CYBERNINJAZ

Branding and Web design

CONTENT

0

PROBELM
AND CONCEPT

Cybernnjaz, has gone over many changes and a number of visuals edits sense its debut in 2014. In this portion of documentation you'll see just how the UI and brand became one.

1

PROBLEM AND CONCEPT - **"LETS GET STARTED"**

What are we looking for? Cybernin-jaz focus on 3 subjects: **Summer Camp, After school,** and **Tutoring**.- Cyberninjaz goal is to merge all three concepts with STEAM education, giving students the tools for various competitive tech fields.

Notes

1 Family friendly, educational, and creative.

2 Secondary source of educations.

summer camp **+** after school **+** tutoring

cyberninjaz

ADVANCE STEAM

TECH JOBS
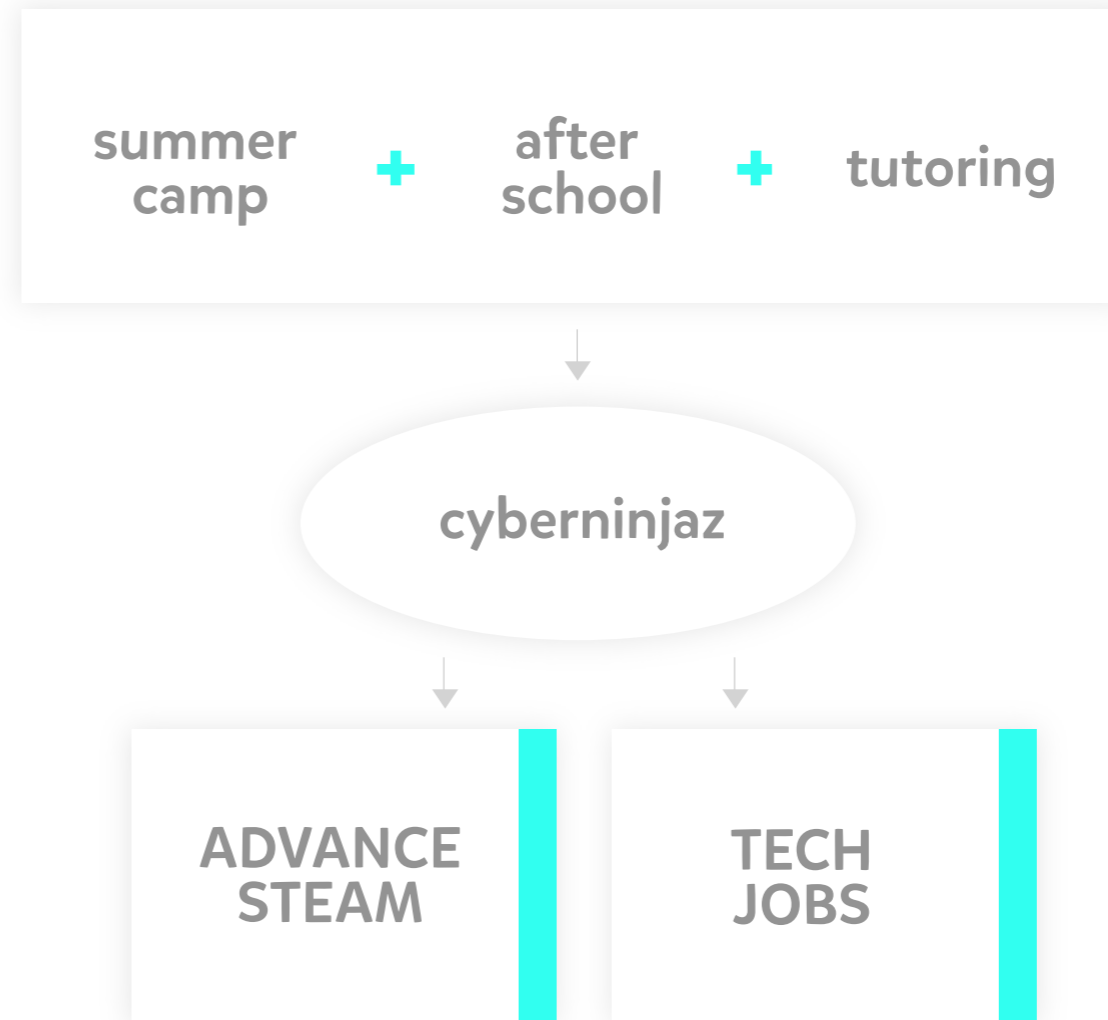
PROBLEM AND CONCEPT - **"THESIS"**

Cyberninjaz is a summer camp and technology company founded in 2014 by a group of educators and professionals with a passion for education and workforce development. Our goal is to help kids and young adults develop into more educated, disciplined, empowered, and well rounded individuals with the skills needed to work in the modern digital era.

Notes

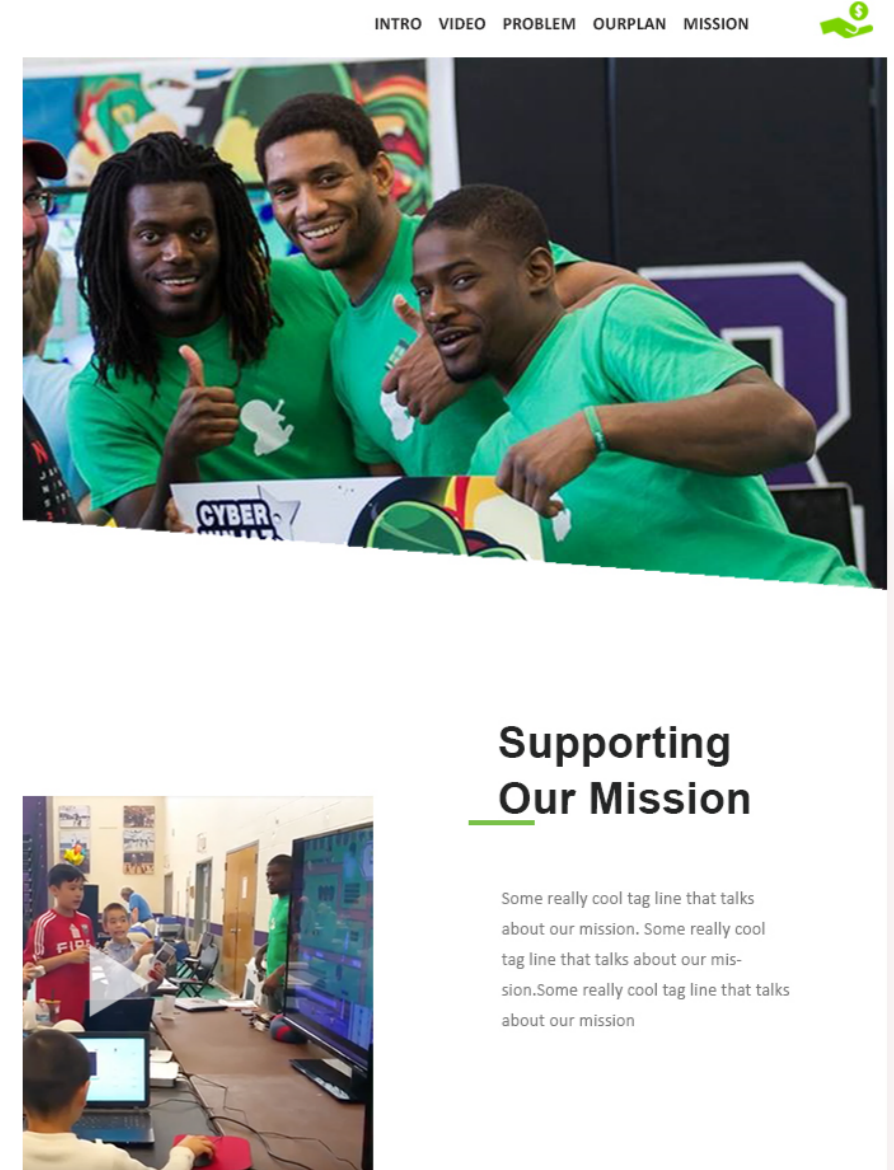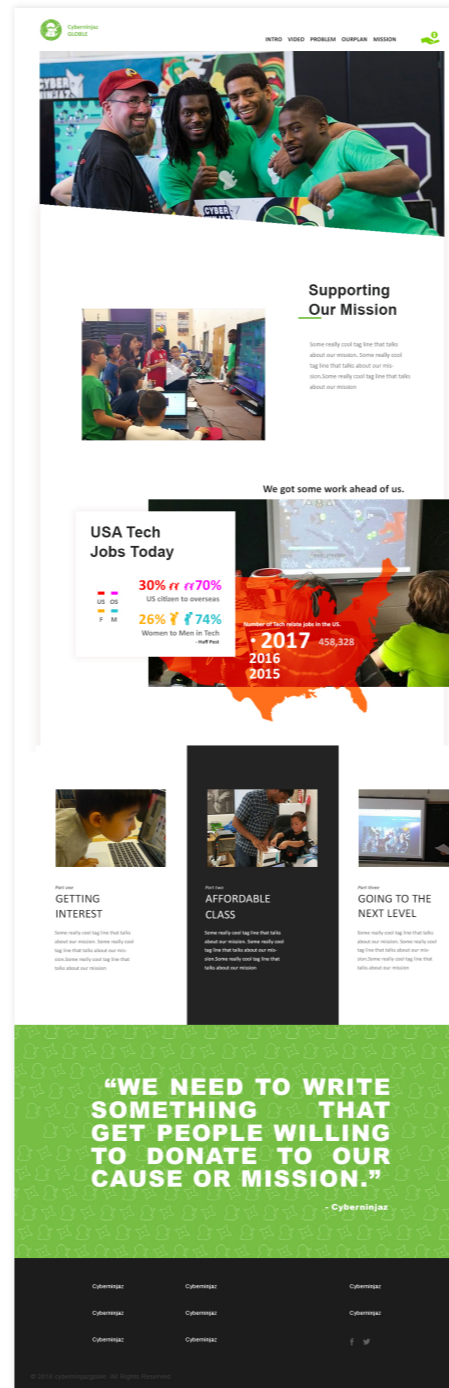**1** The goal is to introduce new and exciting tech projects.

PROBLEM AND CONCEPT - **"Concerns"**

Not every child has access to what we offer and what we do. Some of Cyberninjaz biggest concerns are getting more low-income earning families and more female students engaged in our classes. This problem can stem for cost, distance, and lack of intrest.

Notes

1 **Cyberninjaz Global**, a non profit with the goal to combat Cyberninjaz concerns and problem

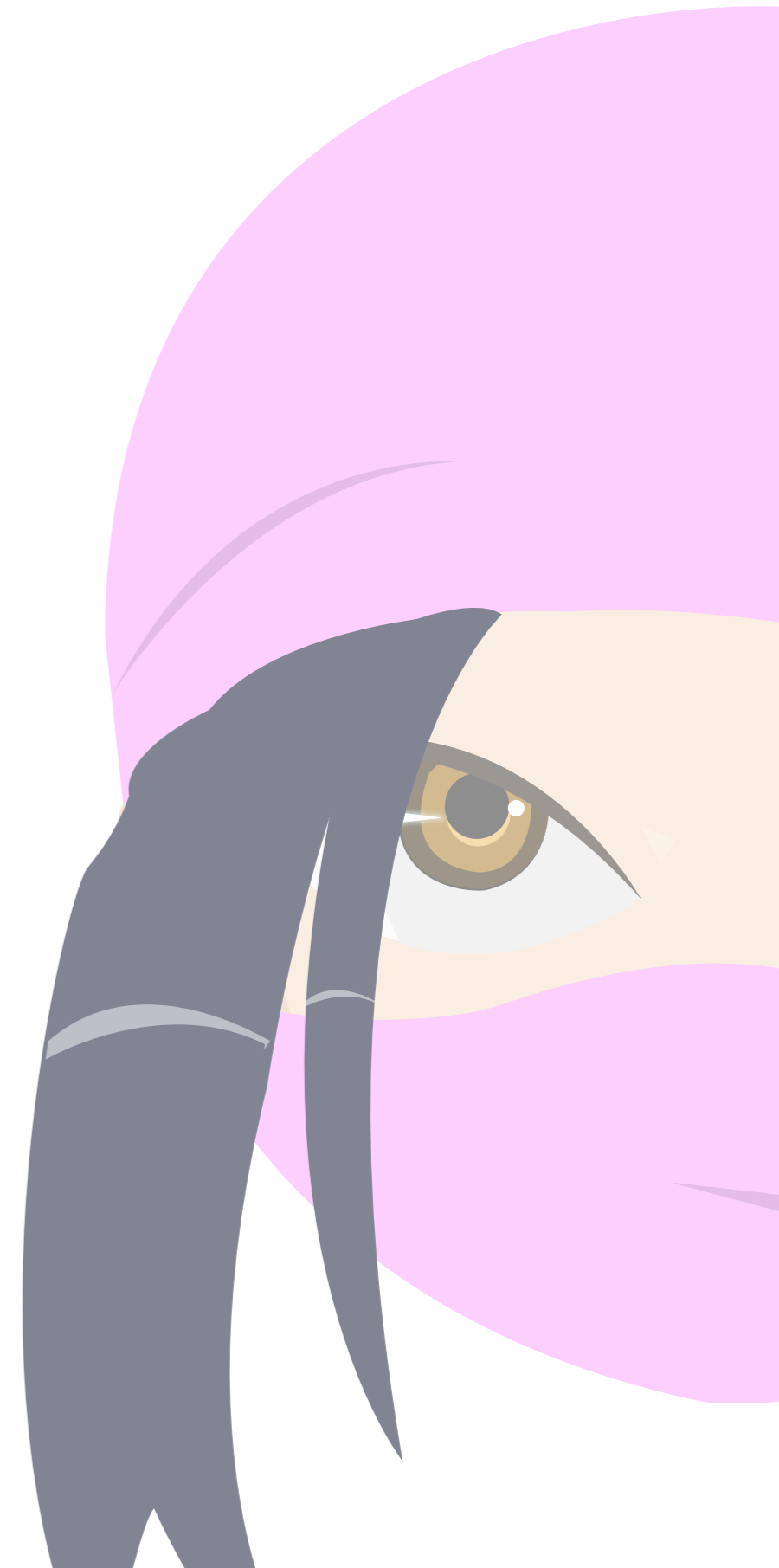# RESEARCH

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5

RESEARCH - **"COMPETITIVE ANALYSIS"**

Cyberninjaz design reflects it's target audience with bright colors and visuals of pop art and cartoons. With this in mind the logo designs conveys a student working on their laptop in ninja attire. As Cyberninjaz is a Summer Fitness and Tech camp.

Notes

1 Green represent cyber and nature connection.

2 Computer to convey concepts of what's been taught.

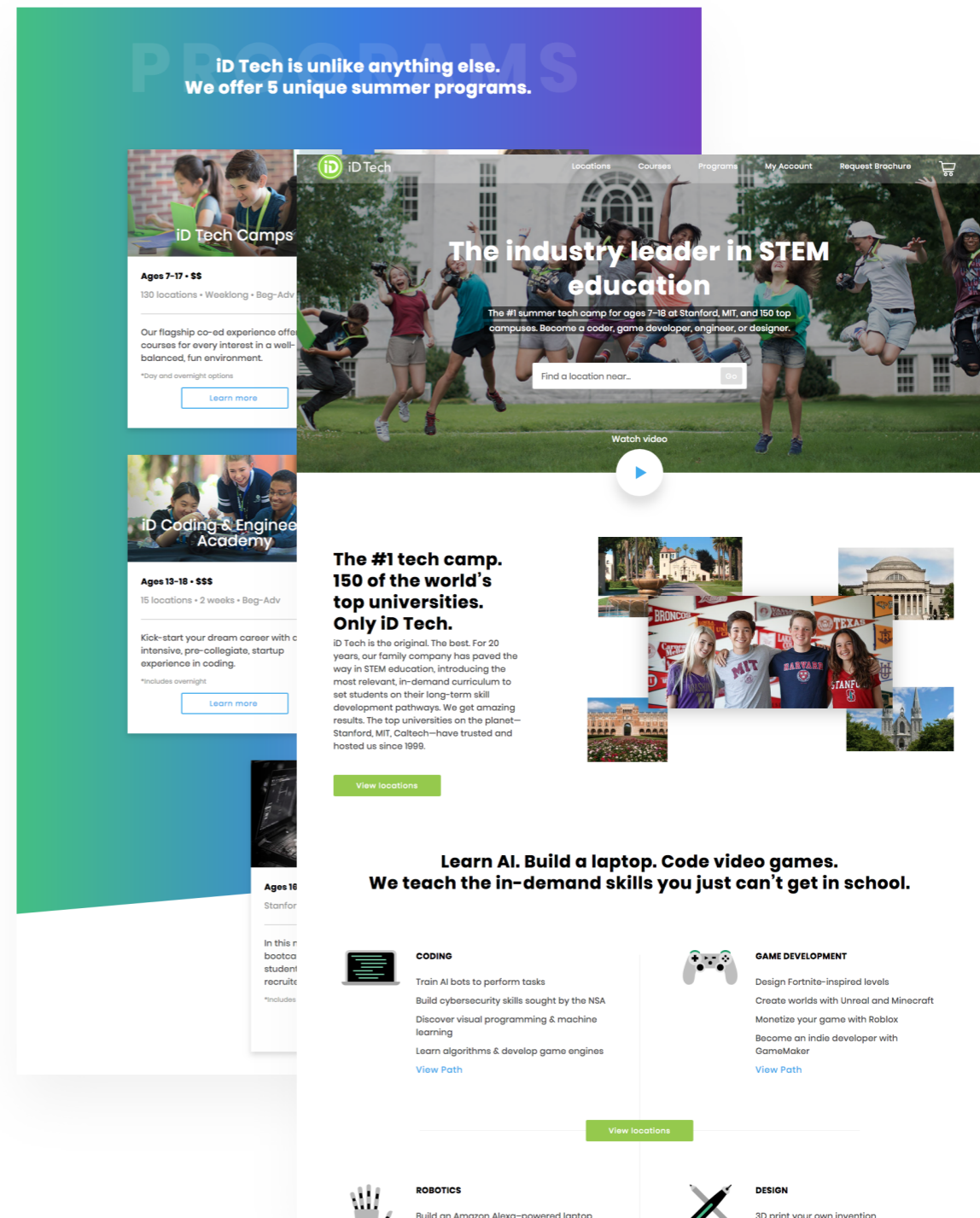**3** Logo must have the main ninja design.

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RESEARCH - **"USER EXPERINCE"**

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BRANDING AND UI

Cyberninjaz   *2014*

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BRANDING AND UI - **"LOGO"**

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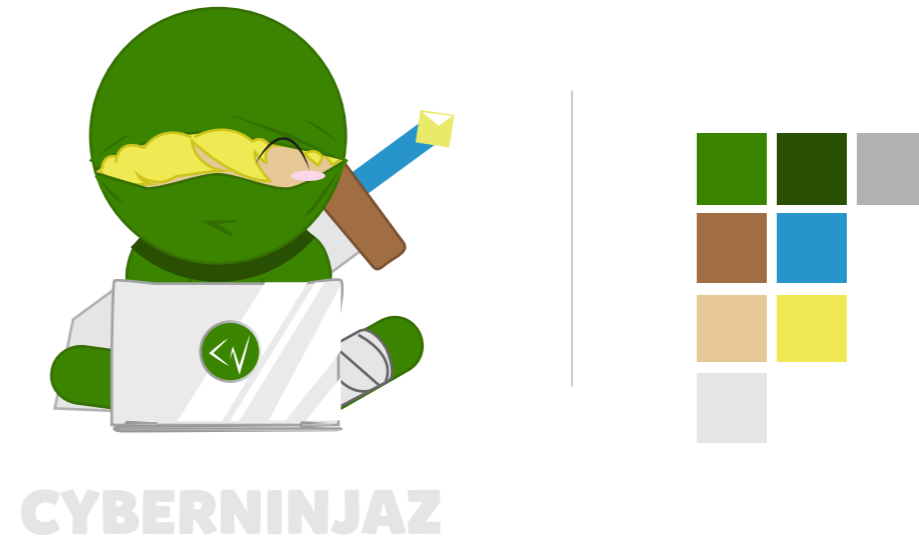| 1 | Green represent cyber and nature connection. |
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CYBERNINJAZ

trending colors

BRANDING AND UI - **"WEB UI"**

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Notes

1 For the title font we use MIKADO.

2 Cyberninjaz written logo can be seen with green or white.

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Aa

QWERTYU
IOPASDFGH
JKLZXCVB
NM
qwertyuio
pasdfghjklzx
cvbnm

1234567890

MIKADO

CYBERNINJAZ

CYBERNINJAZ

about   projects   courses   signup   staff   faq   tutoring   after school   scholarship

Cyberninjaz Summer Tech Camp

Cyberninjaz is a summer camp and technology company founded in 2014 by a group of educators and professionals with a passion for education and workforce development. Our goal is to help kids and young adults develop into more educated, disciplined, empowered, and well rounded individuals with the skills needed to work in the modern digital era.

Thank you   ✓ Like 3   Share

SUMMER PROMO ... MEMORIES FROM LAST YEAR

Cyberninjaz 2015 Summer Promo

BRANDING AND UI - **"GRAPHICS"**

The graphics of Cyberninjaz changes based on the current project. Here you'll see various art styles of characters and assests related to games, advertisment, and comics.

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BRANDING AND UI - **"GAMES"**

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Here you'll see various art styles of
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CyberRun - 2018

Notes

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BRANDING AND UI - **"MOODBOARD UI"**

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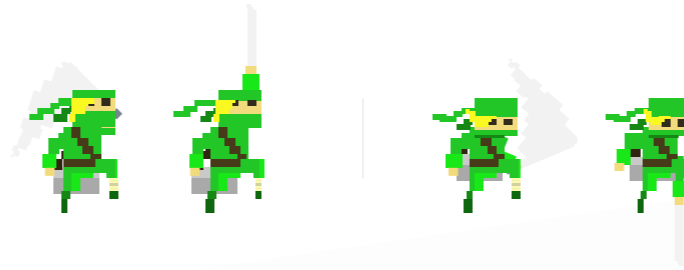characters and assests related to
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WIREFRAME - UX

Let's build this website. Using information from the
Research section we can began to put together
Lo-Fi wireframes and start user testing with vari-
ous prototype. They span from paper prototypes to
quick html mockups with small groups and full
design comps.

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WIREFRAME - UX - **"Target Audience"**

We are looking for kids whom have a drive and passion for STEAM education. Kids with theses quailties have proven to produce creative and awesome projects. We also look for students whom have no experience with the material as they tend to create more unique projects.

Notes

1	Great for adults with disposable income to ensure company sustainability.
2	Adults without kids can donate so less fortunate students can participate.
3	All is welcome….

IDEAL STUDENT

Name: Emmit Johnson
Age: 12 -17
Interest: STEAM, Fitness, and any other extra curricular activities.

IDEAL PARENT

Name: Julie Johnson
Age: 30 - ?
Interest: Helping students reach their full potential through support and encouragement.

WIREFRAME - UX - **"Survey, Study "**

"Survey says", Yes to more **STEAM** afforadble education. We have being in oporation for 4 years and here are our findings.

Notes

1	Percentages and study
2	Study comes from Cyberninjaz and various sources

96%
yes
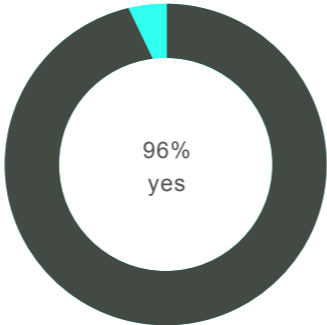
Did you find Cyberninjaz helpful to your child STEAM edu: 96%, yes
- affordable
- helpful
- repeatability
- fun
- creative

62%
yes
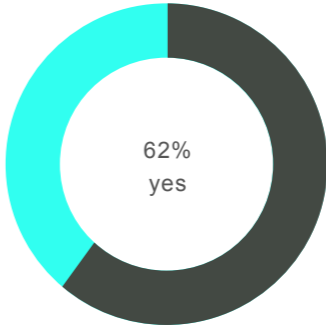
Are your children in STEAM programs: 62%, yes
- helpful
- fun

85%
yes
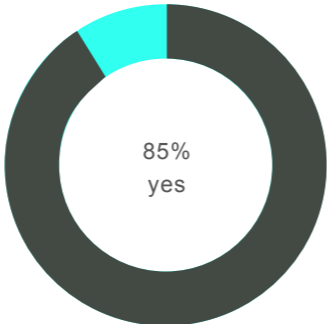
Kids who are introduce to STEAM early has a better chance to get tech jobs: 85%,

92%
yes
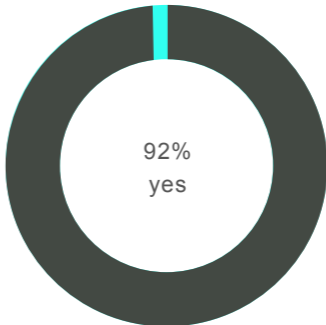
Should parents play a bigger role in students STEAM edu?: 92%, yes
- Aware
- Impactful

WIREFRAME - UX - **"Taxonomy and Content"**

Time to put everything together before web building. The graph you see here is the inner linking of the website know as the **TAXONOMY CHART**.

Notes

1	Show inner linking of website
2	Show basic content concepts

NAV

HOME PAGE

about

projects

courses

signup

staff

faq

tutoring

afterschool

scholarship

ABOUT US

ARCHEIVES OF GAMES

SIGNUP

LIST AND INFO

SUMMER CLASS LIST

CONTACT US

INFO FAQ

MAIN PAGE

PRICES INFO

INFO SIGN UP

IDIVISUALS PROJECTS

FORM FOR CLASSES
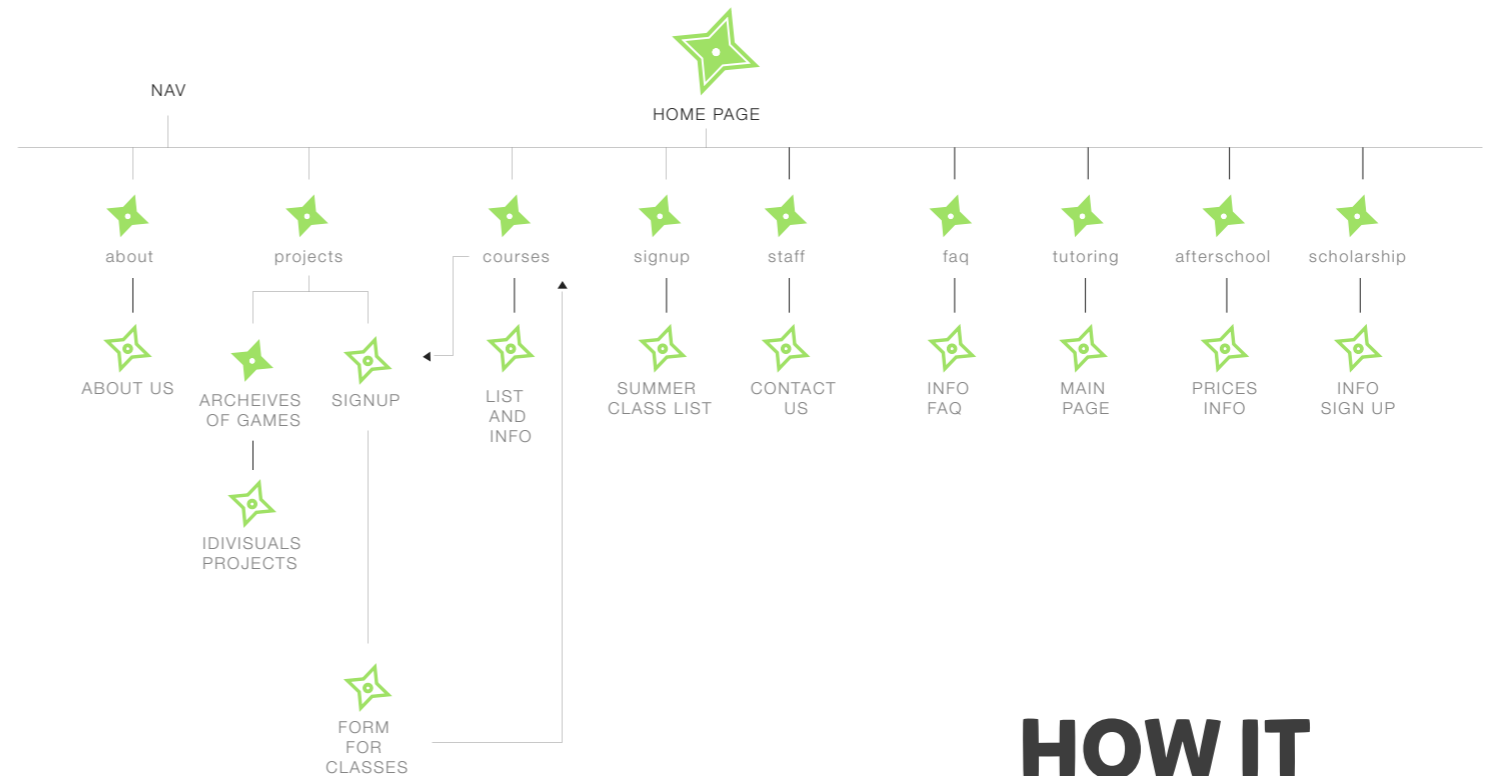
HOW IT WORKS

WIREFRAME - UX - **"Wireframe 1"**

Every

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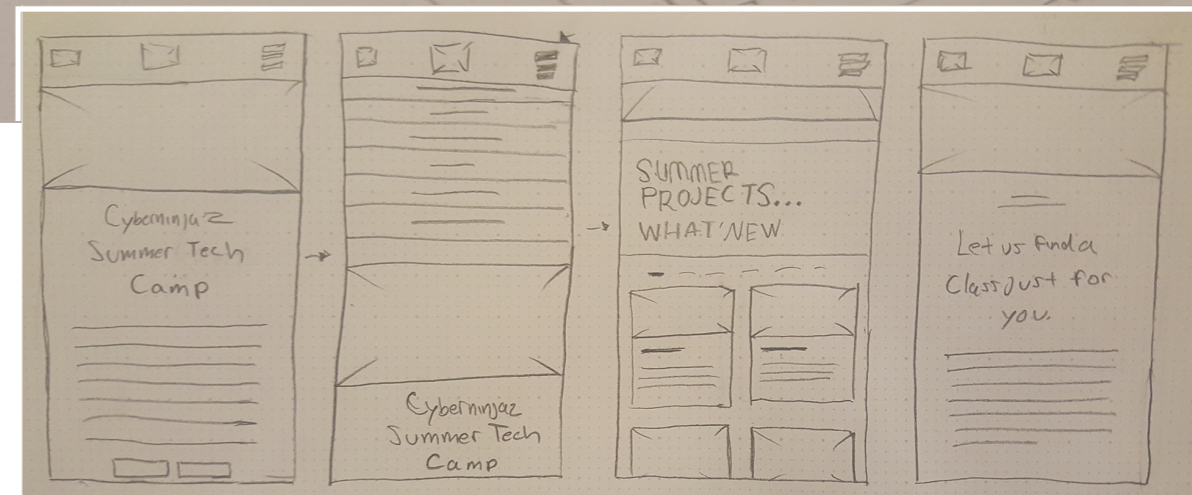
WIREFRAME - UX - **"Wireframe 2"**

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about   project   courses   signupstaff   faq   tutoring   afterschool   scholarship

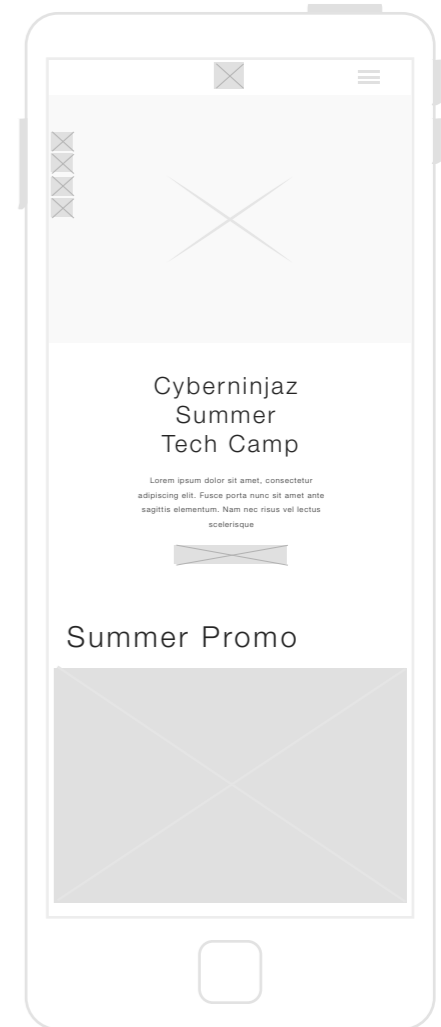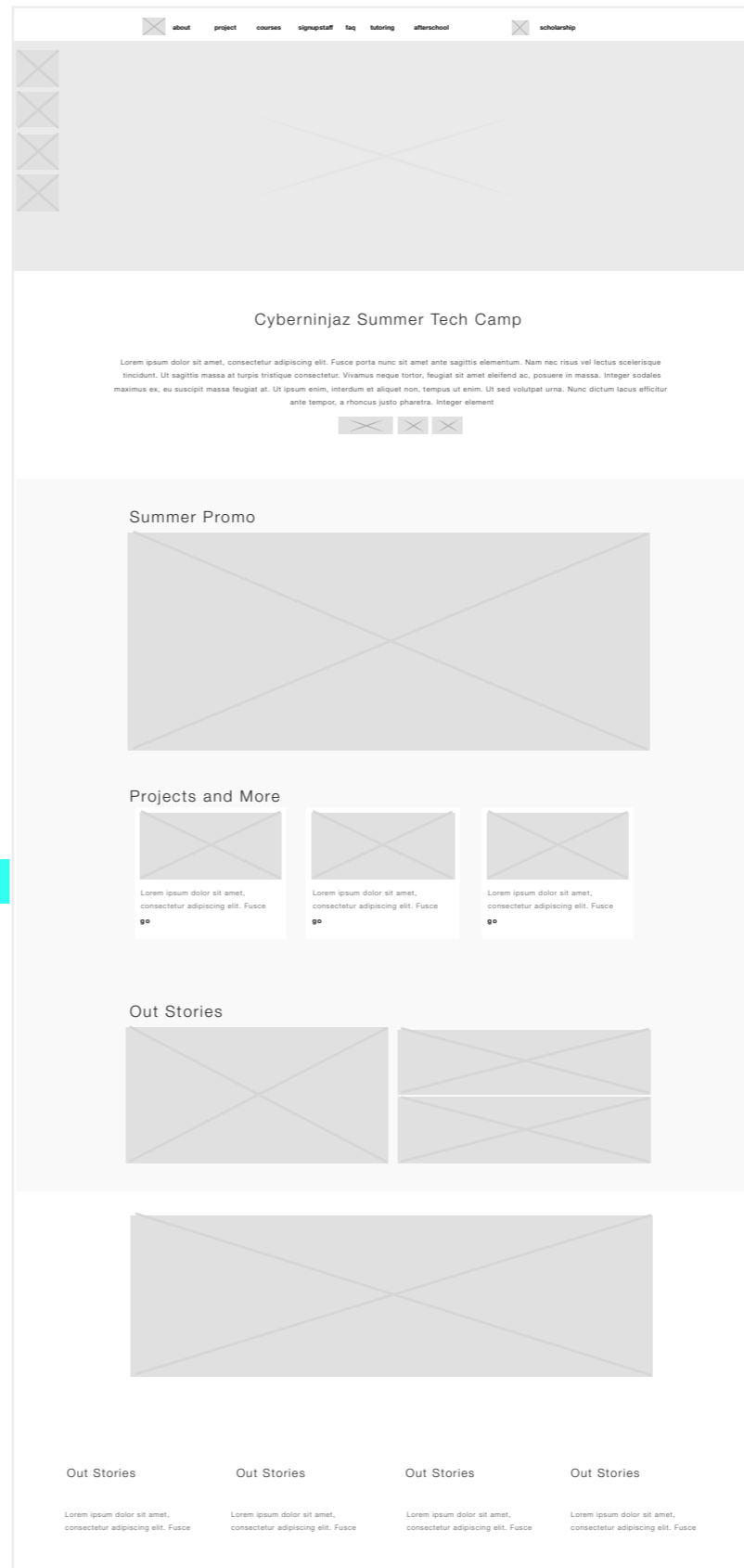### Cyberninjaz Summer Tech Camp

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce porta nunc sit ante sagittis elementum. Nam nec risus vel lectus scelerisque tincidunt. Ut sagittis massa at turpis tristique consectetur. Vivamus neque tortor, feugiat sit amet eleifend ac, posuere in massa. Integer sodales maximus ex, eu suscipit massa feugiat at. Ut ipsum enim, interdum et aliquet non, tempus ut enim. Ut sed volutpat urna. Nunc dictum lacus efficitur ante tempor, a rhoncus justo pharetra. Integer element

Summer Promo

Projects and More

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2

Cyberninjaz Summer Tech Camp

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Summer Promo

WIREFRAME - UX - **"Comp Design 1"**

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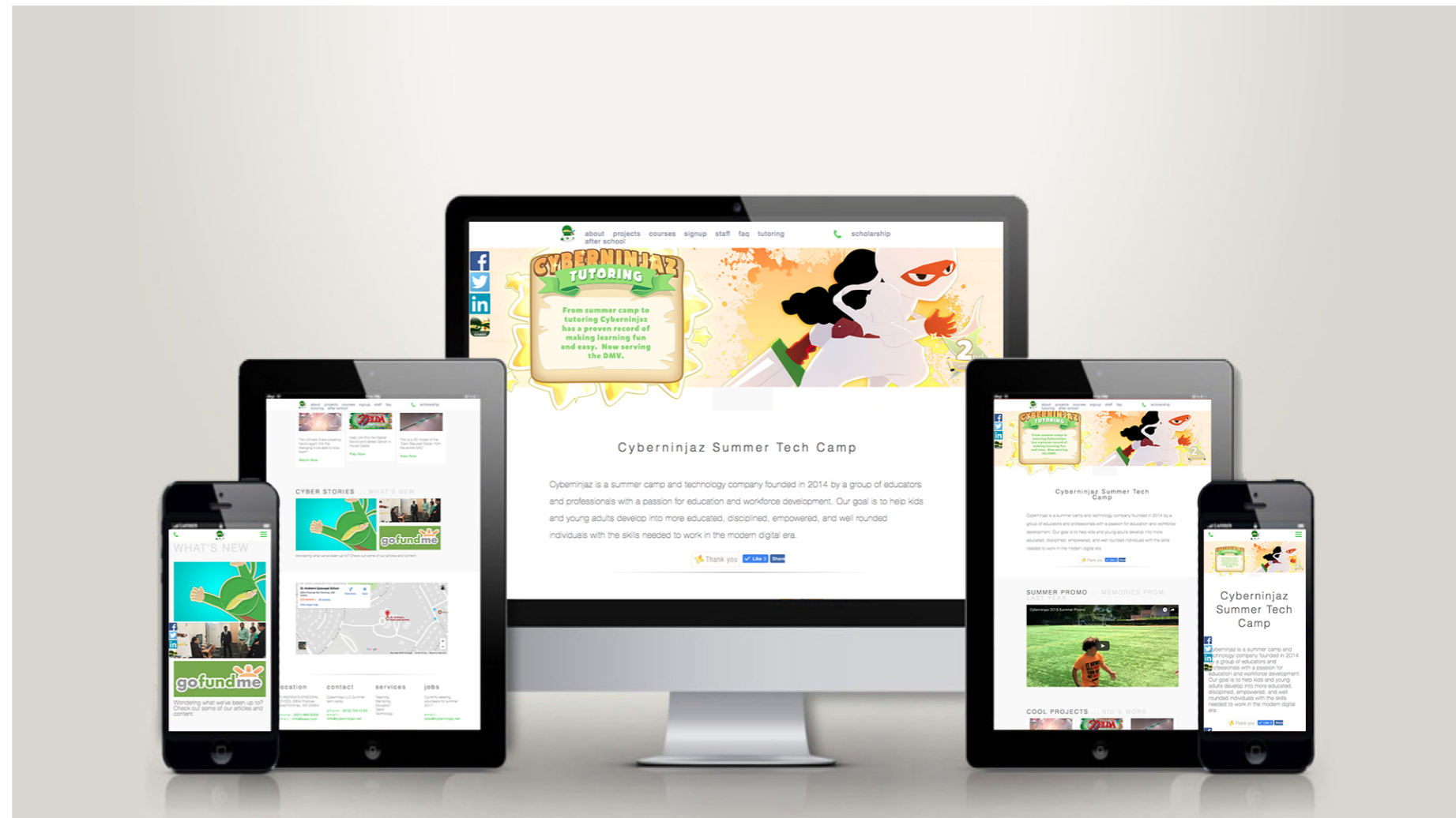**3** Logo must have the main ninja design.

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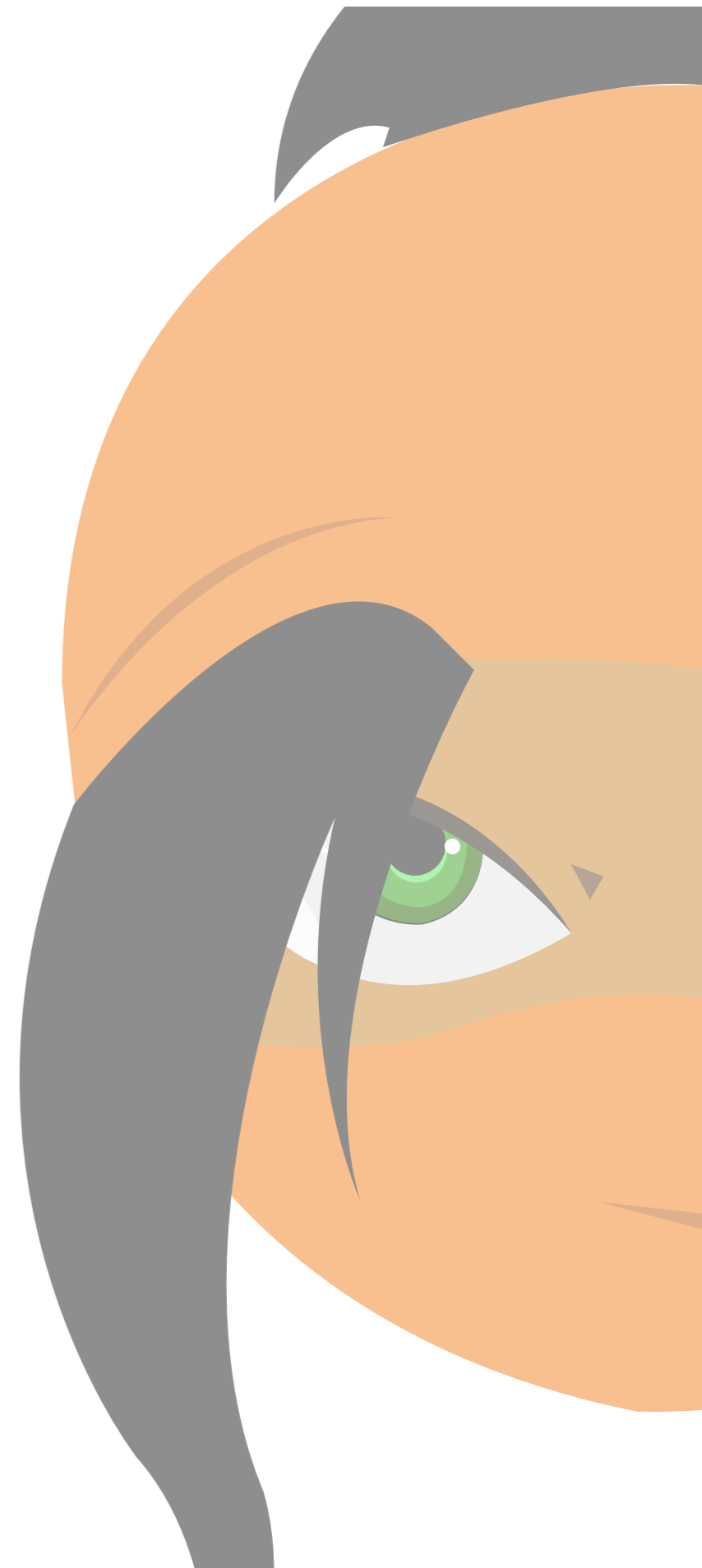
PROMOTIONAL

Cyberninjaz   *2014*

We have tons of promtional material ranging from web-ads to print media. This particular section will focus on various Cyberninjaz marketing and advertisment works.

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PROMOTIONAL **"Flyers"**

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PROMOTIONAL **"Ads"**

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PROMOTIONAL **"Merchantdise"**

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