

# Virtually There

Better than working in the same room.

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# Research & Ideation

After joining the Marketing team for Virtually There, I was assigned to create four deliverables, and establish the companies brand that best represents their culture and product. It is my job as a designer, to create an icon to represent their new video calling feature, a GIF for social media marketing, as well as an educational feature card, and sticker pack for loyal customers.

Before I start pushing any pixels, I start my design process, by understanding the company, their product, and the targeted user. Virtually There is a tech startup, that has created a video conferencing product for the workplace. The newest feature, I am creating deliverables for, allows users to share screens, as well as control each other's screens to increase collaboration and productivity. I began my job, by first researching color theory. I wanted to find a color palette that was flexible with many colors, but at the same time appropriate for a broad range of users. At the same time,

Virtually There - Gregory Bedford p. 1

**Dosis - extra bold**

Avenir - medium

#6A9EFF

I researched San-Serif font combinations.

I ended up choosing a blue color palette that played well with red, green and yellow. The reason I chose this color palette, because I knew that users were going to be collaborating on each other's screens, so wanted to use color to help differentiate which user's mouse cursor is whose. For typography I chose a Dosis, rounded San Serif, which I best represents a technology company, but still reflects a playful emotion. It also paired well with Avenir, which is easy on the eyes for long descriptions, and contrasted well against the Bold Dosis font style.

# Research & Ideation

Once I had solid foundation and combination of colors and typography, it was time to create the visuals that represented the company through icons, logos, and illustrations. I am a big fan of hard copies so I like to write down all the things that needs to be done. I first start with pen and paper and sketch out the ideas I have collected through the research process. After showing a few different people and getting some feedback, I was able to choose which icons and illustrations best reflected Virtually There.

I chose to represent the new Video Calling Feature with a laptops with colored cursors. I also used two illustrated laptops, as the companies logo. After establishing the brand of the company, I was able to move forward and start on creating the deliverables for the Marketing Team. I wanted to focus the attention towards the collaboration features of the product, so I created a GIF that shows a team working remotely from different locations, while using the Virtually There's collaboration tools.

Virtually There - Gregory Bedford p. 2



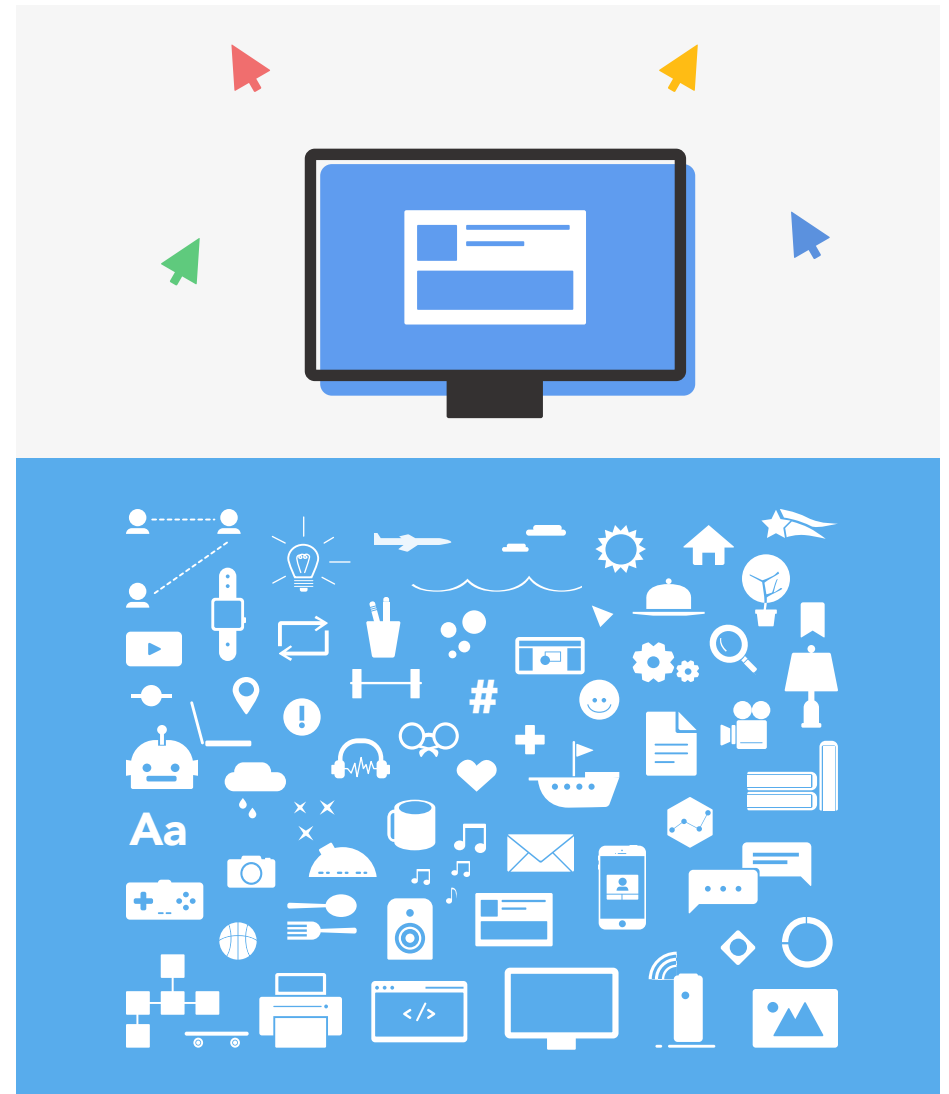
Brainstorming illustration ideas for Virtually There

# Research & Ideation

## Virtually There

I wanted to keep the Feature Education Card and Stickerpack nice and simple, due to the restraint of print design and costs of many different colors and complex designs. I created an icon patterned Cover for the education card, but the rest of the pages are white.

I added illustrations to help communicate what features the Virtually There product can do. Through my design process, I shared my ideas, and iterations to my friends and family to receive feedback. It helped me choose what colors, and which illustrations helped communicate to the user what the product can do.



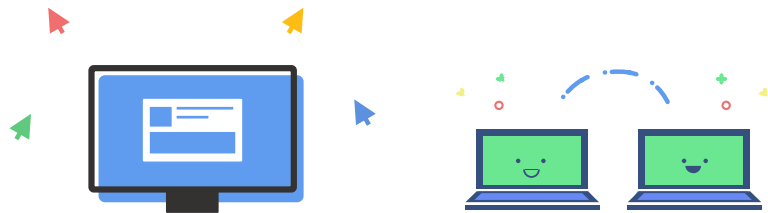
# Branding & Design

## Typography

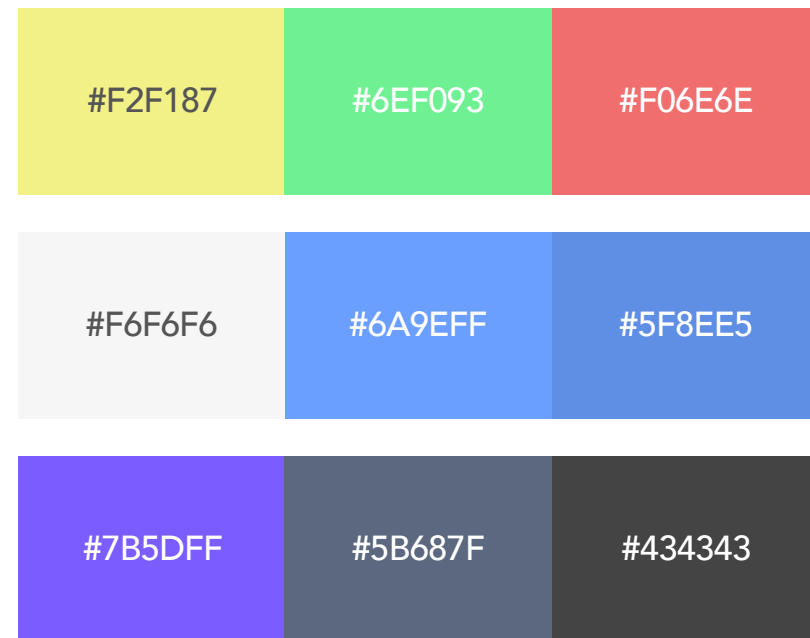
**Dosis - extra bold**

Avenir - medium

## Graphics



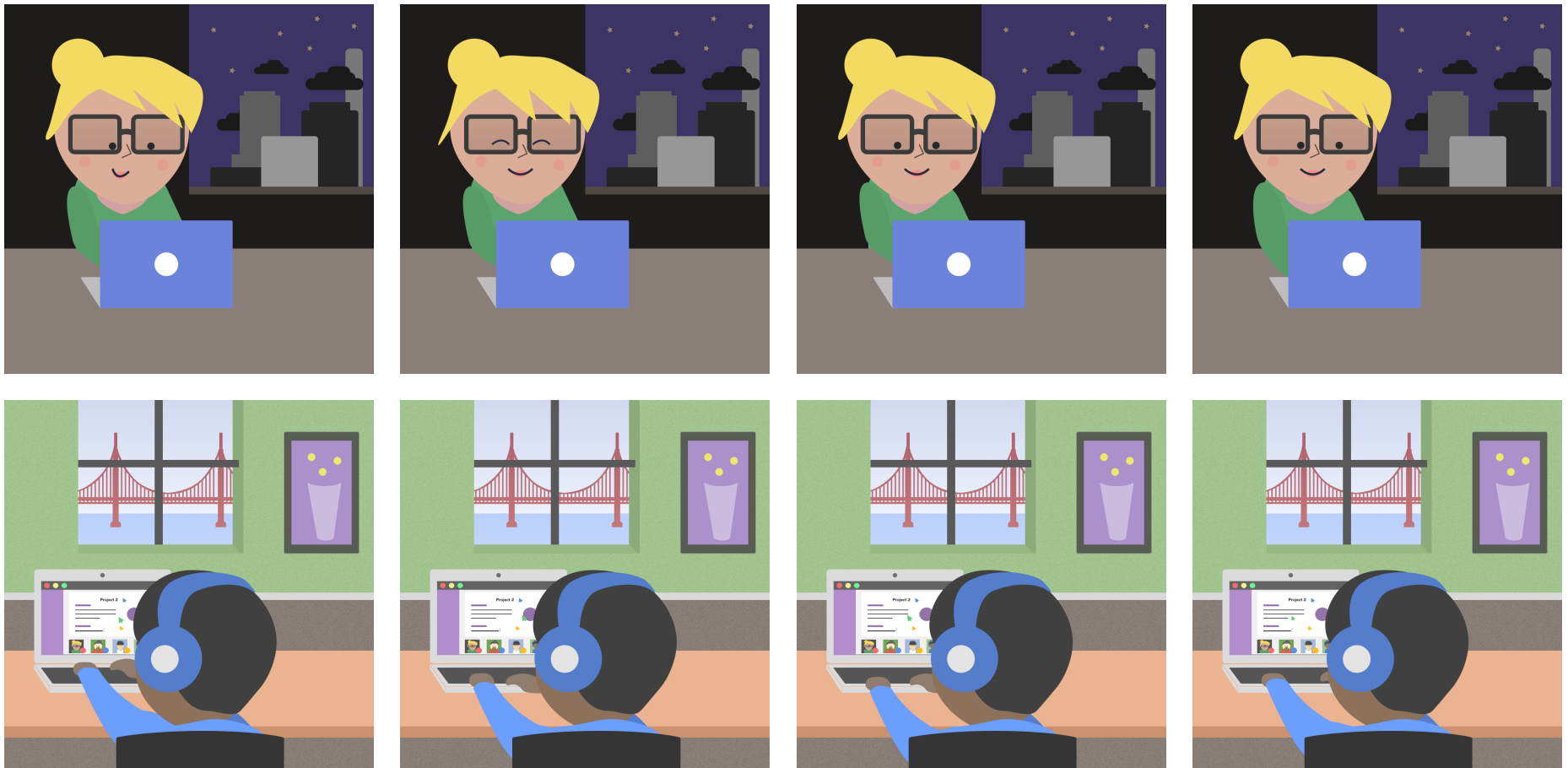
## Color Palette



# Video Call Feature Icon

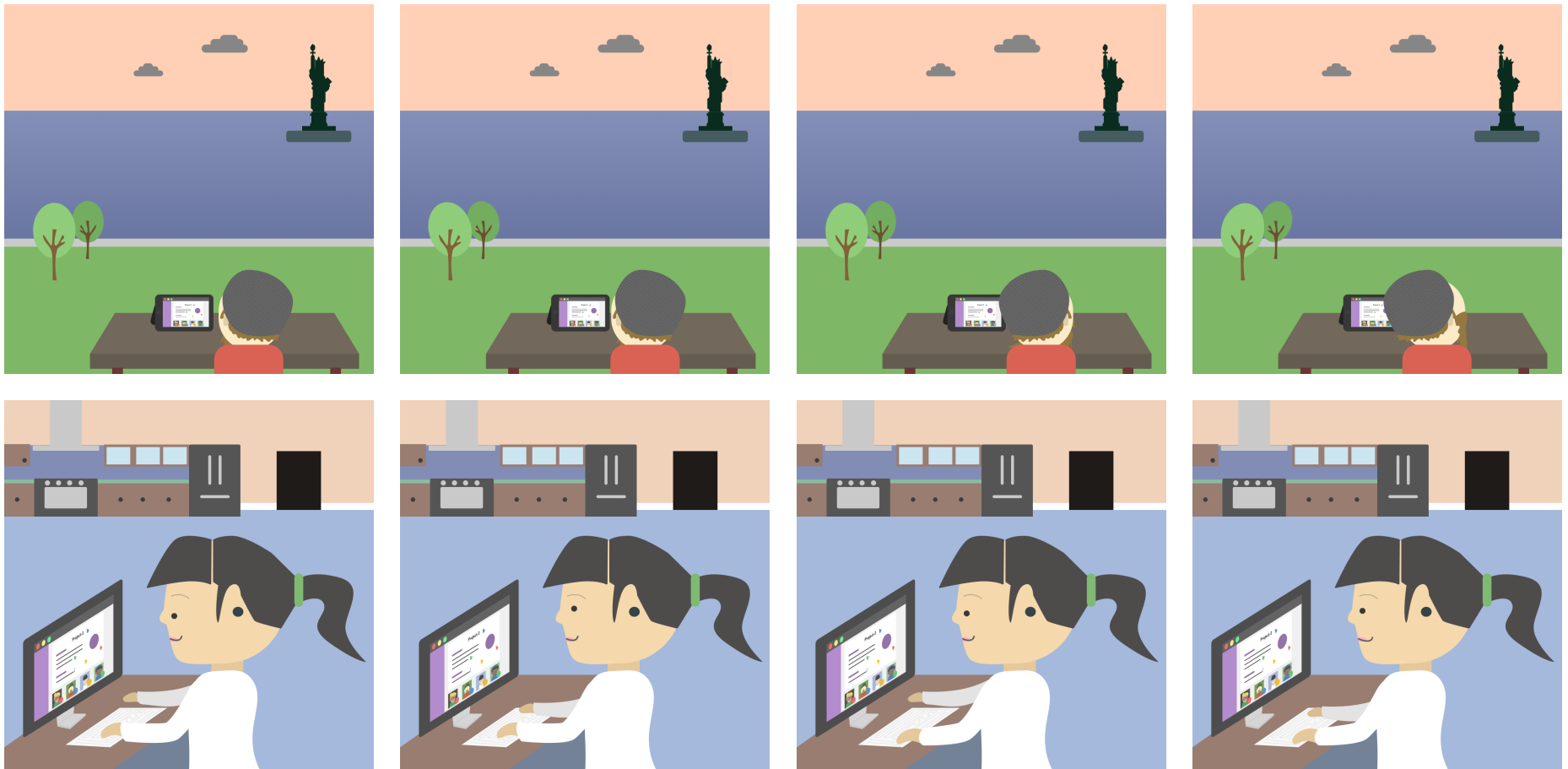


# Marketing GIF

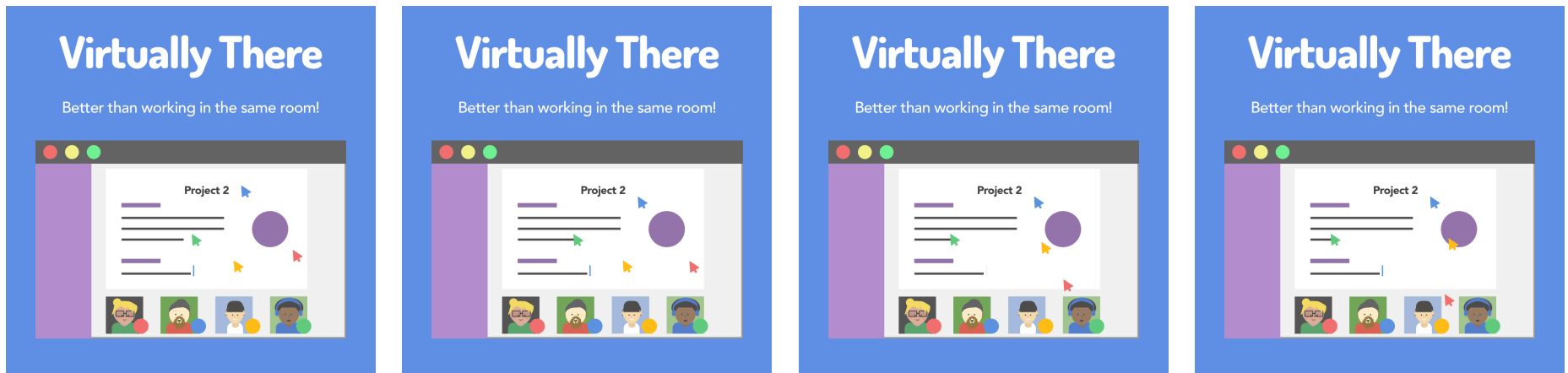




# Marketing GIF



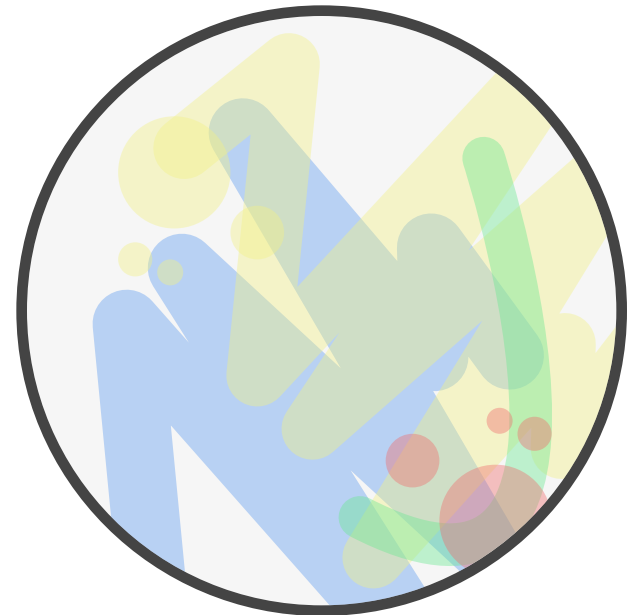
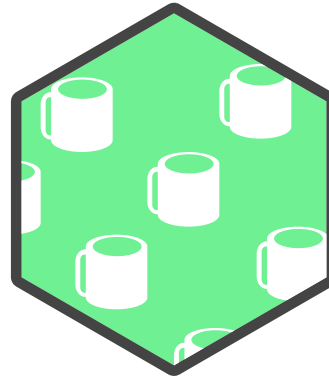
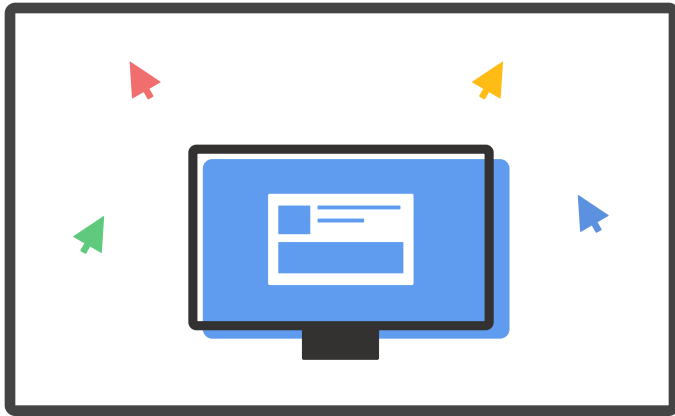
# Marketing GIF



**Fully animated Gif available on behance with the link below:**

<https://www.behance.net/gallery/47352529/Virtually-There-Video-Conferencing-Company>

# Stickerpack



# Feature Education Card

The image is a feature education card for 'Virtually There'. It is divided into two main sections. The left section has a blue-to-purple gradient background with a pattern of various white icons representing technology, communication, and productivity. In the center of this section, two laptops with green screens and smiley faces are connected by a dashed line with plus signs. Below them, the text 'Virtually There' is written in a large, white, sans-serif font, followed by the tagline 'Better than working in the same room.' in a smaller white font. The right section has a white background and contains two numbered steps. Step 1 is marked with a blue circle containing the number '1'. It features a central icon of a blue code editor window with '</>' symbols, connected by dashed lines to three location pins (yellow, green, and red). Below this icon is the text 'Code with others remotely.' Step 2 is marked with a blue circle containing the number '2'. It features a sequence of three blue icons representing different stages of a design process: a simple browser window, a browser window with three buttons, and a browser window with a more complex interface. Arrows point from left to right between the icons. Below this sequence is the text 'Iterate on designs effortlessly.'

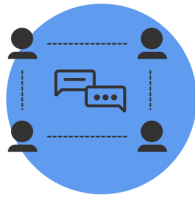
**Virtually There**  
Better than working in the same room.

1  
Code with others remotely.

2  
Iterate on designs effortlessly.

# Feature Education Card

3



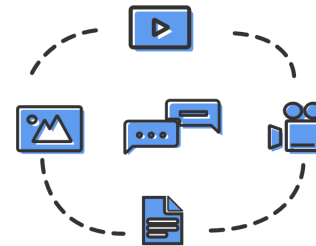
Get quick, instant help from your teammates.

4



You each get your own mouse cursor, and you're both always in control.  
Video Calls works with your favorite IDE and makes remote pair programming effortless.

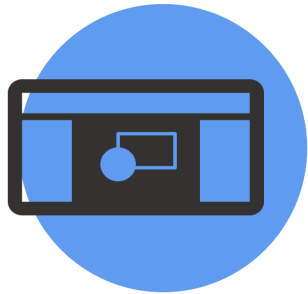
5



Present ideas to your team, without sending files back and forth, and iterate on the designs together. Your teammates will love being able to point to visual elements with their own mouse cursor.

# Feature Education Card

6



Forget scheduling a meeting with your teammates or walking to their desk. They can jump in, help you solve your problem, and jump out. Boom.

