

# Initiative for Missions Computing Design

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## Introduction

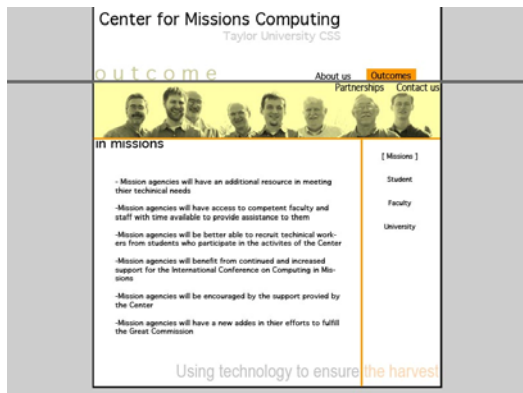
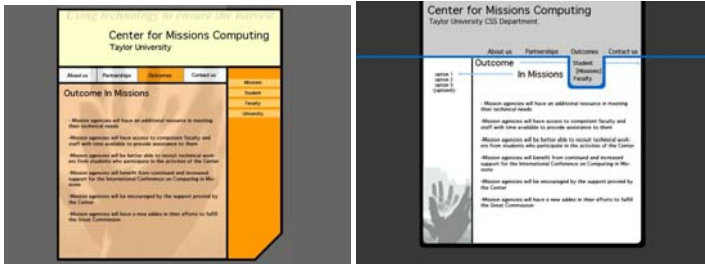
The goal of this project was to design and implement a website for the newly approved "Center for Missions Computing" (CMC). Along with the website a brochure and logo identity would be designed.

An official name for the organization has not been decided, since for various reasons Center for Missions Computing is not an option as of now, I assumed the name Initiative for Missions Computing. This was the name that was used when referring to the project proposal in various publications. I operated as if this were going to be the title.

In all aspects of the design process I took this into consideration and opted for heavily image based designs instead of text. This was so that when a new or official name is decided the transition should prove quite easy

## The Site

Starting from scratch on any sit can be difficult. After producing a few non-functional prototypes I worked with Shaun Casboro, one of my design professors, to refine the visual elements of the site. The final version and some other concepts can be seen here:



Since the site in its current format does not require any type of login functionality, data entry, or things that would generally require sessions I determined a basic stylesheet and HTML format could be used. From here a flow chart for the site was made and the implementation began

## The Brochure

The concept of the brochure is to use it as a briefly informational attention grabber. It should give you just enough information to get you interested and then refer you to the site for a more detailed description. In other words, it is not intended to be a standalone informational object.

The brochure attempts to retain some of the elements from the site so that they have the same overall feel.



## The Logo

The logo which was designed is intended to be used in any size on any publication. On print-work including, but not limited to, envelopes, letterhead and business cards the logo is intended to appear to the left of the title printed in Geneva font. If Geneva is not available a standard sans serif font should suffice.

Both a grayscale and color version of the logo have been provided in the case that a more cost effective method of printing (read: black and white) is used.



The logo I decided upon has a few different intended meanings. The circle of three arrows around the Cross can represent the data flow, ongoing process of development and delivery of systems, or the way in which contributions in missions computing continually aid in missions as a whole.

The Cross in the middle is symbolic of Christ being at the center of the organization. A few of the early logo designs used a cross which was offset from the middle. I felt that while some of these might have been slightly less blatant about the driving force behind the Initiative they still made the message clear. If that was the case then the cross, I felt, should be centered. This would clear up any misinterpretation of the symbolism in the logo identity.