

Research, Branding, Motion Graphic for Nudge Design Studio Sunny Kim

# Research, Branding, Motion Graphic for Nudge Design Studio

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FA 102c  
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## What can benefit from Nudge Design?

There is difficulty wayfinding around Hofstra's Campus

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## Note the lack of directional cues



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## Difficulty locating residence halls



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## Desired Behavior

Allow Hofstra Students to easily navigate through campus without assistance

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## Design Tip Employed

To encourage people to select a specific option, make it the default

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## Academic and Residential Locations are clear to visualize



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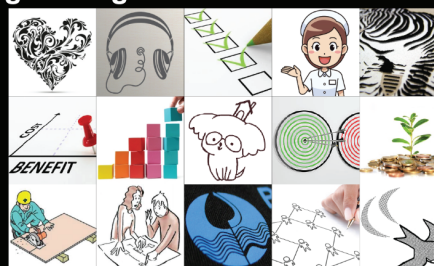
## 3 Key Words From Nudge Design

Engage in Japanese	従事する (Jūji suru)
Emphasis in Dutch	Nadruk
Benefits in Spanish	Beneficios

3a

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## Logo Design Process



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## Logo Design Sketches



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## Illustrator Design 1



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## Illustrator Design 2



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## Drafting a Name

Mobility	German Mobility - Mobilität
	Hindi Mobility - GatiŚilatā
	Japanese Mobility - Yasu dō-do
Clear	Hungarian Clear - világos
	Spanish Clear - claro
	Japanese Clear - Meikakuna
Default	Japanese Default - Kitei
	Italian Default - predefinito
	Greek Default - athétisj

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## Drafting a Name

Clear

Hungarian - világos  
+  
Spanish - claro  
+  
Japanese - meikakuna

# Kleir

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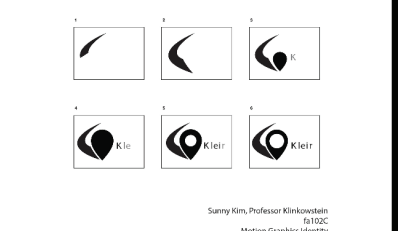
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## Storyboard

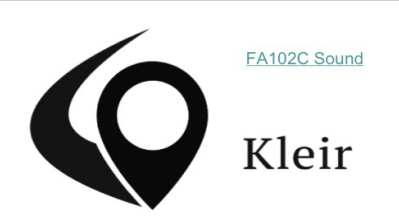


Sunny Kim, Professor Klinkowstein  
FA102C  
Motion Graphics Identity  
Behavior Design Studio

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## Sound



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## Background Video Footage



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## AfterEffects Exercise



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## Motion Graphic



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