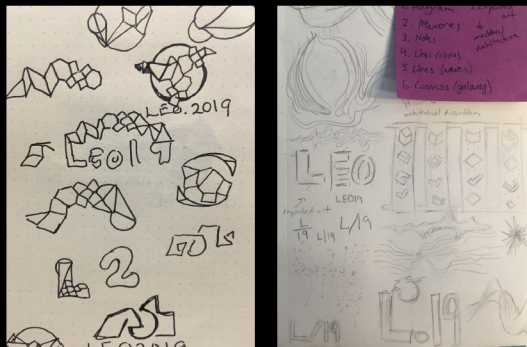
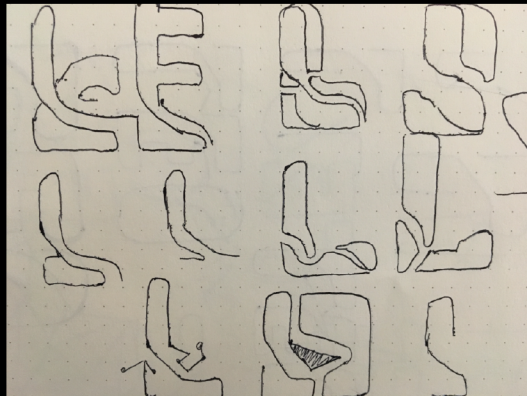
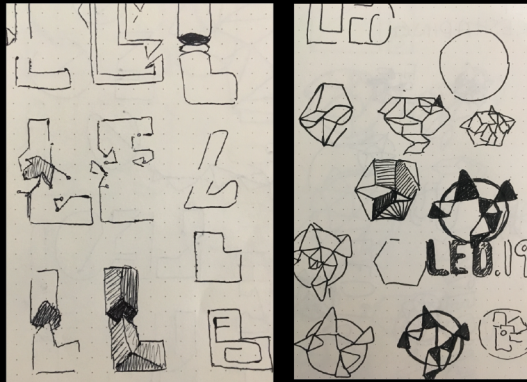
### MULTIFACETED GRAPHICS

Incorporates both artistic and scientific inspirations that can be interpreted by a broad range of viewers

Shows progression of the initiative and connections/overlap between semesters



# SKETCHES + ITERATIONS



# VISUAL SYSTEM

## COLORS



## FONTS

**HEADER**

**SUBHEADER**

Body Copy

**BEBAS NEUE**

**Montserrat Bold**

Montserrat Regular

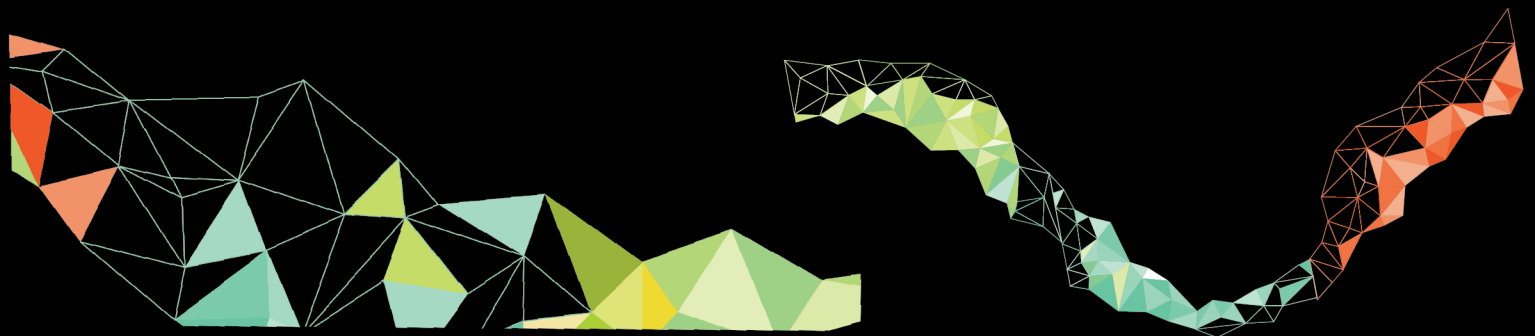
## LOGOS

**LEONARDO.19**

**LEO.19**

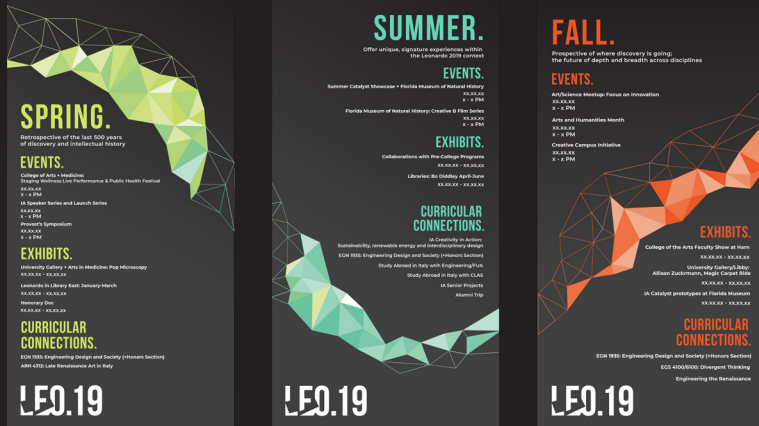


## PRISMS



# COLLATERAL MATERIALS

Throughout the design process, we knew we wanted to create unique deliverables that would set Leonardo 2019 apart from any other initiative seen on the University of Florida campus. Our designs were created with the intention of being displayed in large-scale, specifically on banners and window clings that will draw attention and create a memorable viewing experience. We also created more traditional collateral materials, such as flyers and posters, that will help create campus-wide coverage for Leonardo 2019's advertising efforts.



U N I V E R S I T Y  
G A L L E R Y



**SPRING.**  
Retrospective of the last 500 years of discovery and intellectual history.

**EVENTS.**  
College of Arts & Medicine  
2000-2000  
X - X PM  
A Special Series and Launch Series  
2000-2000  
X - X PM  
Honor's Symposium  
2000-2000  
X - X PM

**EXHIBITS.**  
University Gallery | Arts in Medicine: Top Technology  
2000-2000  
Landscape in Library East | January through  
2000-2000  
2000-2000  
2000-2000  
2000-2000

**CURRICULAR CONNECTIONS.**  
ECN 1533: Engineering Design and Society (University Services)  
ADM 432: Life and Architecture (Life Sciences)

**LEO.19**



**SUMMER.**  
Offer unique, signature experiences within the Leonardo 2019 contest.

**EVENTS.**  
Summer College Program | Florida Museum of Natural History  
2000-2000  
X - X PM  
Florida Museum of Natural History | Creative Series Lecture  
2000-2000  
X - X PM

**EXHIBITS.**  
University Gallery | Arts in Medicine: Top Technology  
2000-2000  
Landscape in Library East | January through  
2000-2000  
2000-2000  
2000-2000

**CURRICULAR CONNECTIONS.**  
ECN 1533: Engineering Design and Society (University Services)  
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**LEO.19**



**FALL.**  
Perspective of where discovery is going, the future of depth and breadth across disciplines.

**EVENTS.**  
Applications Yearly Focus on Innovation  
2000-2000  
X - X PM  
Art and Performance Series  
2000-2000  
X - X PM  
Creative Campus Initiative  
2000-2000  
X - X PM

**EXHIBITS.**  
College of the Arts Faculty Show at State  
2000-2000  
University Gallery | Arts in Medicine: Top Technology  
2000-2000  
Landscape in Library East | January through  
2000-2000  
2000-2000  
2000-2000

**CURRICULAR CONNECTIONS.**  
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**LEO.19**