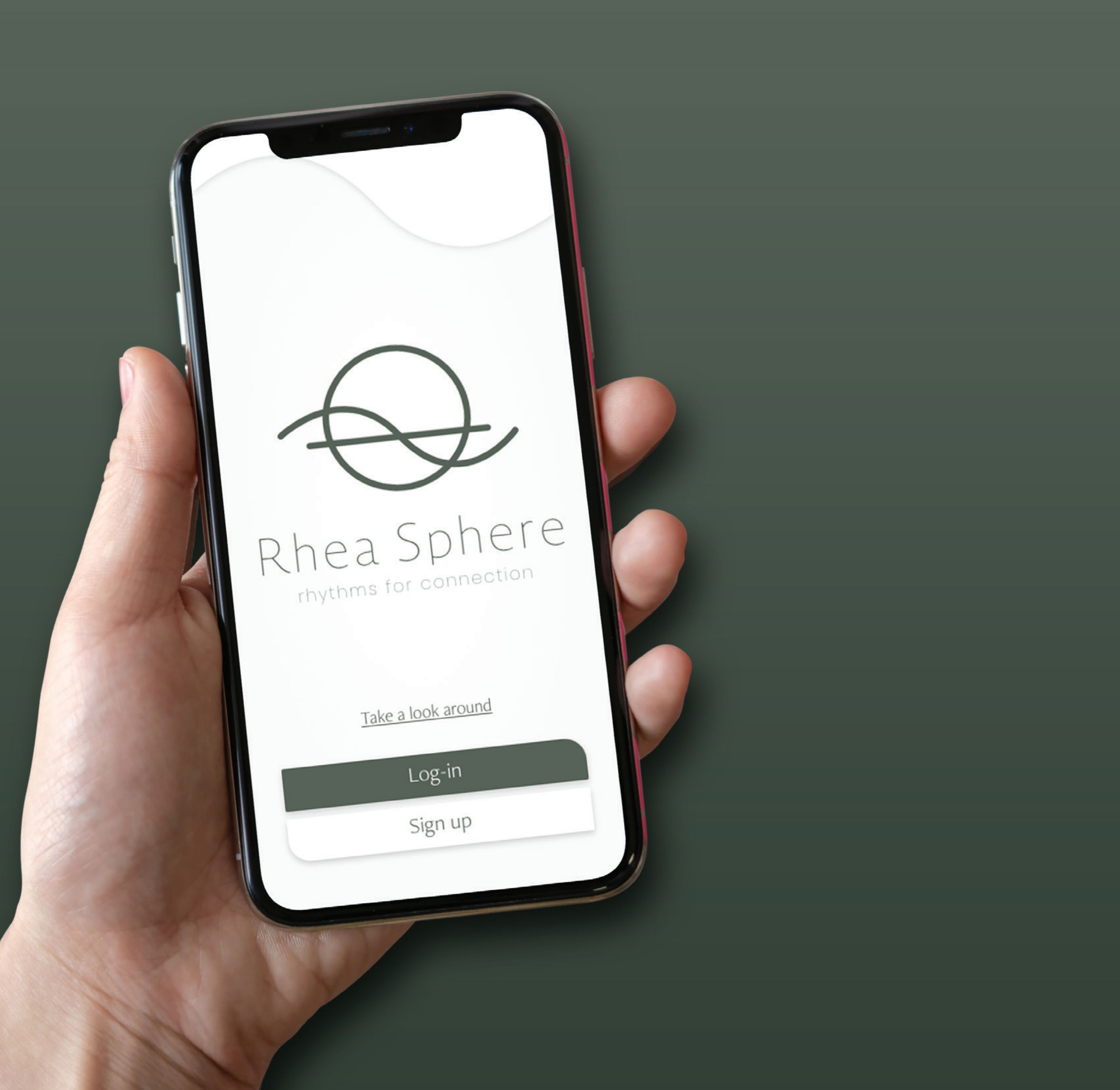


Rhea Sphere

Tackling on-line wellness learning



Contents

Setup	004
Process	005
Conclusion	042

Appendices

Kianna	048
Allie	074
Sean	125
Brooke	155
Ryan	180

Mission

Online learning has grown immensely in the last decade. The COVID-19 pandemic further changed the learning landscape as more people turned to online courses for school and for something to do in quarantine. We noticed this trend and wanted to craft our own online course so that we would be prepared to provide powerful content for those seeking quality online learning. Rhea Sphere was formed with a mission to create an online wellness collective that taught students practices of grounding, flow, and connection. Our vision was of a virtual space that would provide a community for those seeking greater joy, health, and mindfulness.

Outcome

Our team of designers combined photography, website design, app design, social media, and video to create an array of wellness content. Video courses on Yoga and Meditation were created for use on a website or mobile app. Social media content was crafted to provide our community with inspiration and tips to help them further their wellness journey. All aspects of our content reflect our brand's mission of providing rhythms of connection, grounding, and flow to the Rhea Sphere community.

Deliverables

Logo
Website
Mobile App
Video Series

Branding
Photography
Social Media



Meet the Team



Kianna Steadman

Visual Director &
Photographer



Allie Palmer

Logo & Web Designer



Sean Smith

Videographer



Brooke Munoz

Social Media &
Photographer

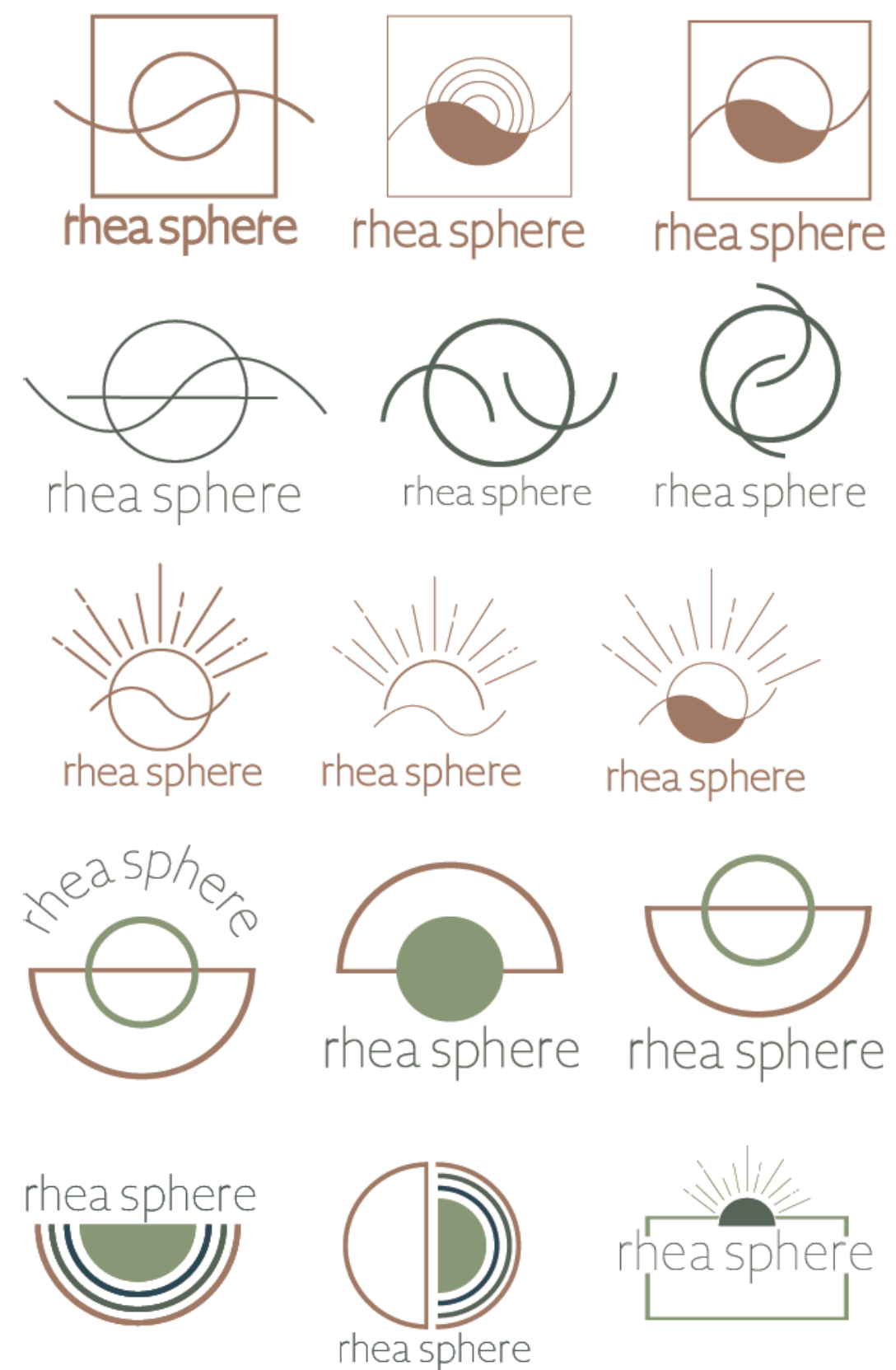


Ryan Doss

Mobile UI Designer &
Project Manager

Logo & Style





Logo – Initial Sketches

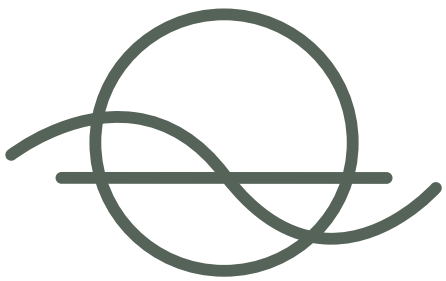
We began our logo designing process by determining our mission. As our team created word maps and discussed our hopes for this brand, we found consistent themes of grounding, flow, and connection arising. We all began to sketch ideas for logos and began seeing a lot of circles, lines, and flowing shapes. These shapes were then combined to create our logo.



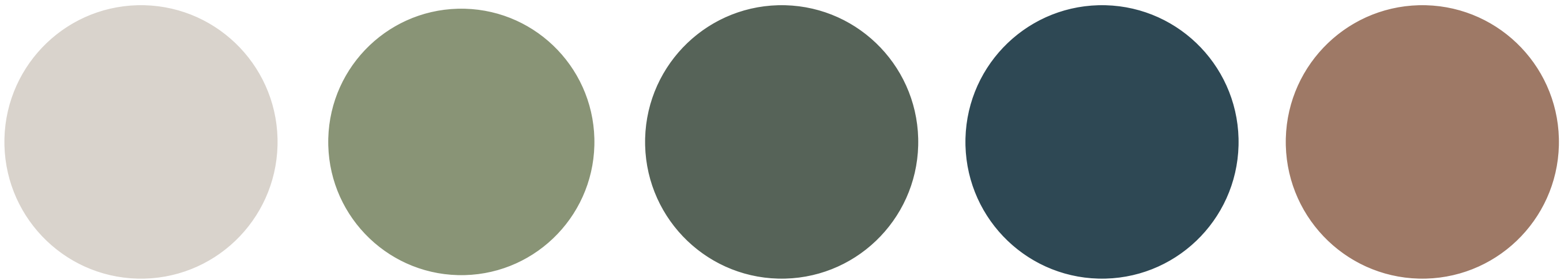
Over 400 original sketches were made
50 designs made it to a draft phase

Logo – Final Designs

A circle symbolizes connection and the sphere of community Rhea Sphere provides for those seeking greater wellness. A wave symbolizes flow that is found in our course content. The straight line represents grounding into the earth and finding stability amidst the chaos of life.



Old Color Palette:



Updated Color Palette:



HEX CODE: #EAEAEA
RGB: 234, 234, 234
CMYK: 7%, 5%, 5%, 0%

HEX CODE: #879475
RGB: 135, 148, 117
CMYK: 49%, 31%, 60%, 5%

HEX CODE: #576358
RGB: 87, 99, 88
CMYK: 65%, 47%, 61%, 26%

HEX CODE: #314854
RGB: 49, 72, 84
CMYK: 82%, 61%, 50%, 35%

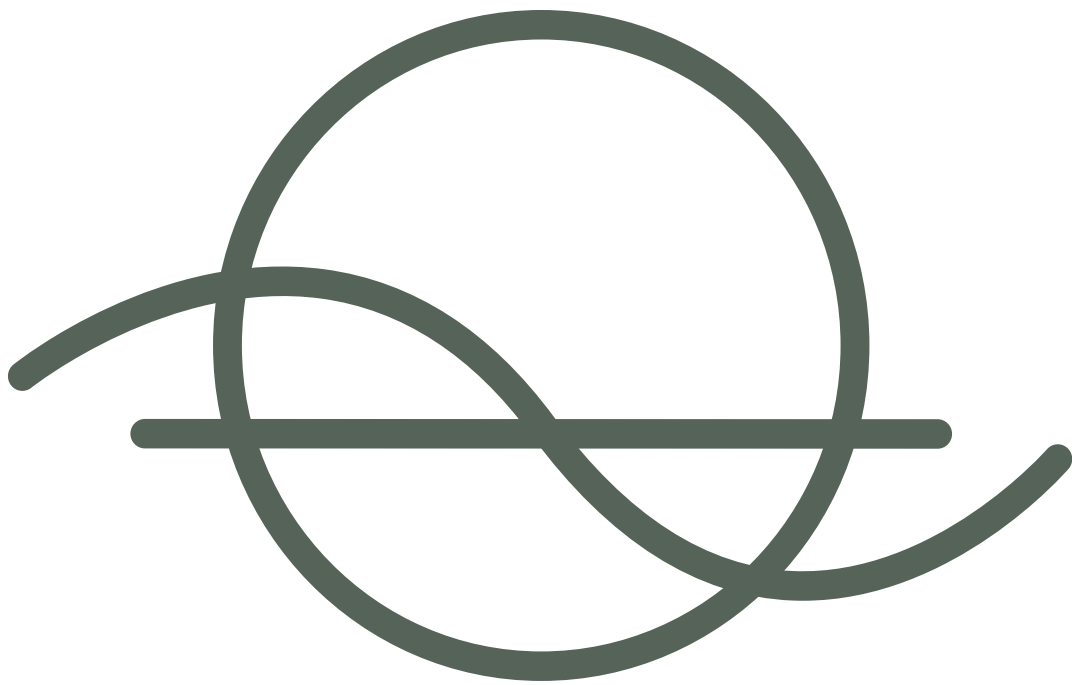
HEX CODE: #A67E58
RGB: 166, 126, 88
CMYK: 32%, 48%, 71%, 9%

Colors

Our team decided on a color scheme based on earth tones. We felt that earth tones would appropriately represent Rhea Sphere’s mission of being grounding to our community. However, after using these colors in various designs. We found that the dark pink we had selected was not being used very much and didn’t fully fit our brand purpose. This led to selecting a mustard brown soil color. This also added warmth to the palette which balanced the cool tone of the blue. We also brightened the grey so that we had more contrast in our palette.

Font

The font we used throughout social media, website design, ad design, advertisements, and all other projects was Poppins. This font was carefully selected as we searched for a font that could be used on designs and on the web. It had a large array of weights and styles that would aid in creating hierarchy in designs. We also felt that using a brand font throughout our designs would bring more consistency and brand recognition to our project.



Rhea Sphere
rhythms for connection

POPPINS

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection



Photography



First Locations

When our project began, we took photos of our model during the video shoots. To plan for these shoots, we created a Pinterest board for inspiration. During this time, we explored different editing styles as we experienced different lighting, props, and challenges at a ballroom, living room, and lounge.

White Space Studio

After taking photos during video shoots, we decided we wanted to do a shoot just for photography to gain some consistency in our photos. We rented the White Space Studio and planned model outfits, watched a video on yoga photoshoots, and rented equipment to prepare.

A big challenge we faced during this shoot was editing the images from different cameras to look the same. We had two photographers at this shoot with two different editing styles. Here you see the difference between the two cameras before and then how they were made to match in the after.

Camera 1 Before



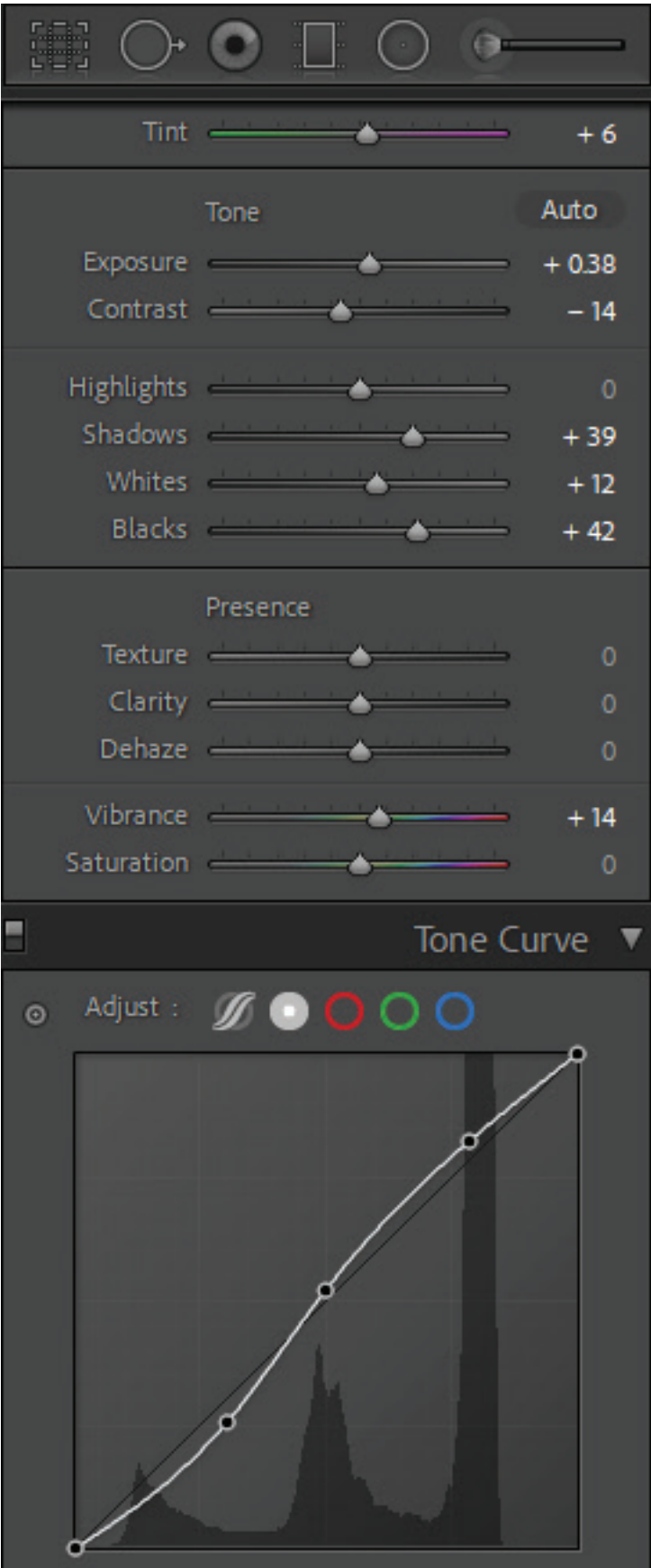
Camera 1 After



Camera 2 Before



Camera 2 After




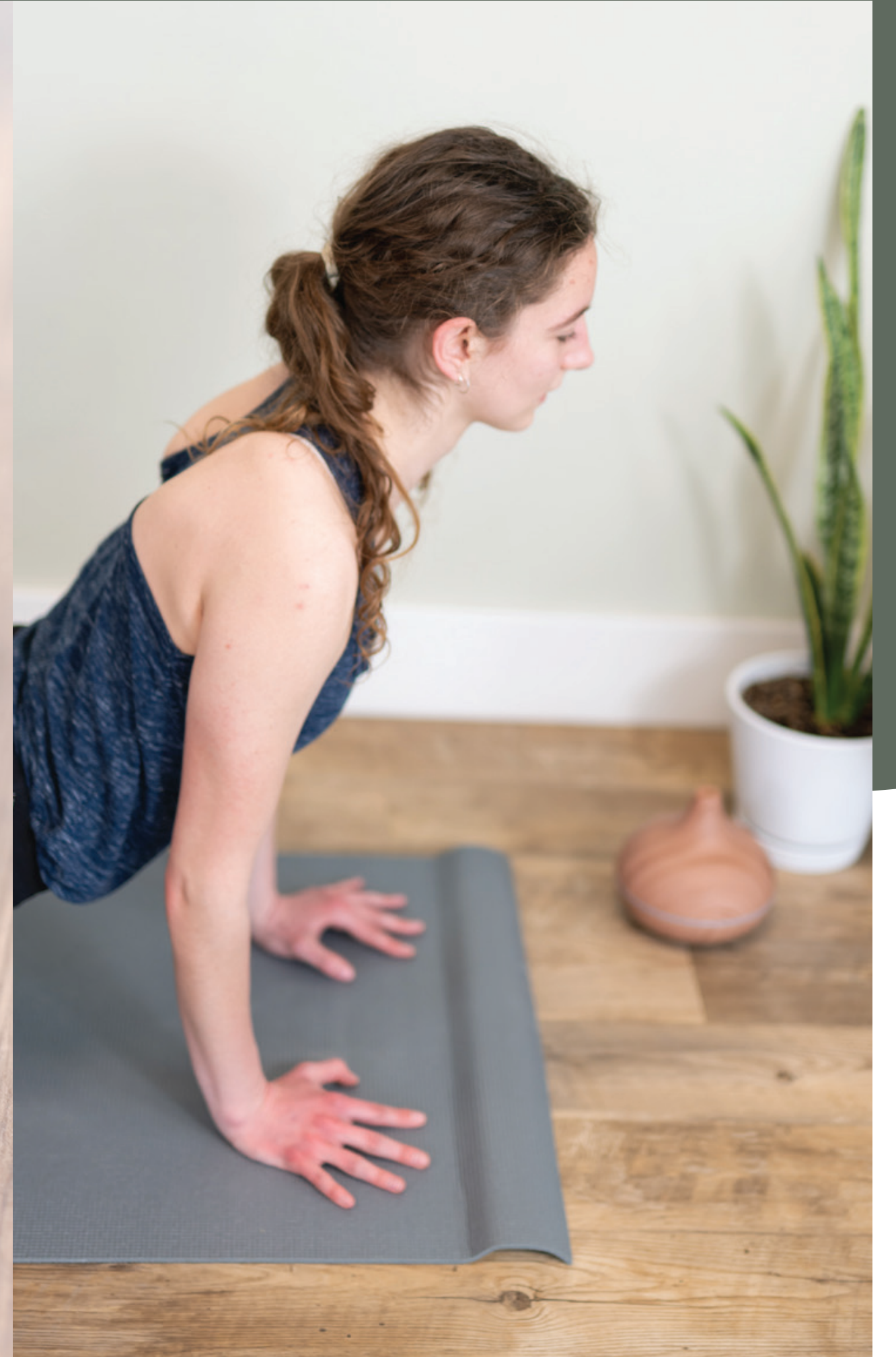
Before and After Edits:



Yoga Loft

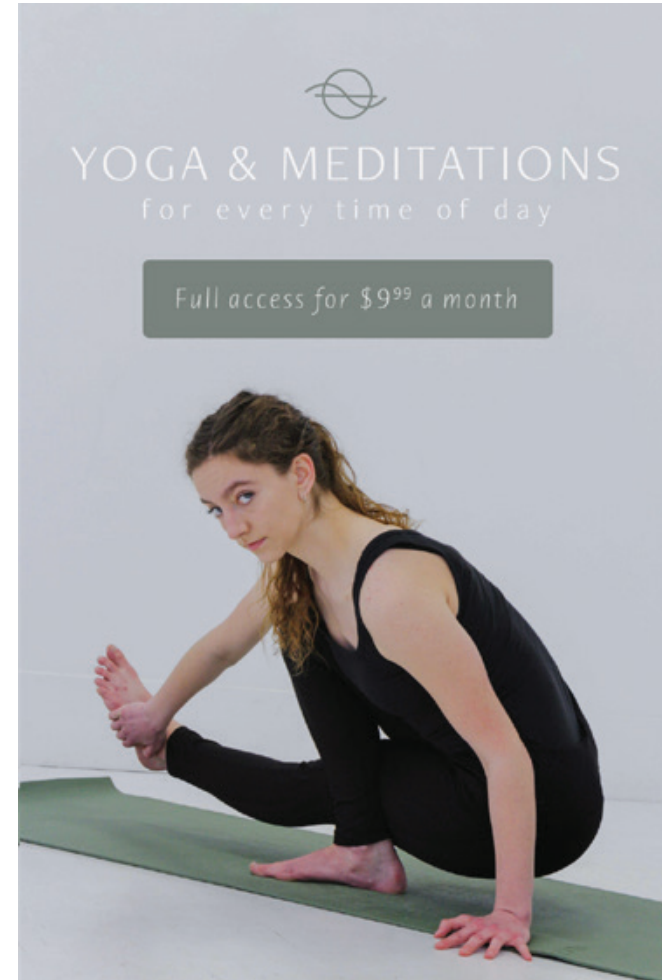
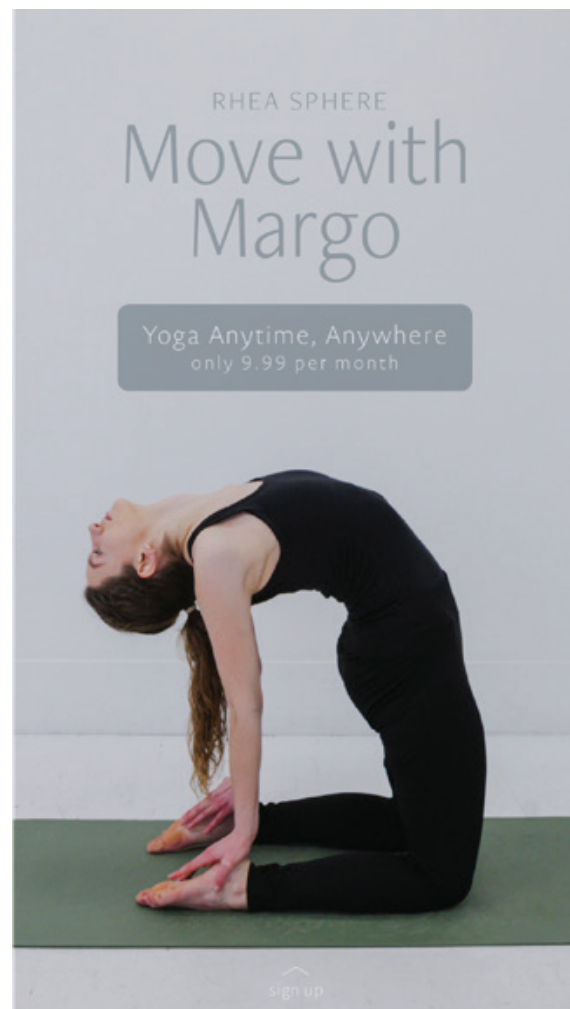
In the end, we decided to do all our videos and photography in a yoga studio that reflected our color scheme. We also brought in our own props and picked out outfits that went with our brand and matched the clean, earthy, and “at-home” mood we wanted our content to express. We directed our models with poses from our previous mood boards and shot with camera settings and lighting that allowed the edits to be more consistent. During the editing process, we utilized several Lightroom tools that had been learned from previous editing sessions and research.

 1000+ photos taken
400+ images edited





Advertisements

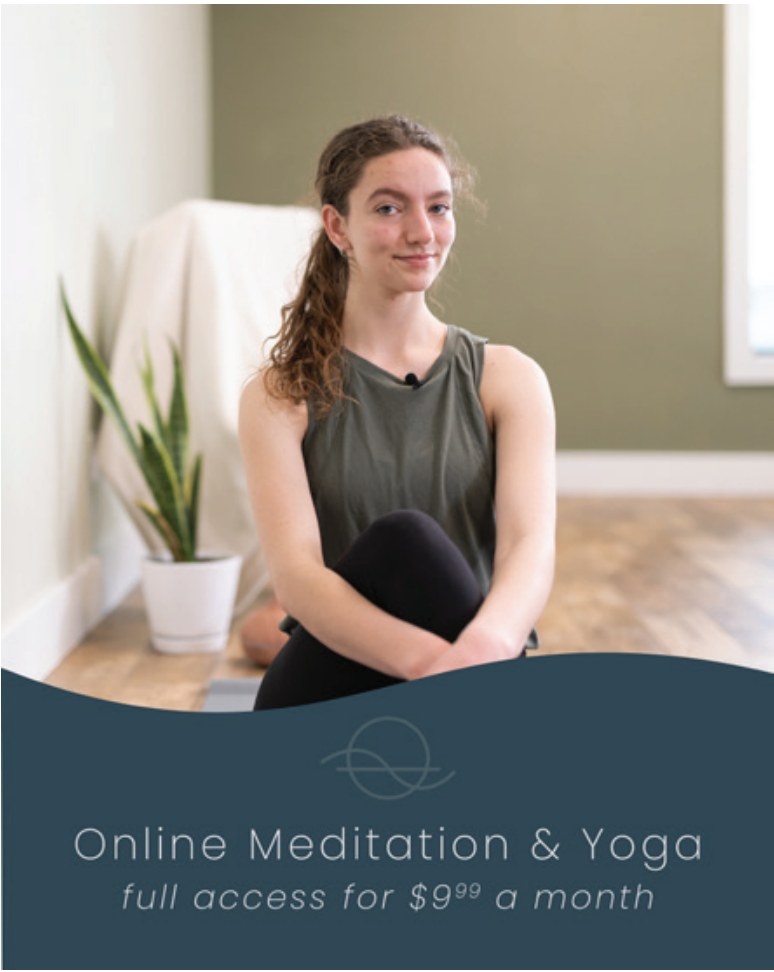
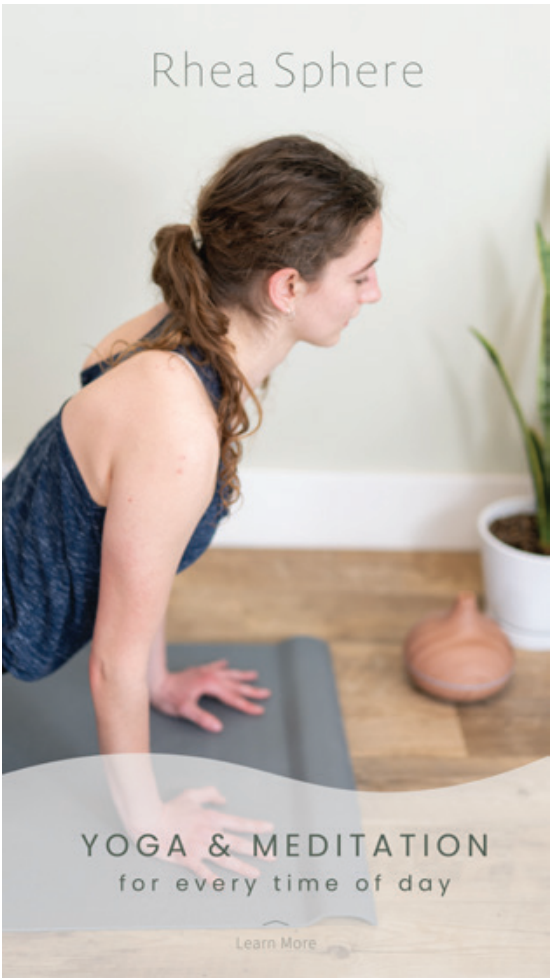
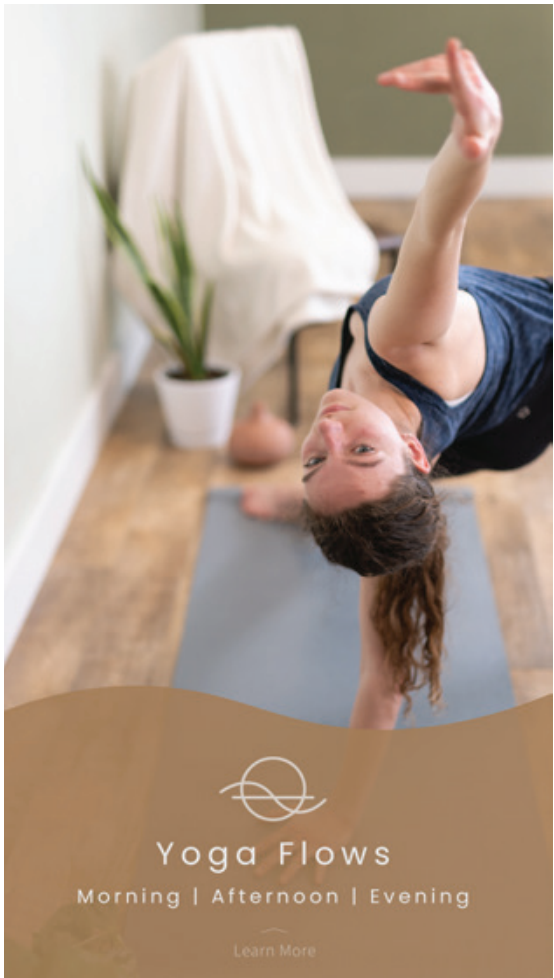


Initial Design

Since our target audience primarily uses Facebook, Pinterest, and Instagram, we wanted to create ads for these channels. For our first round of ads, we used the original brand colors, fonts, and images. We also used the wave design element from the logo throughout several of the ads. The copy was written with the intention of reaching people who want at home, online mediation and yoga courses.

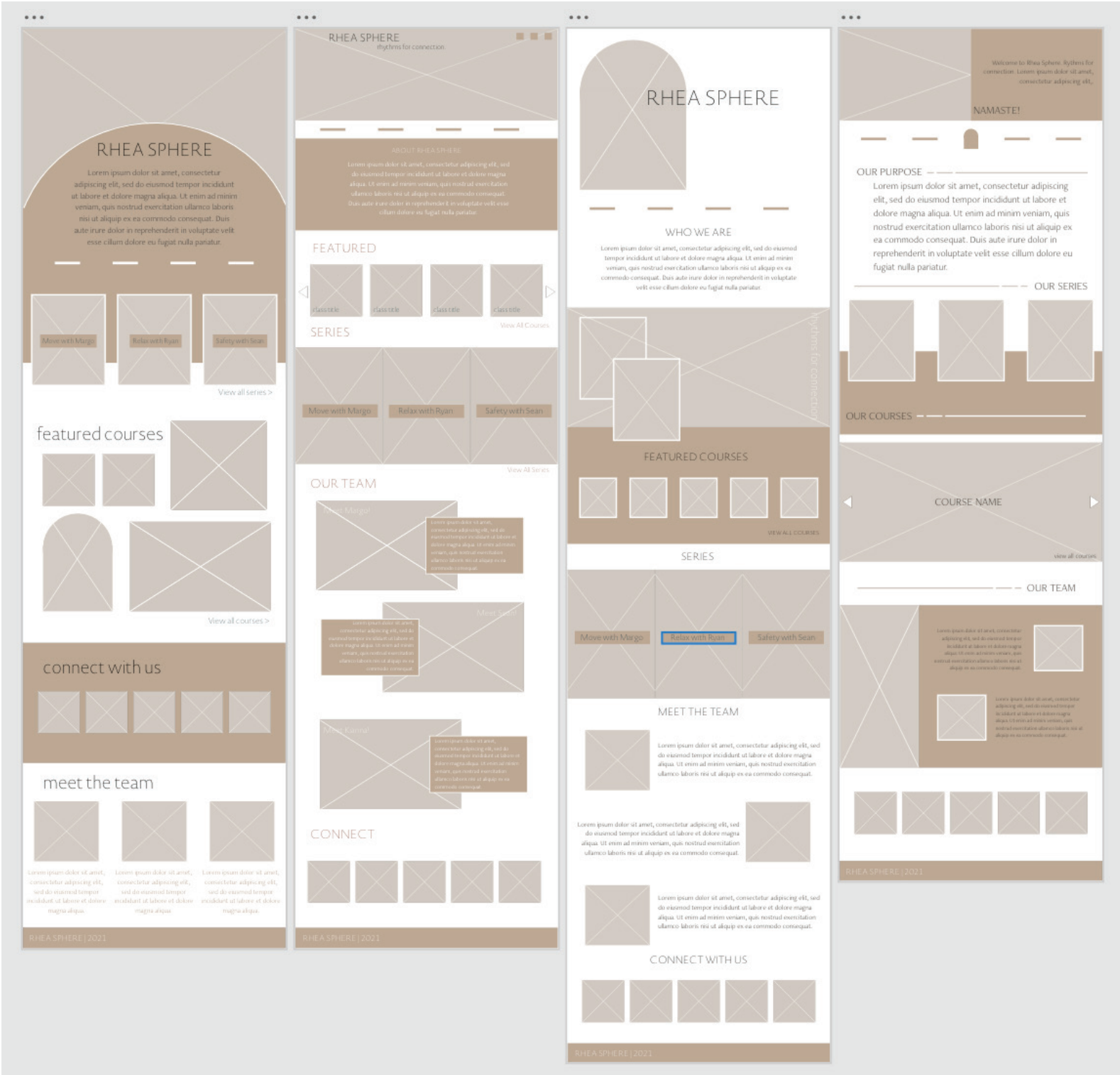
Final Design

We decided to use photos from the Yoga Loft for our final ads. We also used the updated font and colors, but used the same wave design element from the old ads. We kept them very simple and clean so that viewers could quickly understand what was being advertised without being overwhelmed with information. We also used either the logo or the word mark on every advertisement to create brand recognition.

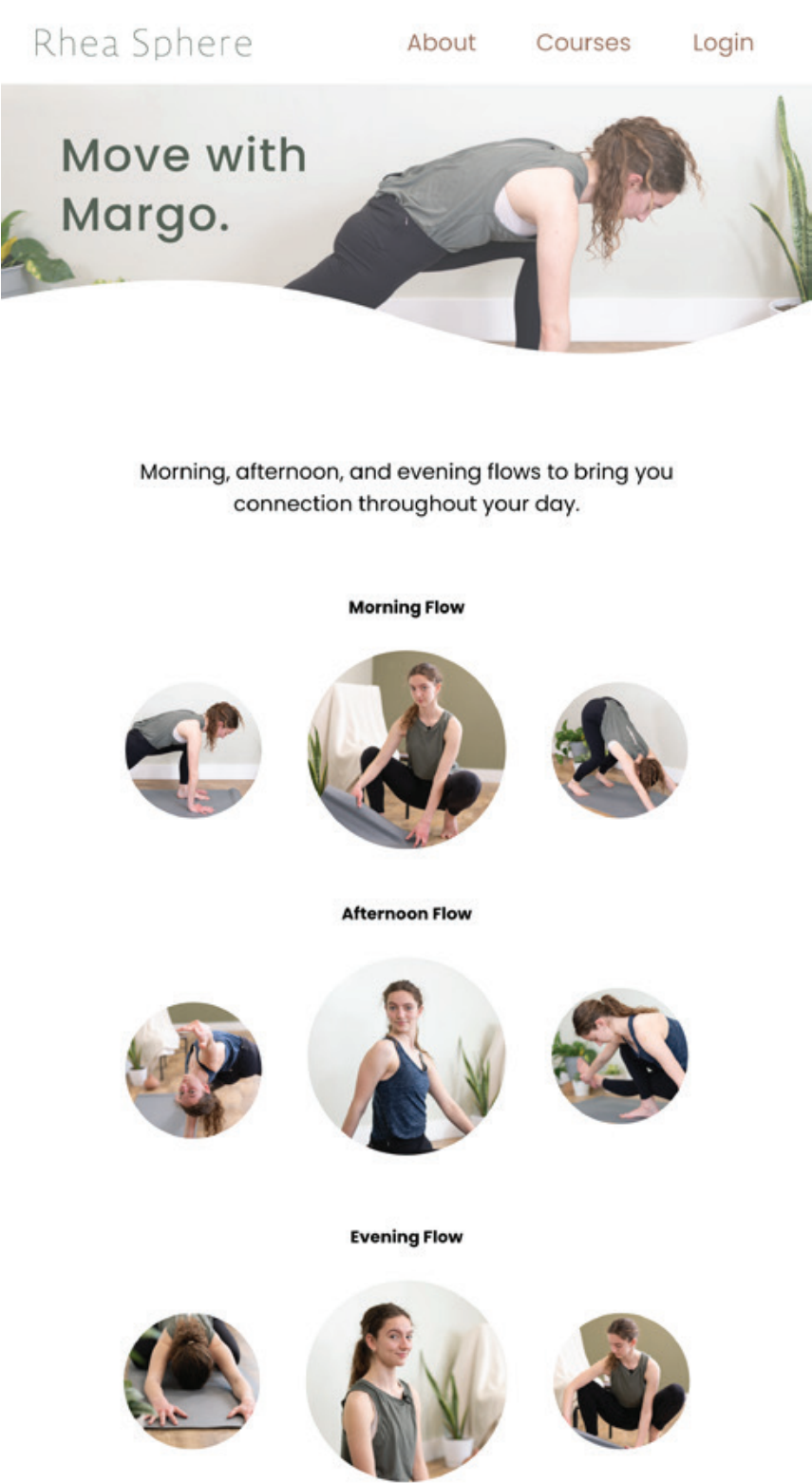


Web Design

First Wireframe



Final Design

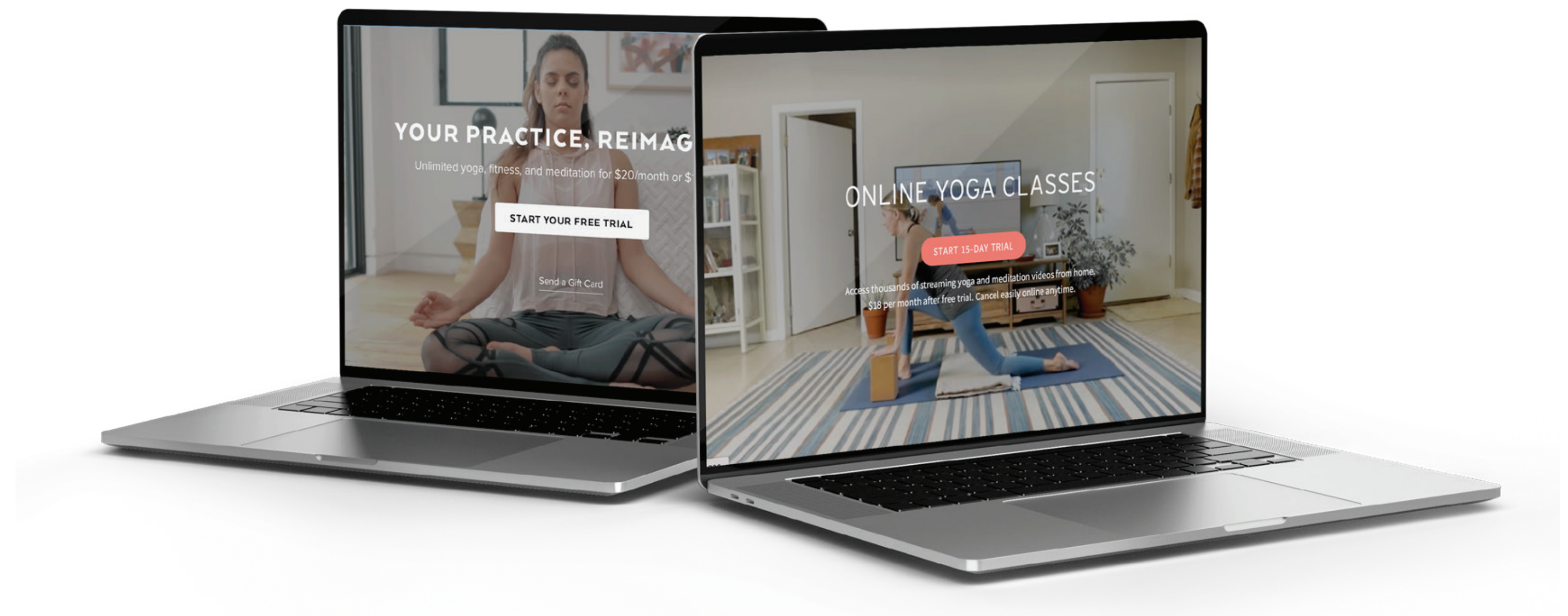


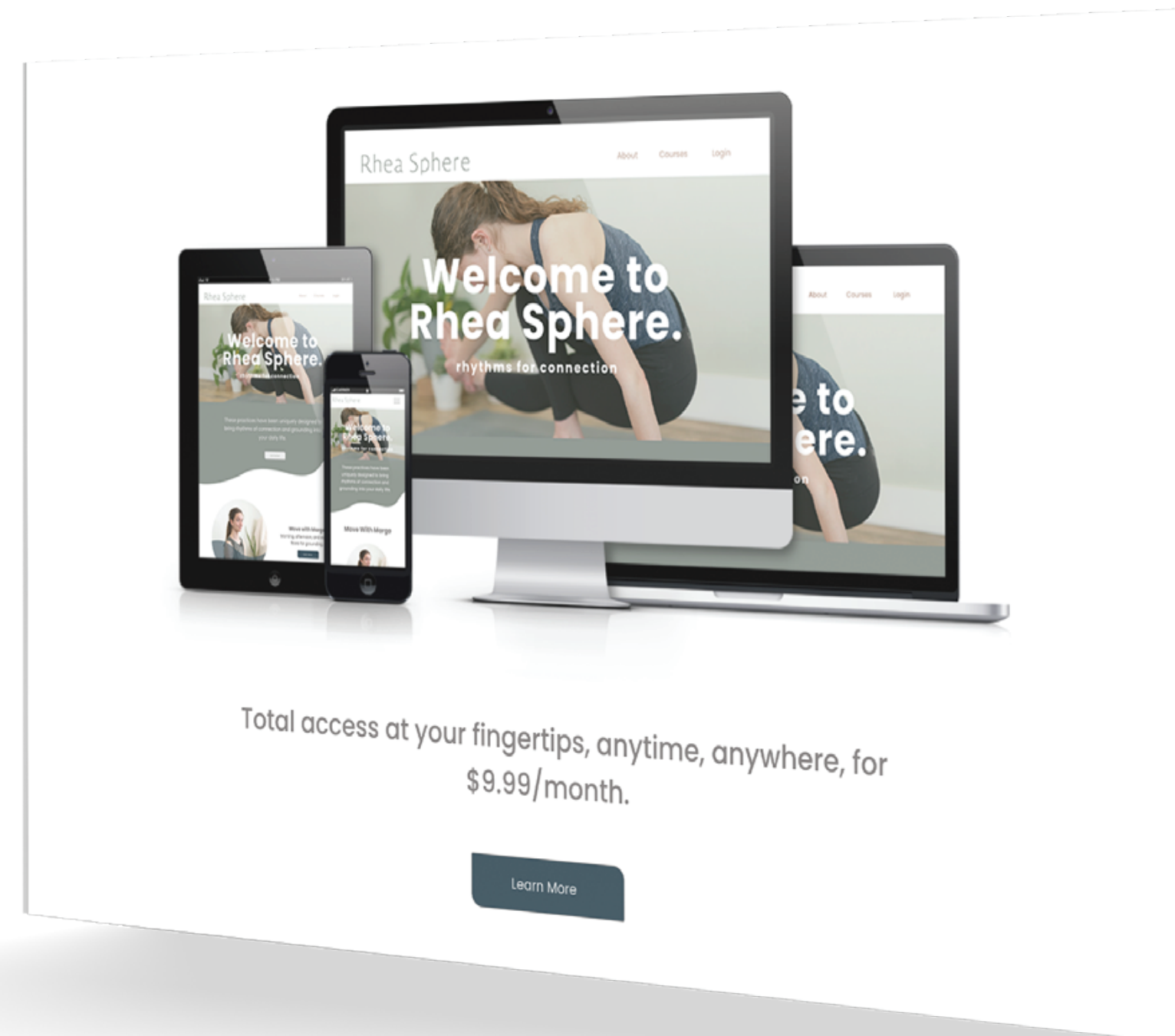
Our Expectations

When it came to web design, we knew that we wanted to create something that felt light and airy to compliment the ideas of rhythm and flow that were foundational in our brand identity. From the beginning, we focused on keeping things clean and simple, with a minimalistic layout and earth tones throughout. Our original wireframe began with boxes and squares, and through refinement and feedback, we incorporated the circle and wave from the logo throughout the website.

Research

In order to gain an understanding of what works in terms of online courses, we began researching some of our competition and taking note of the kind of things that they were doing. We compiled a list of websites whose purpose aligned with our own and paid special attention to what they featured on their homepage. From this, we made a few key decisions. The first being the decision to feature our pricing and subscription model more prominently. Secondly, our website was currently lacking a strong sense of what was unique about us.



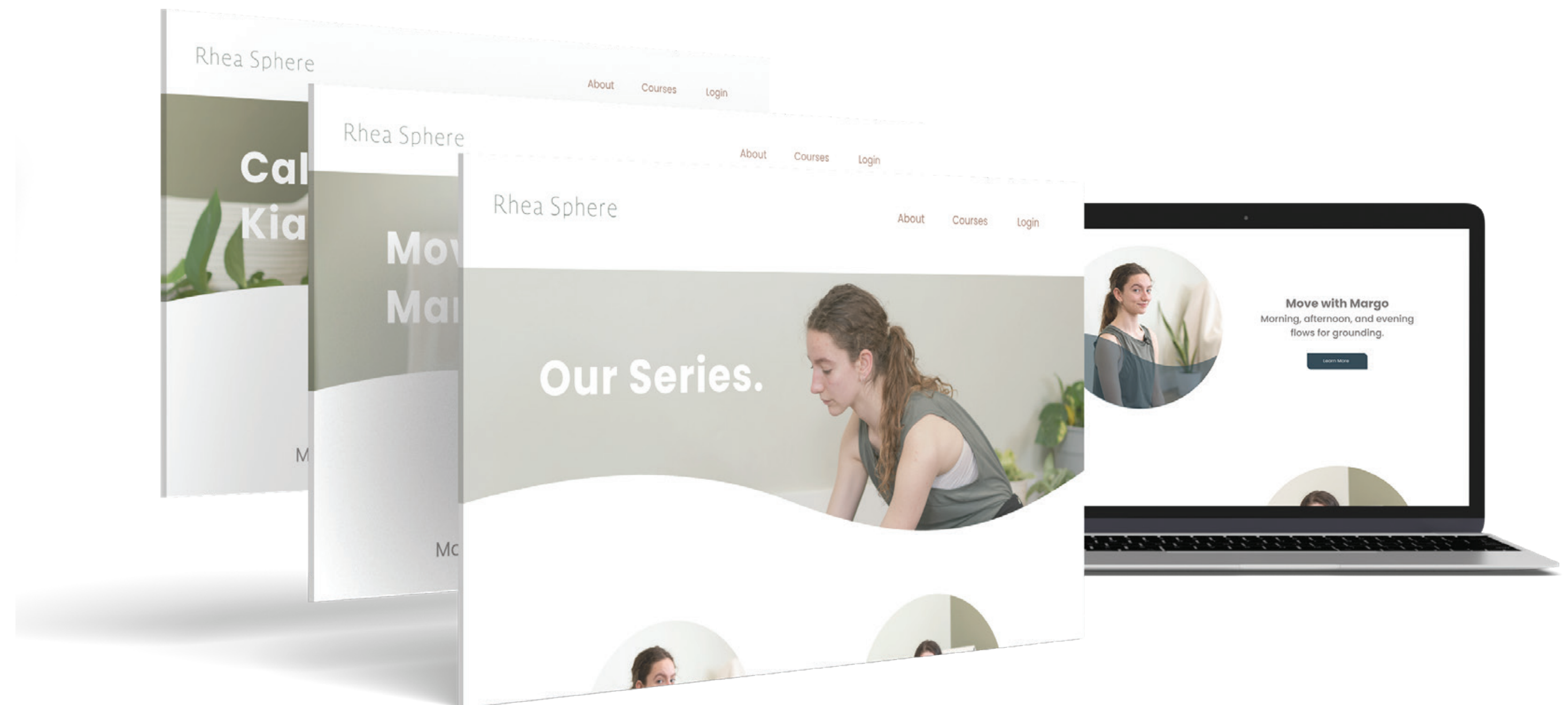


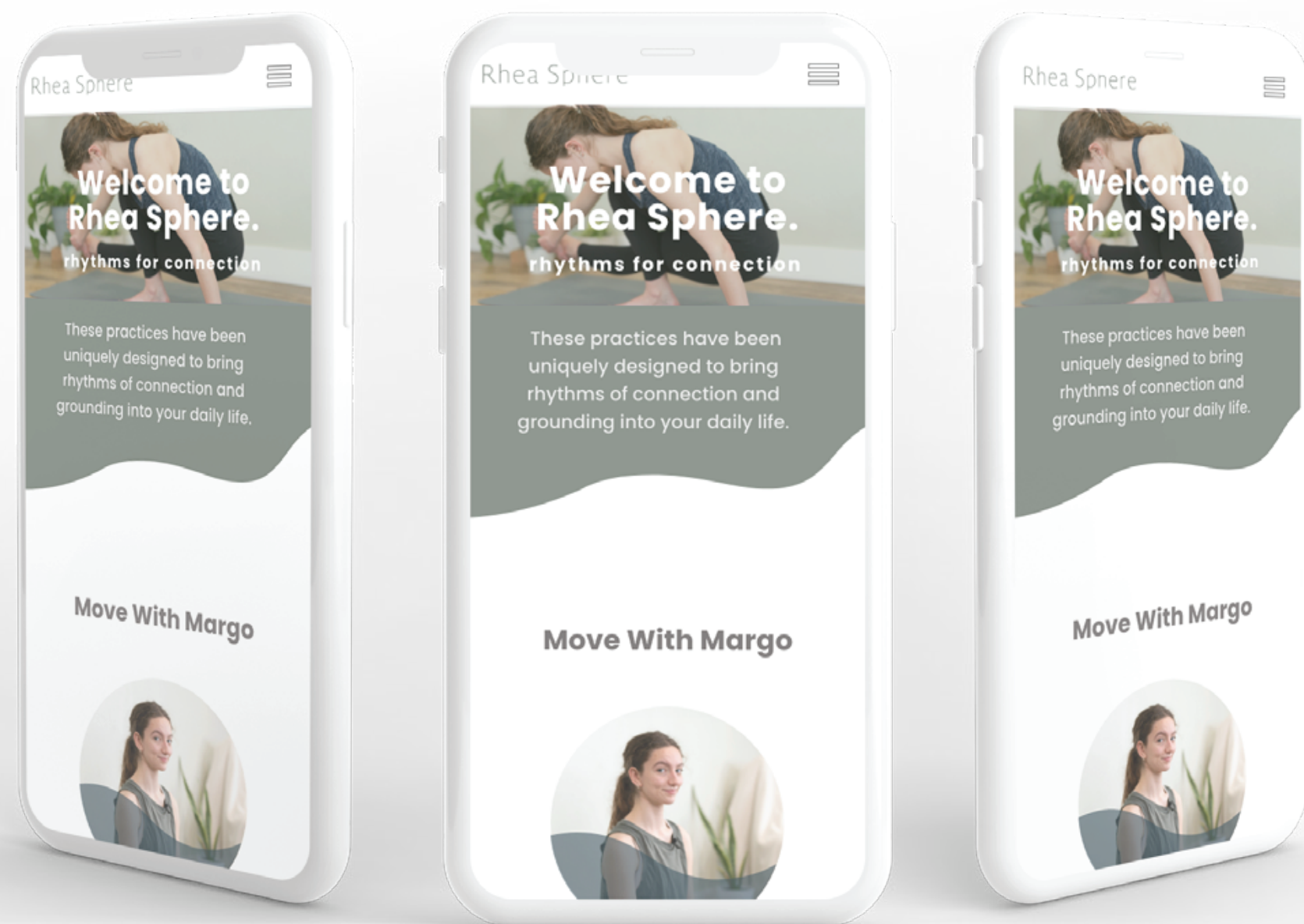
Implementing Research

We sat down and planned ways to make everything about our subscription model more clear. We added a section that showcased all of the platforms that our courses would be available on, as well as the monthly fee for access to all of those. This not only clarified the price but also emphasized the versatility of our content and how it will be available on all devices, which is one thing that sets us apart from others as it emphasized convenience and accessibility. Knowing where the website was lacking, it became easier to move forward with more purpose and we could refocus our efforts on the design itself. With the flow of content more fleshed out, we were able to begin creating more detailed web mockups.

Finding Our Voice

While the research had proved helpful in creating direction, after several weeks, we found that there were serious issues with consistency across the various platforms. It soon became clear that a change in course would be necessary in order to maintain brand integrity. Our entire team met together the following night to strategize a new direction and determine ways that we could keep our tone more consistent throughout. When we met together to address this issue, we made a few key decisions that would help with how cohesive it felt. We decided that communicating our core principles would be our new focus as we sought to open up the space and utilize shapes with better flow. The most impactful decision that we made was to incorporate the wavy line from our logo into our other deliverables. Incorporating that shape became foundational in all other design decisions regarding the website, app, social media, and anywhere else. Each subpage now utilized this element to show images, and the squares that previously dominated the design were replaced with circles to bring more flow into the design that Rhea Sphere represented.





Final Product

Moving forward, we were more conscious about every decision we made. We knew how easy it was to stray from the predetermined decisions, especially as time went on, and especially with multiple people working on a single project. Throughout every stage going forward, we made an effort to communicate our progress and check-in with each other. We continually focused on communicating those core values in all of the little details, because at the end of it all, it's the small decisions along the way that determine the true quality of a project. In the end, the website was the culmination of all of the feedback and realizations that we had throughout the process. The final design still maintained that clean aesthetic that we were going for from the beginning while still communicating those key messages of rhythm, flow, and grounding.

[Visit Homepage](#)

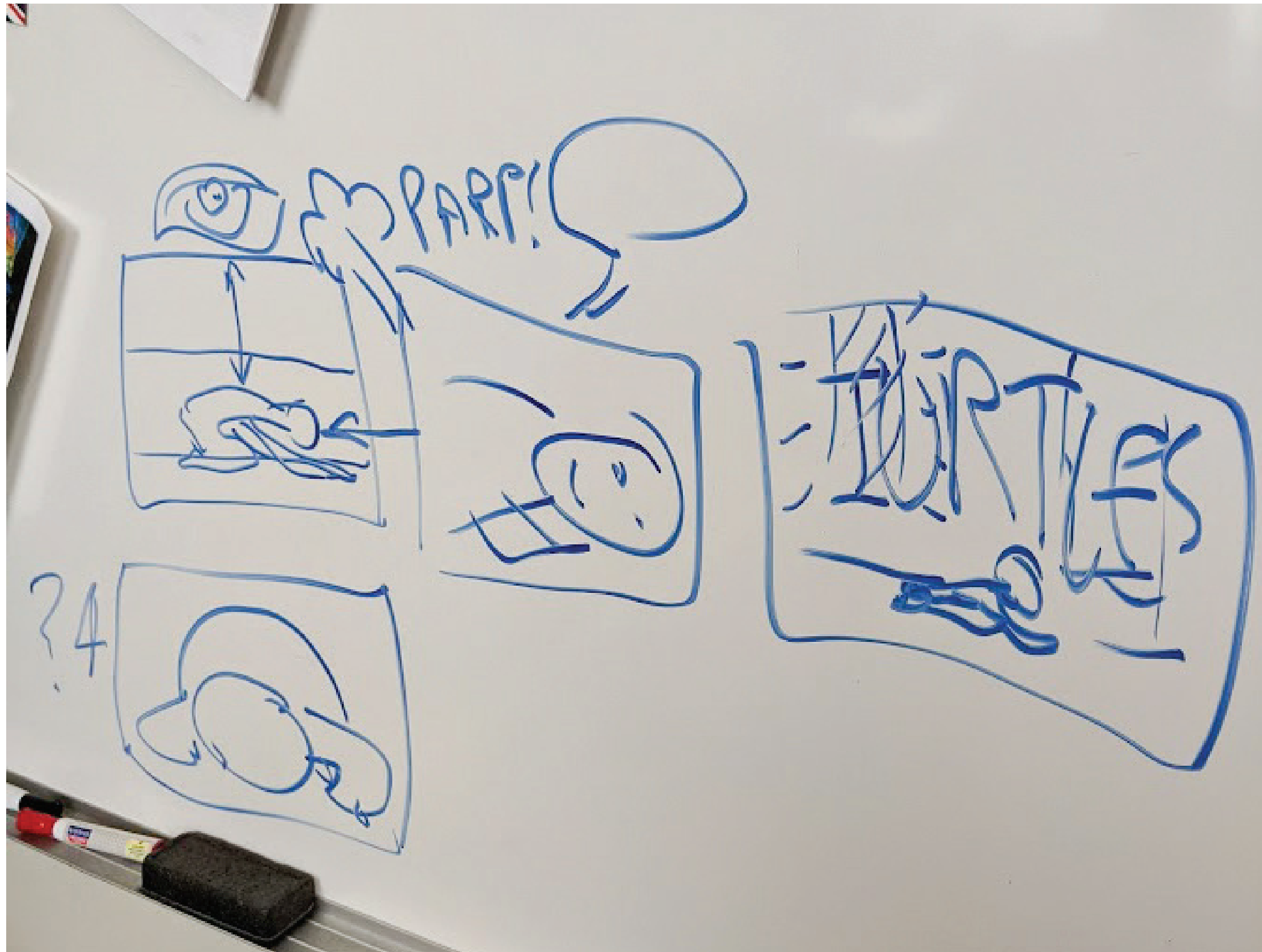


Welcome to Rhea Sphere.

rhythms for connection

These practices have been uniquely designed to
bring rhythms of connection and grounding into
your daily life.

Video



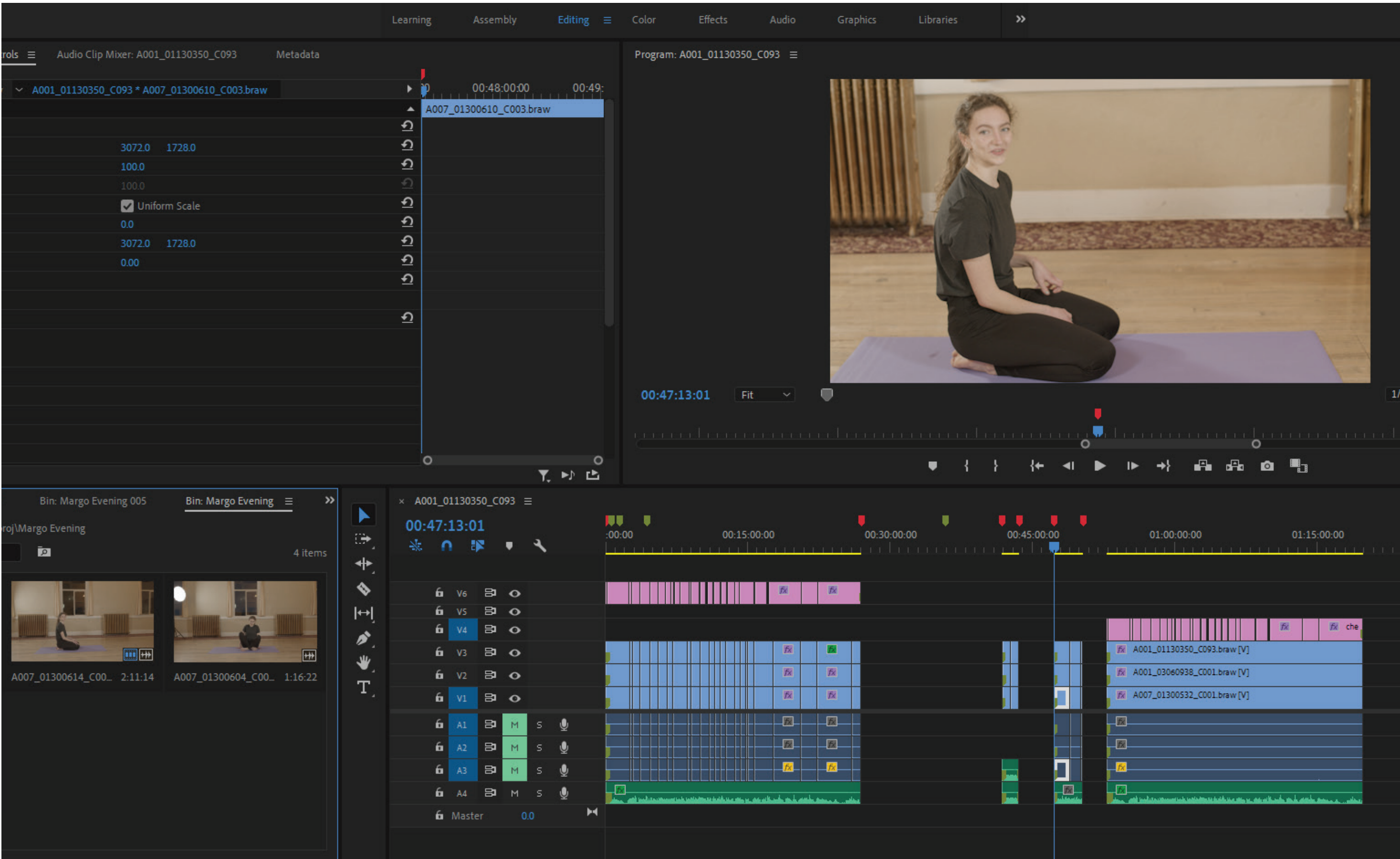
Concept

Our initial goal as a team was to create a series of instructional yoga videos called "Move With Margo." In creating this series we drew inspiration from things like "Yoga with Adrienne," this gave us a baseline of what we wanted to do with the series as a whole and helped us to start formulating the best way to execute that plan.

Our next step was to meet with Christian Mawlam, a mentor who is a video expert, to get some ideas on the best way to shoot the video. We determined that to get the right look having three cameras would be best, a wide shot, a medium shot, and a bust shot. We toyed with the idea of including a fourth camera angle but determined that it would likely be overkill.

What I Learned

There were a few things that we learned from our first set of video shoots. The first was that we need to be far more deliberate with our framing and set dressing. The second was that we needed to focus more on getting consistent audio, some of the spaces we used ended up being not very friendly for post-processing as we had issues ranging from echoes to loud ambient audio and people going in and out. The final thing was that if we wanted to keep a consistent aesthetic it would be easiest if we shot all of our videos in one location. Taking what we had learned from these shoots we decided to move forward with a proof of concept on a second series, Calm with Kianna.





Shooting, Part Two

In this shoot, we implemented some of the ideas we had been working on beginning with set dressing and using more closeups and planned shots. There were a few other things that we noticed while doing this shoot that we would need to correct going forward, but overall there was a lot that went right with this shoot. One of the major things we found was that the space worked well for what we wanted our videos to look like.

Shooting, Part Three

As the adage says, "Third time's the charm," for the most part. This shoot we did all we could to implement what we had learned from our older shoots, and it worked as far as we could control it. The only issues we had were things beyond our control, such as our audio recorder dying multiple times. We were pleased with how the footage turned out and overall happy with the results of this Eight-hour shoot.

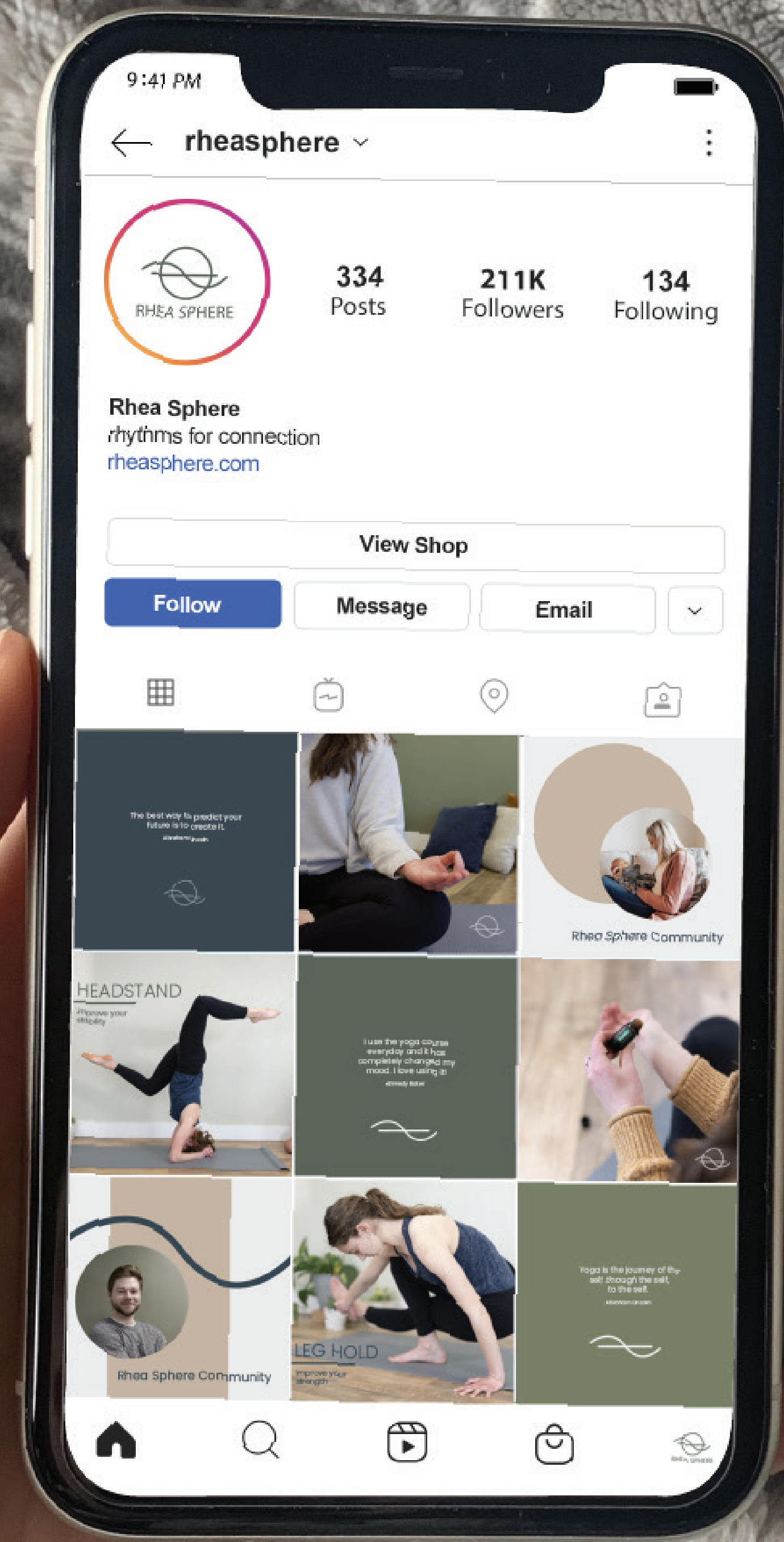




What We Finished With

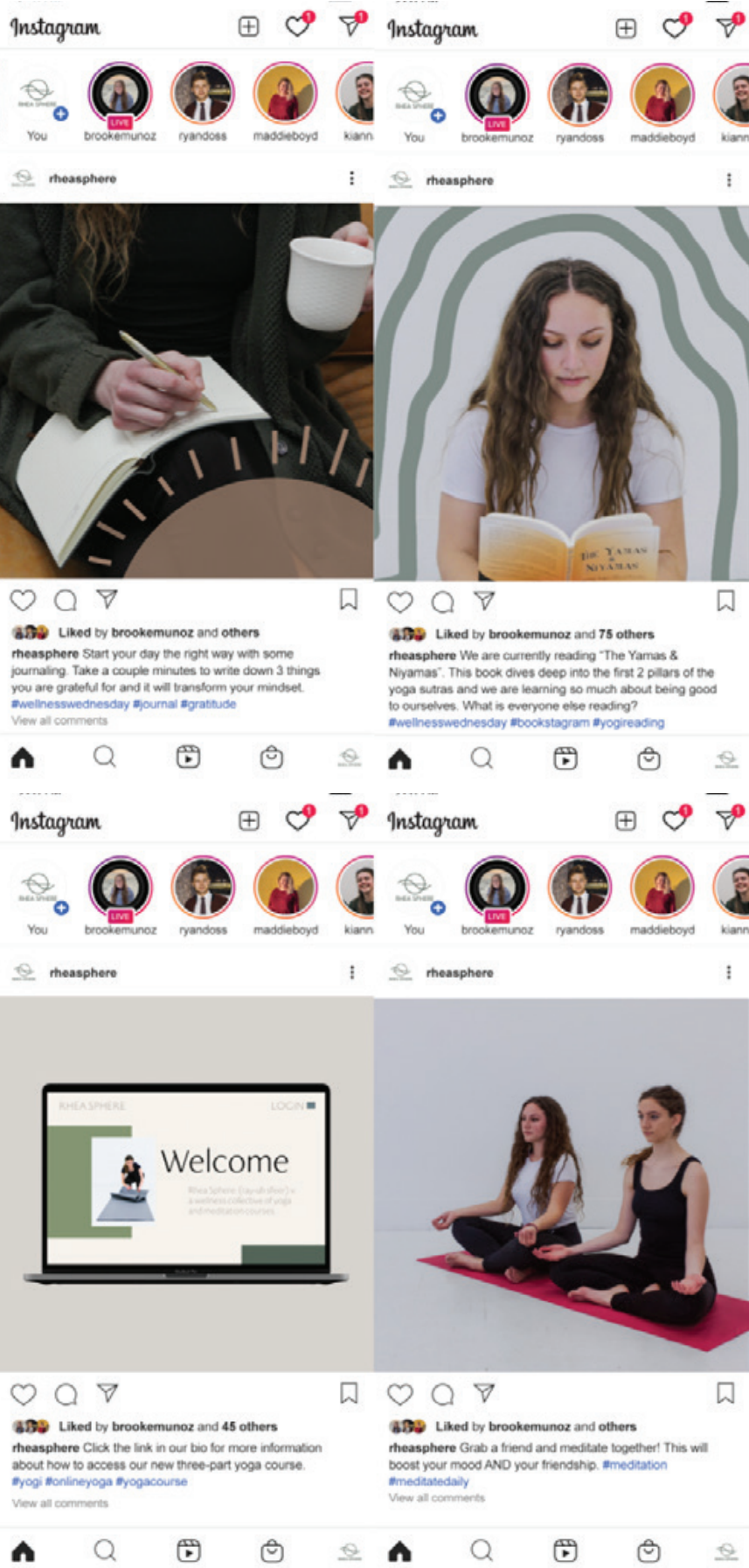
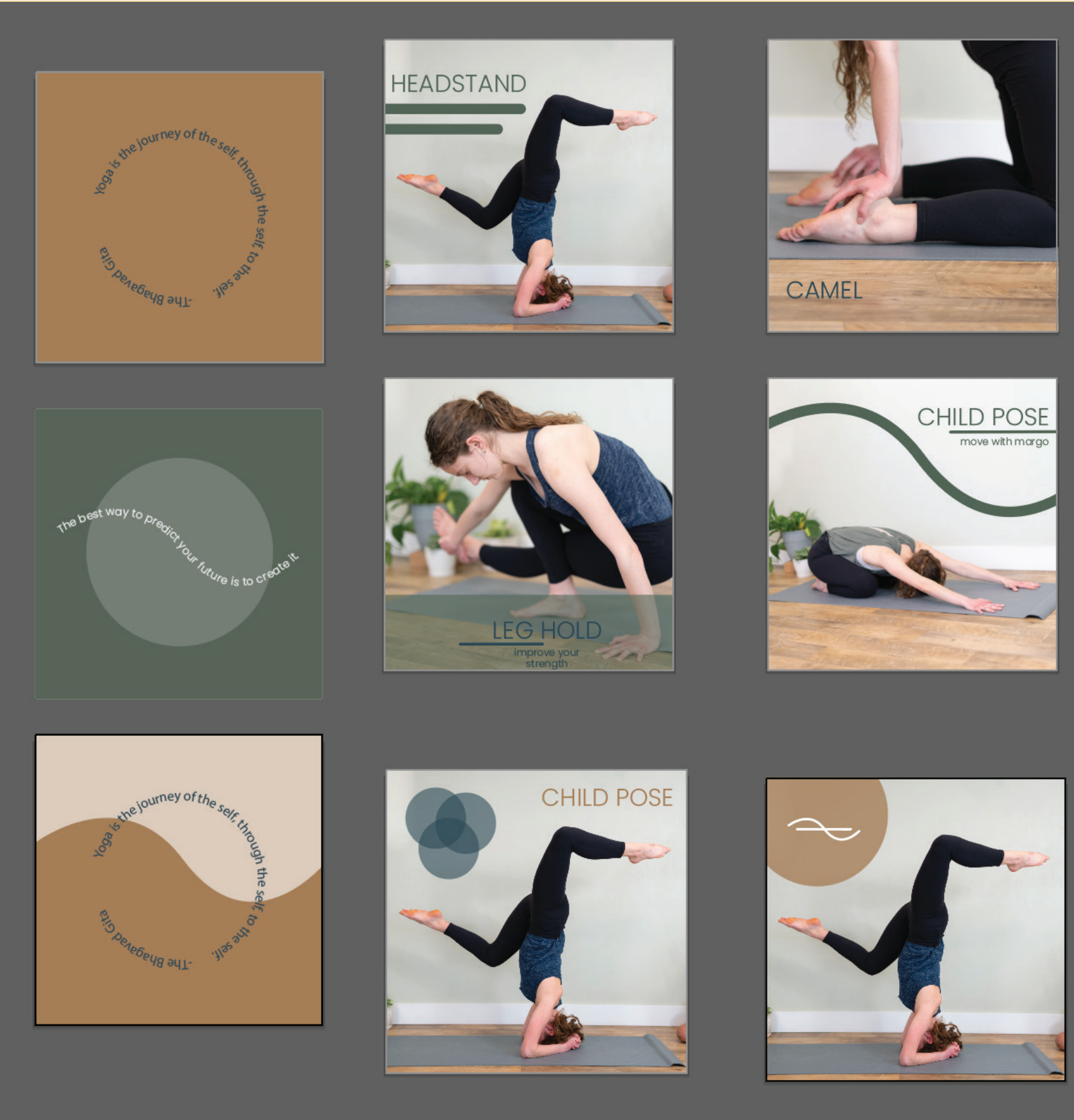
In the end, we finished with seven total videos, three in the Move With Margo series, and four in the Calm with Kianna series. We look forward to more video work and creating more content.

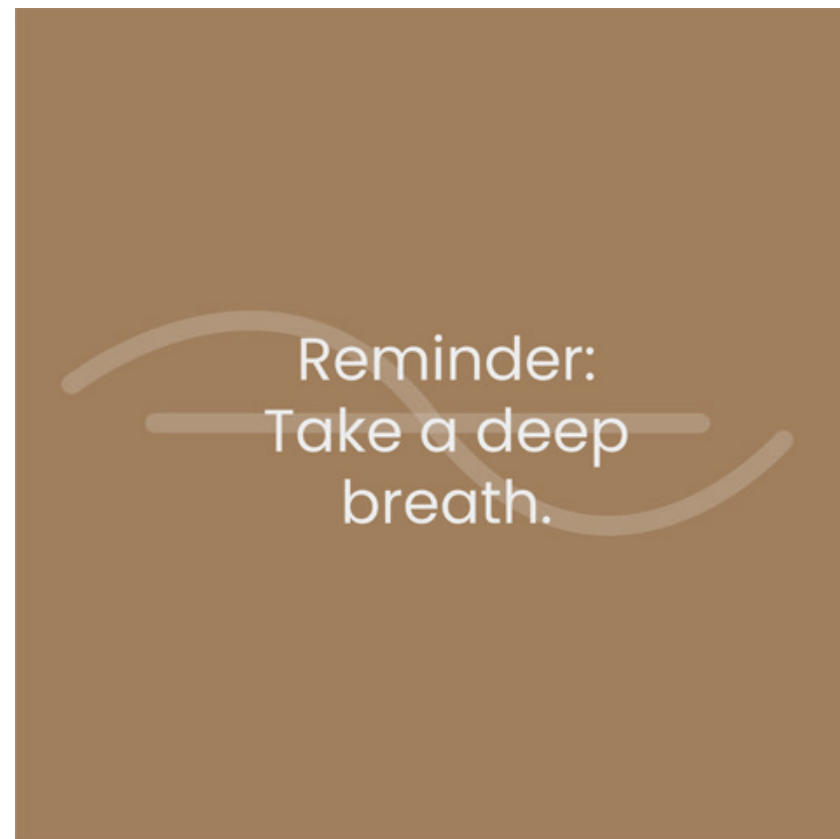
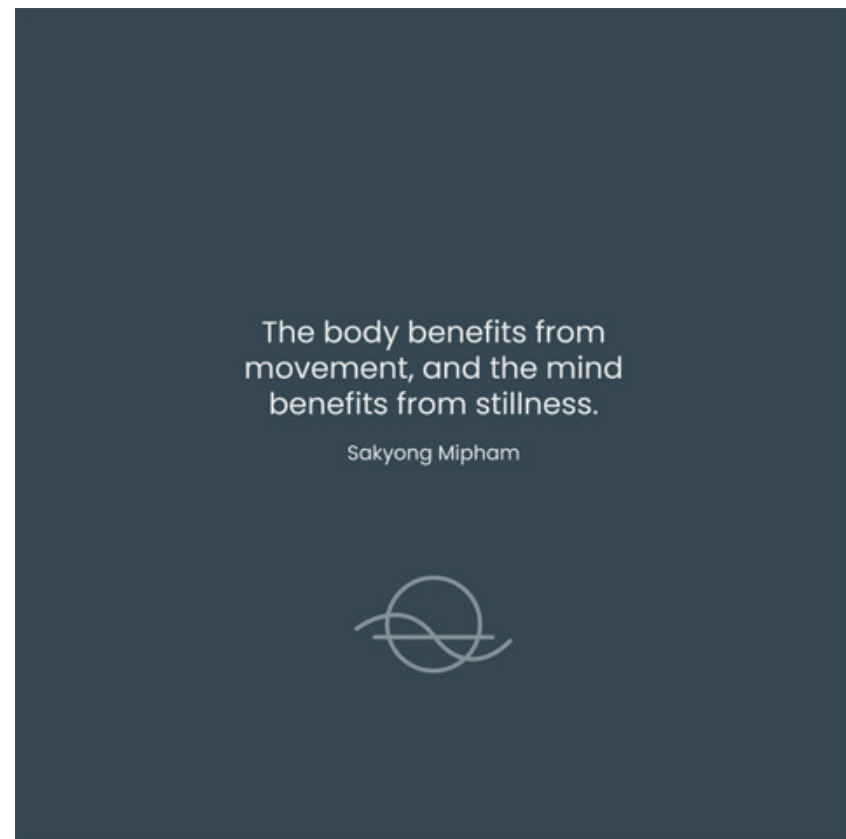
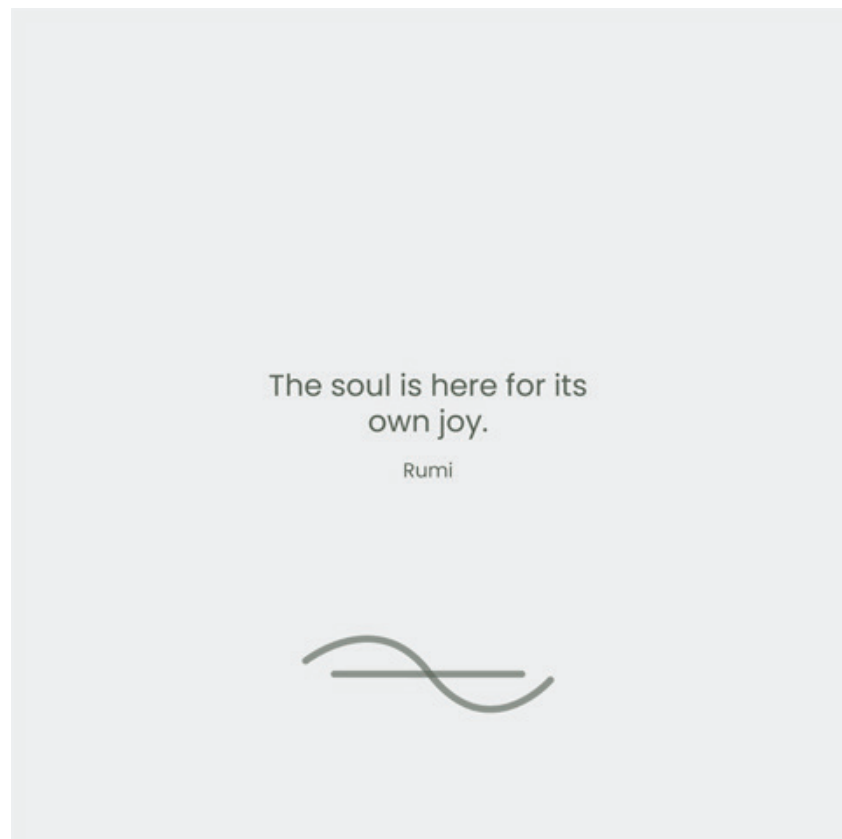
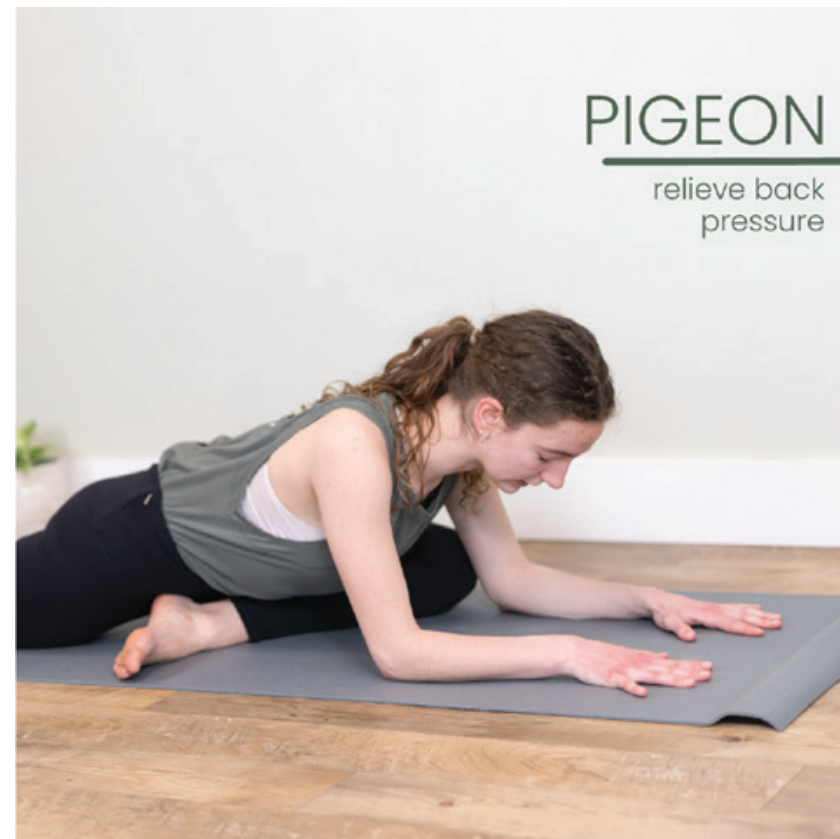
Social Media



Feedback

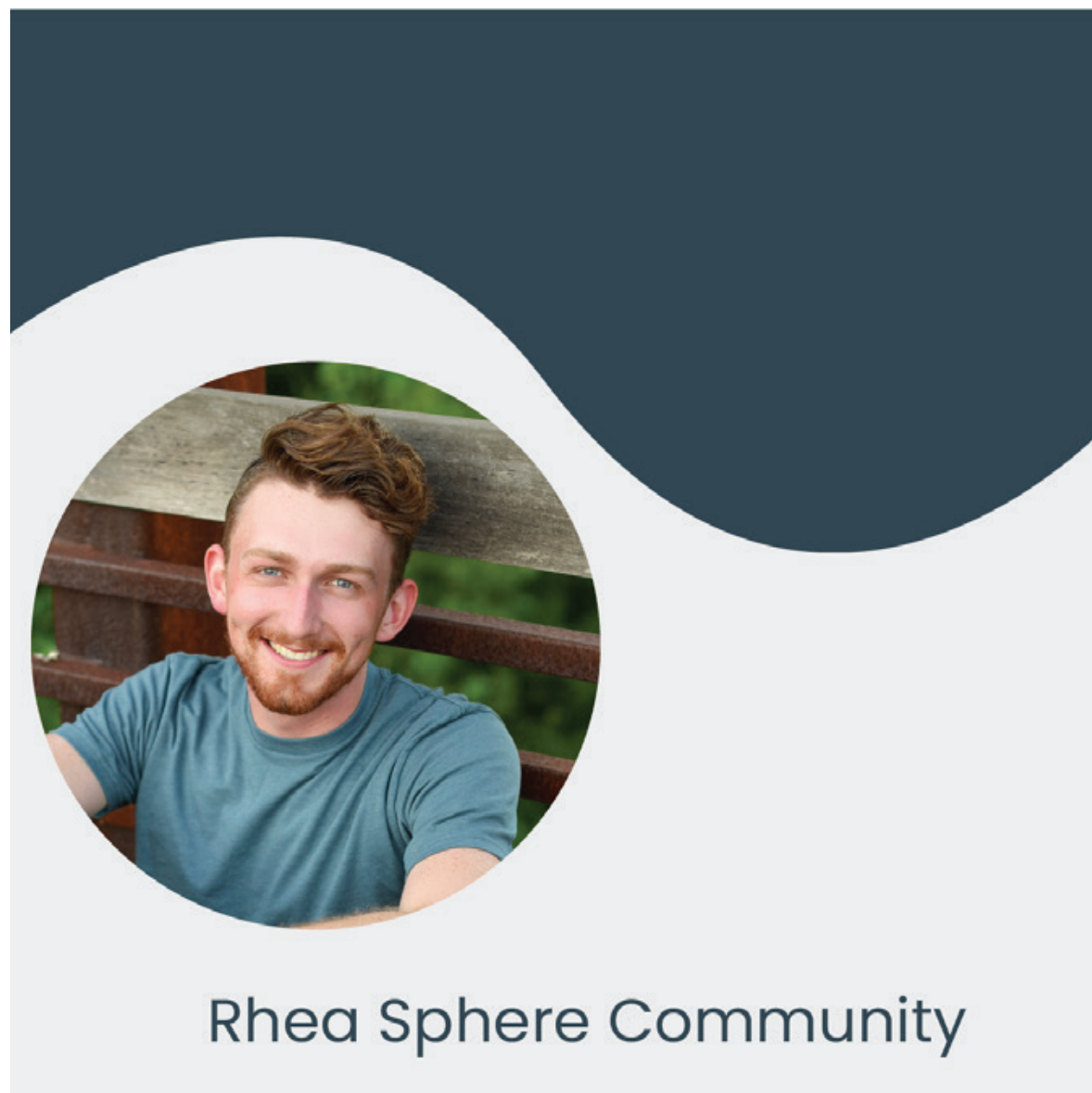
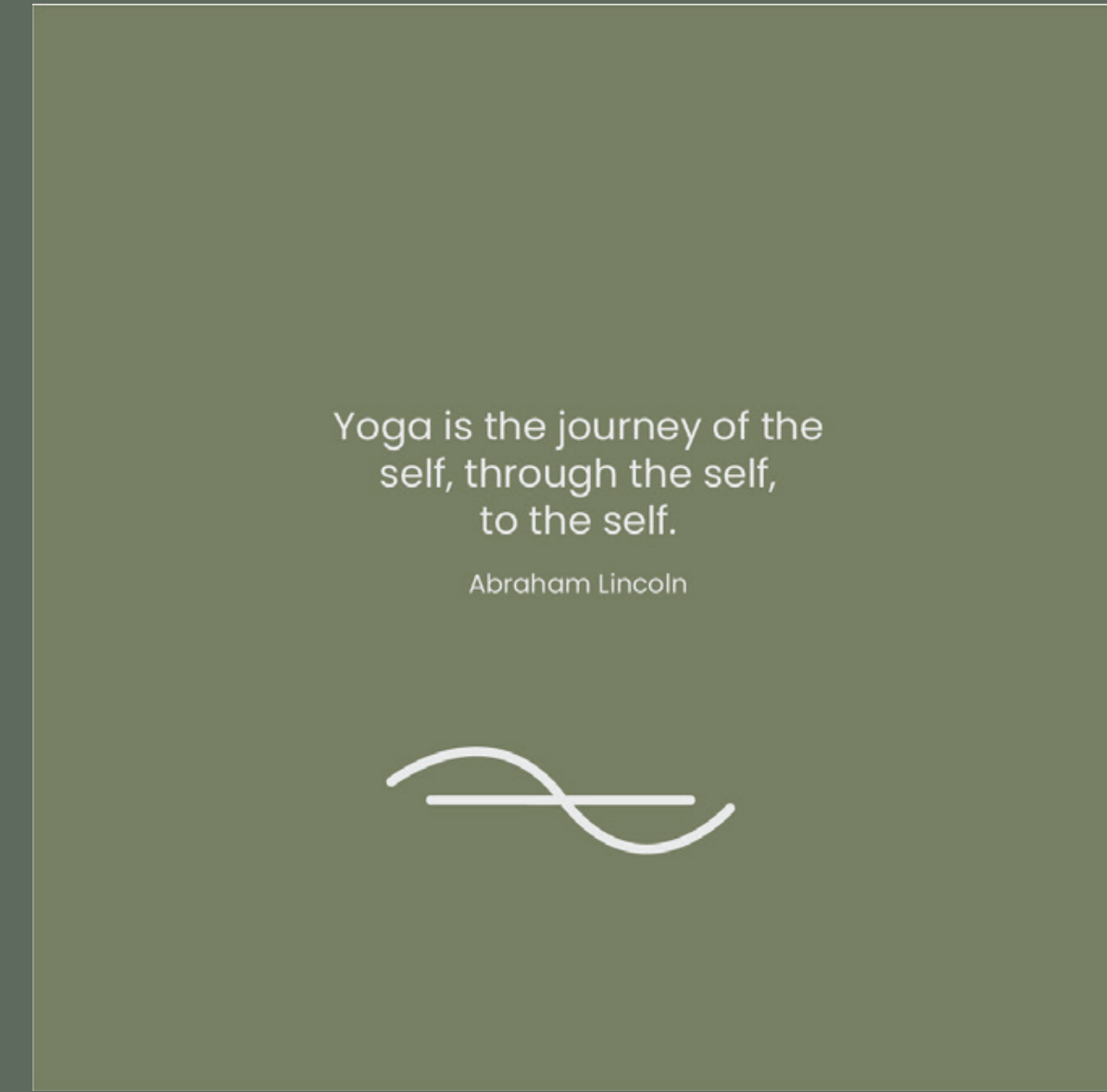
As we continued to receive critique, we implemented changes and achieved more unified content. With the help of an art director, we were able to nail down the brand colors and a new font. After this, we went back to the planning stage and searched for more inspiration. This consisted of making mood boards, sketching, and just testing out some designs. These photos show the process of trying to make some simple graphics. We decided to stick to the logo and use those shapes to keep consistency. This made a huge difference! Overall, the new designs look a lot cleaner and really look like they belong together. This consistency sets the brand apart from other companies and makes it easier to recognize.





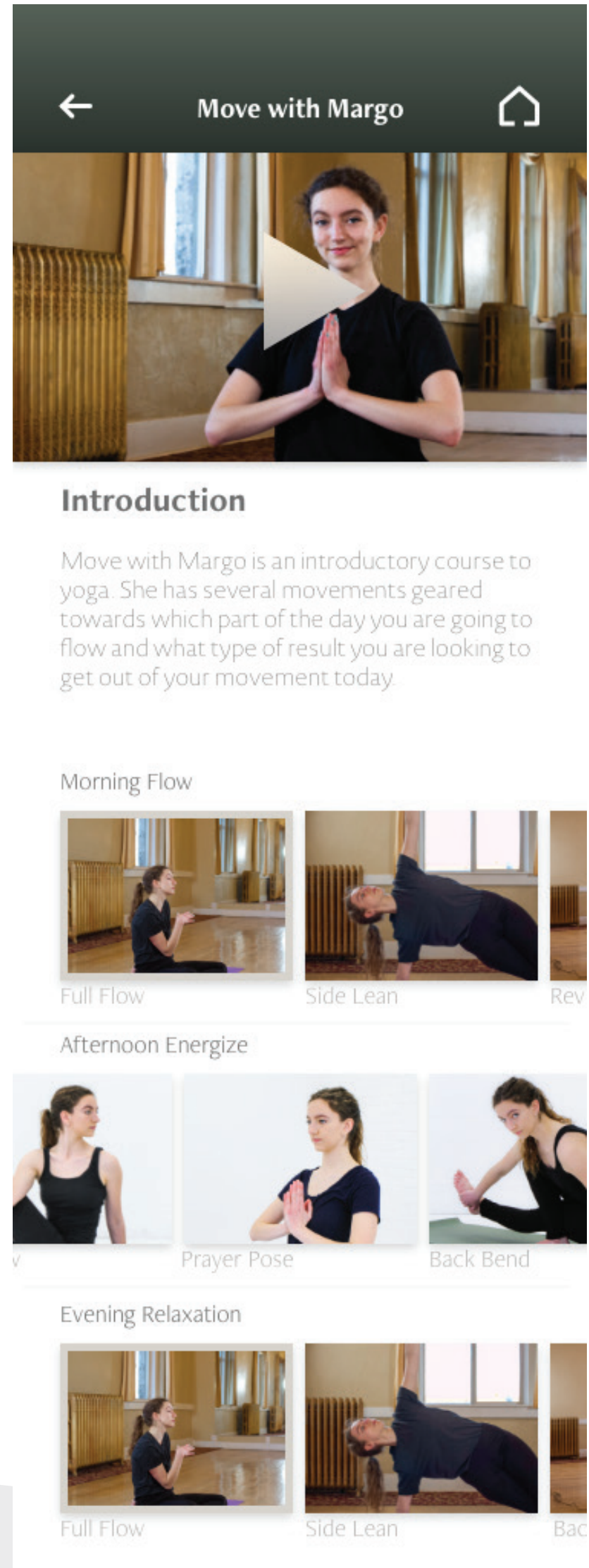
Final Style

We wanted our social media to bring awareness to the brand through its consistent design. People will engage and connect because of the feeling of community the posts have. This is done by using a lot of people in the photography to help people feel like they have someone to relate to. After working through the process of creating this content, our social media matches all other aspects of our brand including the video course, website, app, and advertisements.



Mobile App





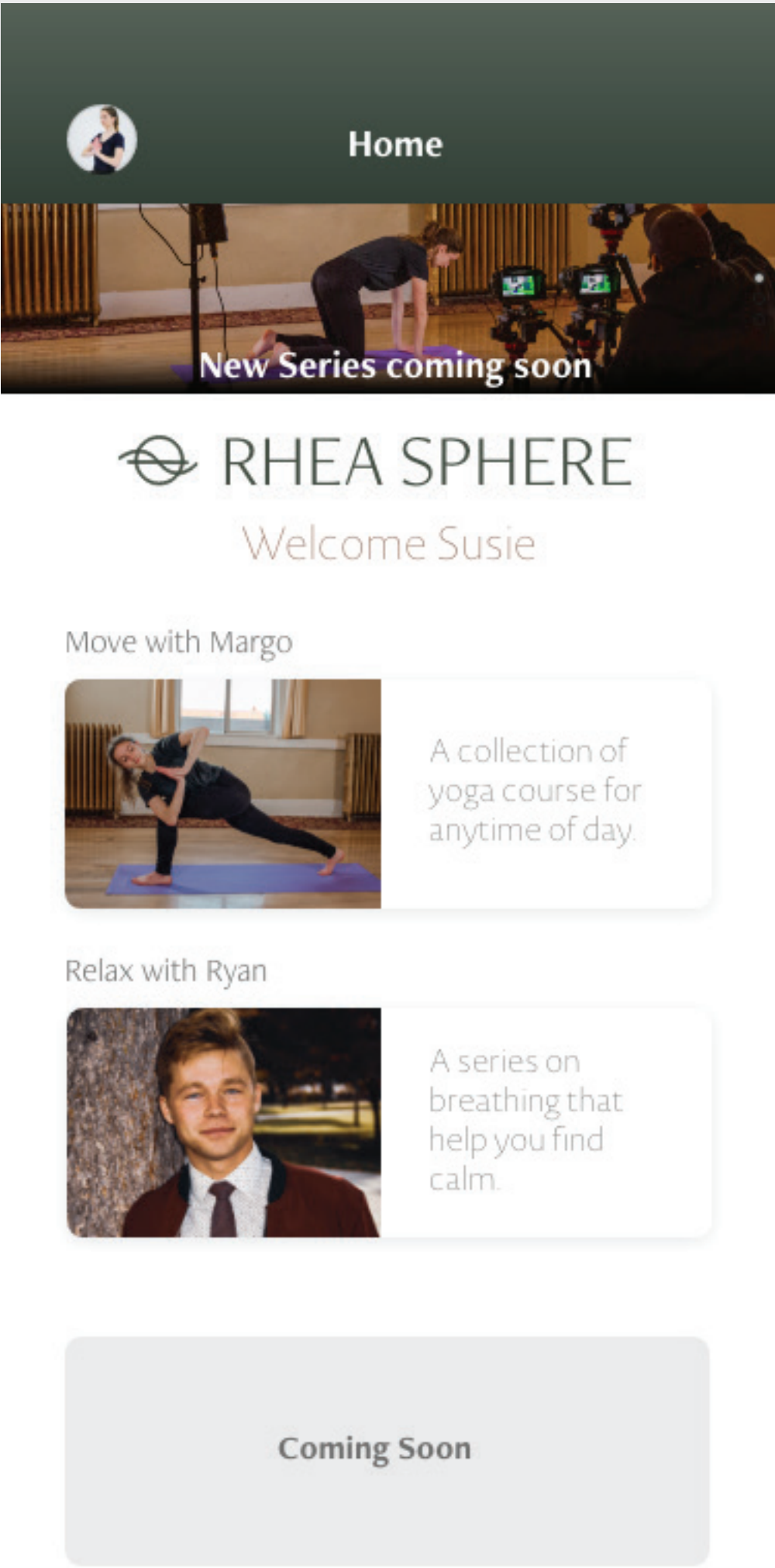
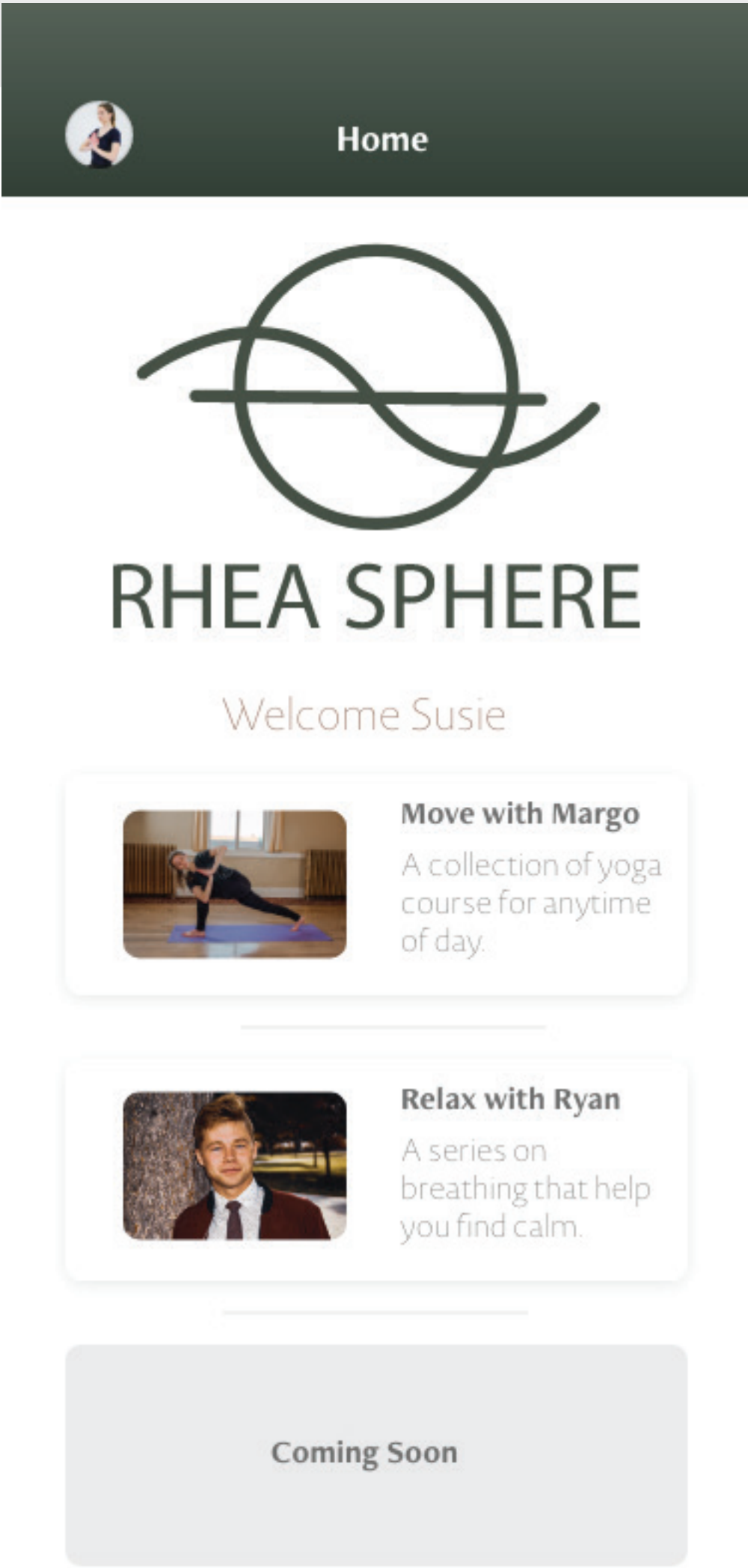
Purpose and Ideation

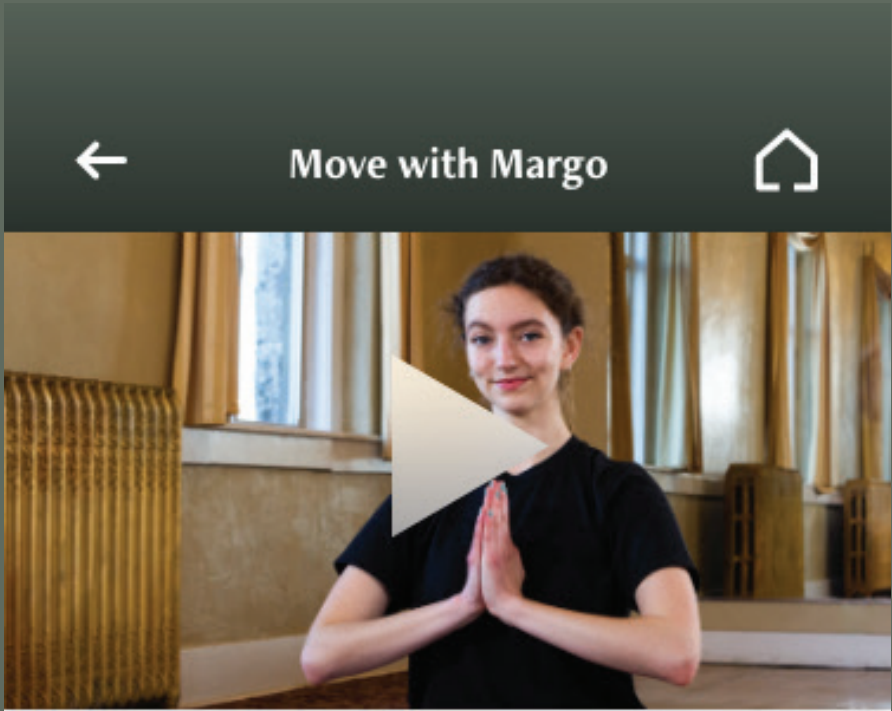
During the first versions of the app, swimlanes became the clear choice for taking on multiple series with several video sets in each collection. Quickly realizing there might be a better way we switched to a card layout, and the original design was far too simple and need to add elements from the branding.

Initial Designs

We went back to the drawing board and began to get more creative with the title, header, video, and other elements to include custom curves that would give the app a unique and branded design to match the rest of the visual materials

- Walkthrough Video
- App Prototype





Introduction

Move with Margo is an introductory course to yoga. She has several movements geared towards which part of the day you are going to flow and what type of result you are looking to get out of your movement today.

Morning Flow



Morning time movements to wake up to.

Afternoon Energize

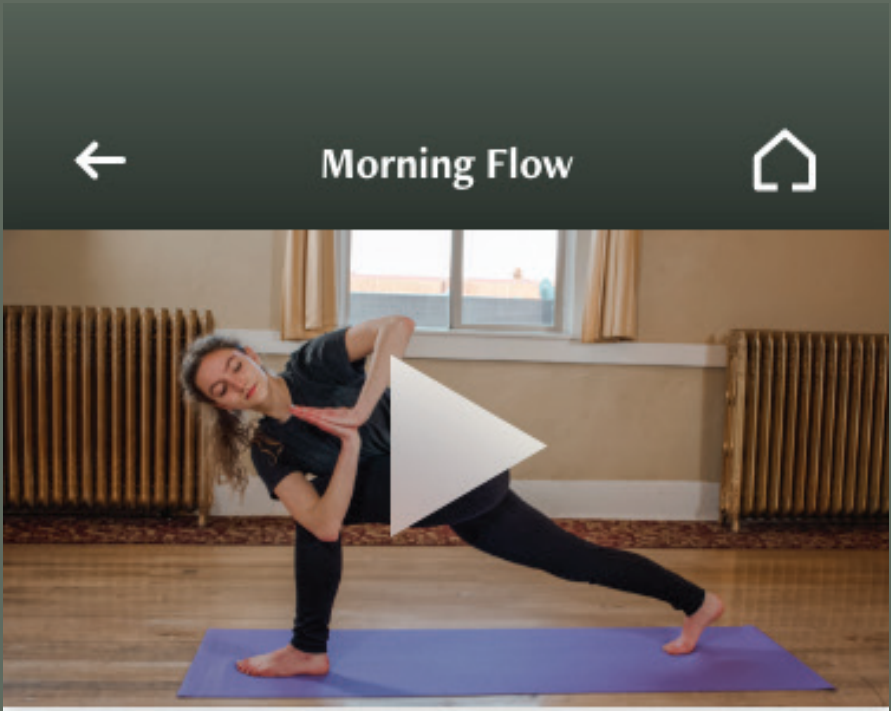


High energy flow for a mid day boost

Evening Relax



Morning time movements to wake up to.



Description

Introduction about some things that Margo believes about the videos and how they will benefit you. Also what to expect in the series, or how they differ.

more ▾

Break down videos

Side Lean



Closer look at balancing on your side.

Hip Twist

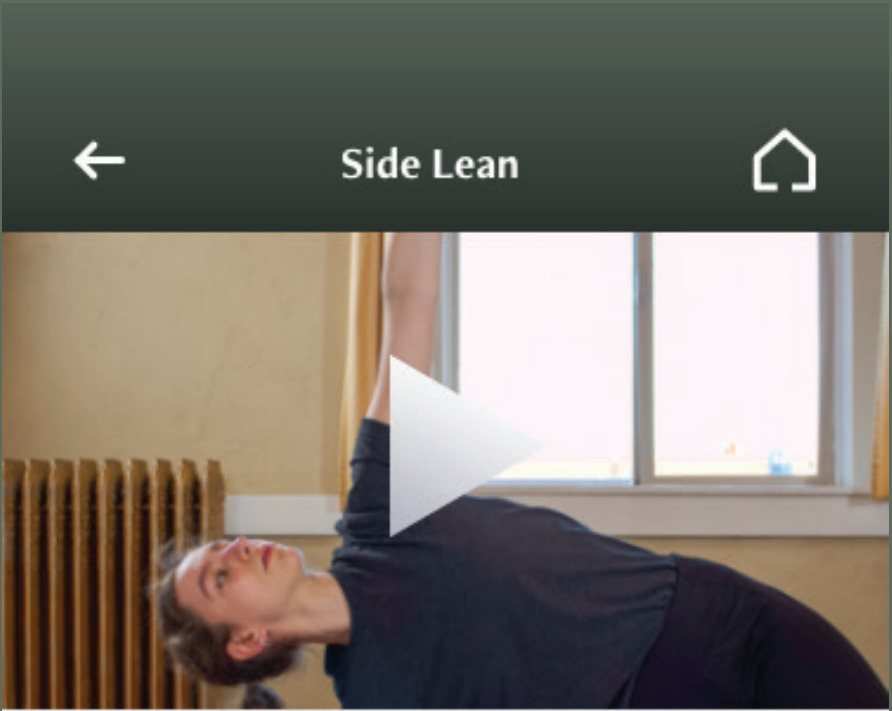


Examine how to stretch the hips.

Crow's Foot



More basics on the crows foot.



Description

Introduction about some things that Margo believes about the videos and how they will benefit you. Also what to expect in the series, or how they differ.

more ▾

Related Videos

Full Flow



Closer look at balancing on your side.

Hip Twist

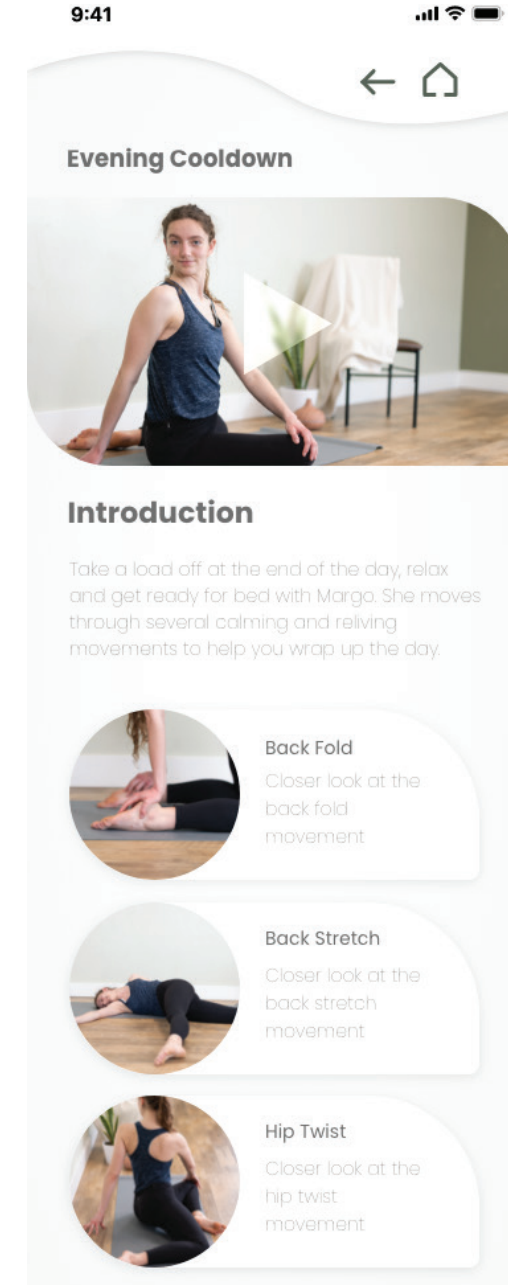
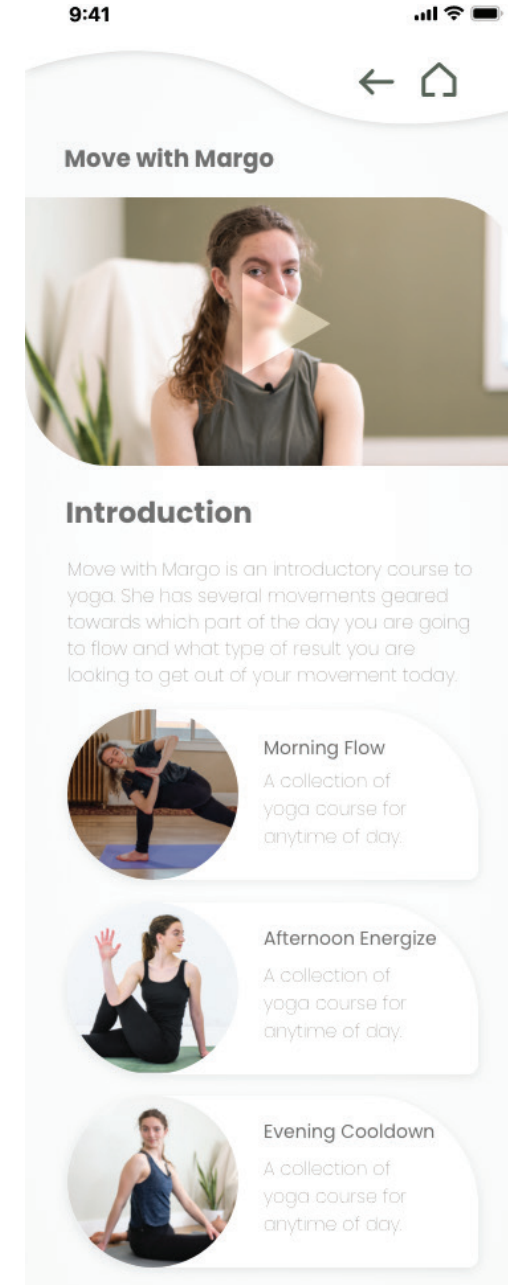
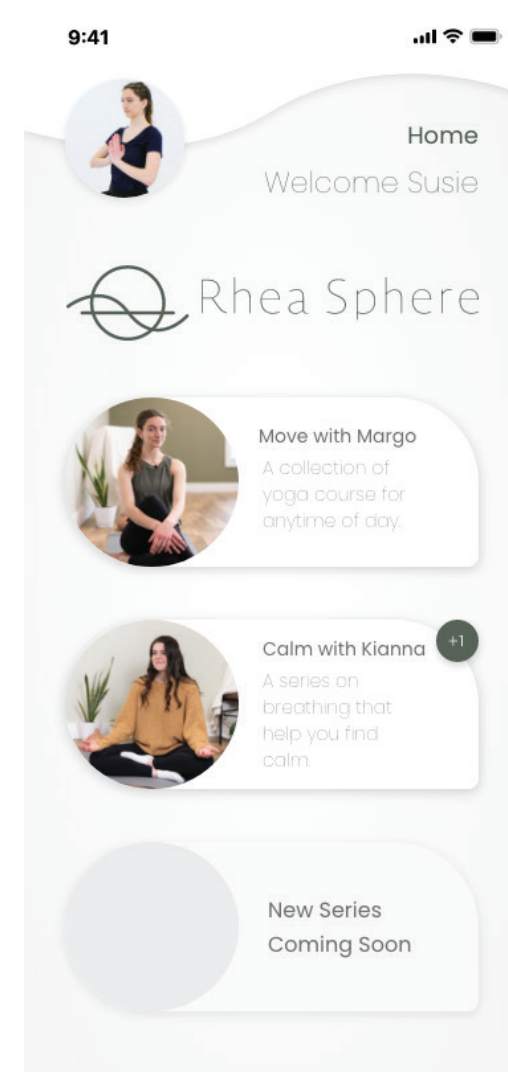


Examine how to stretch the hips.

Crow's Foot

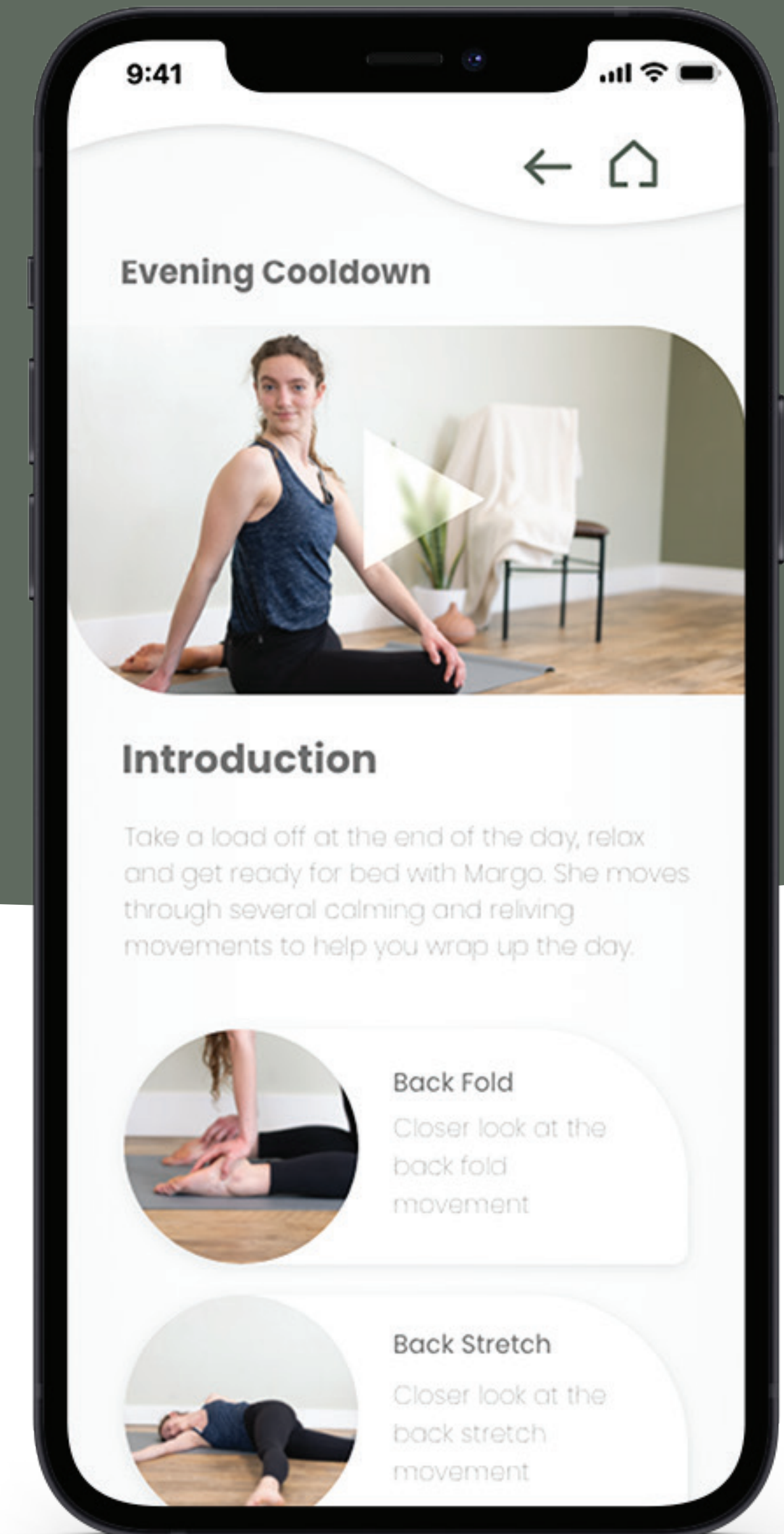
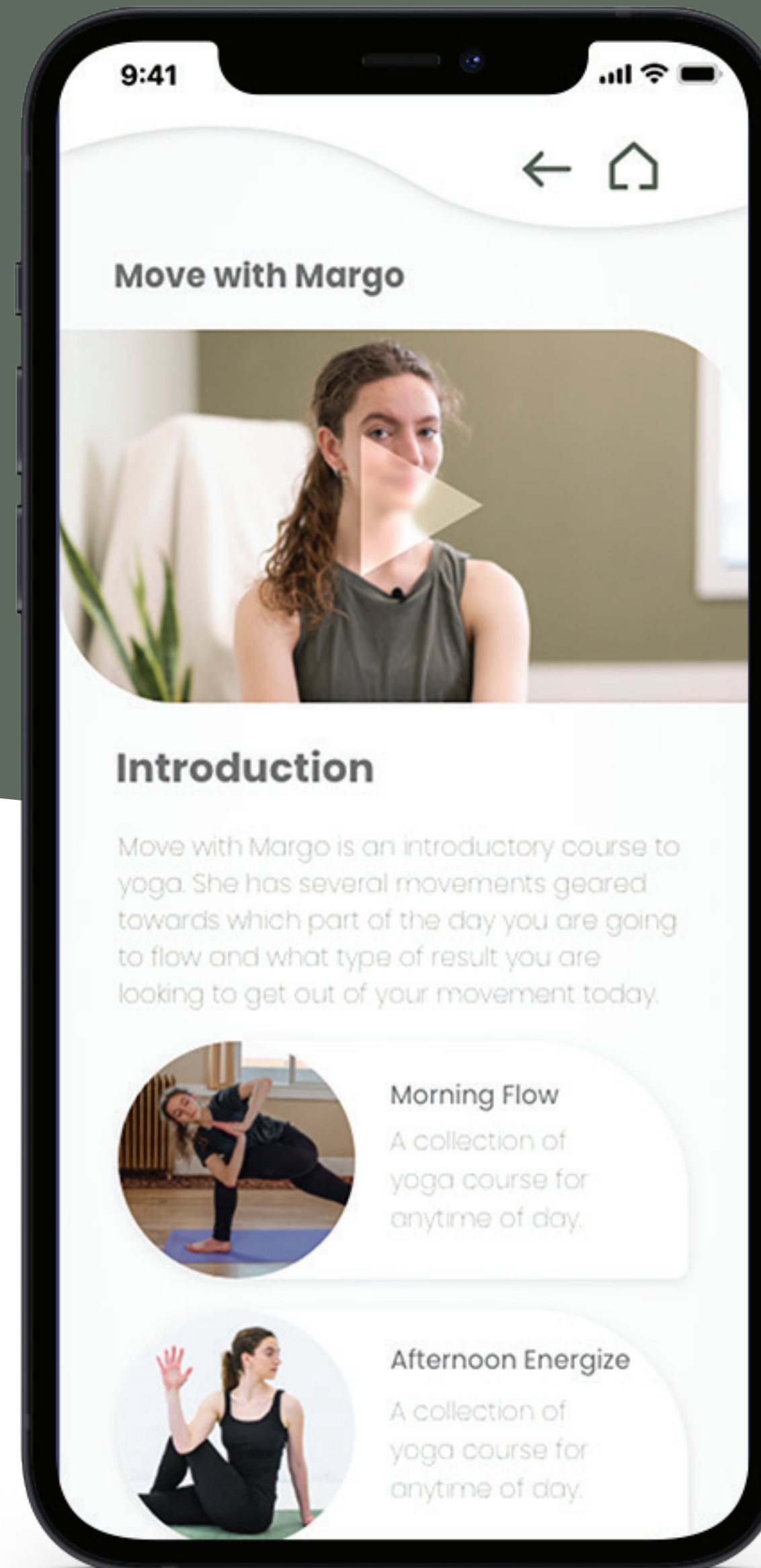
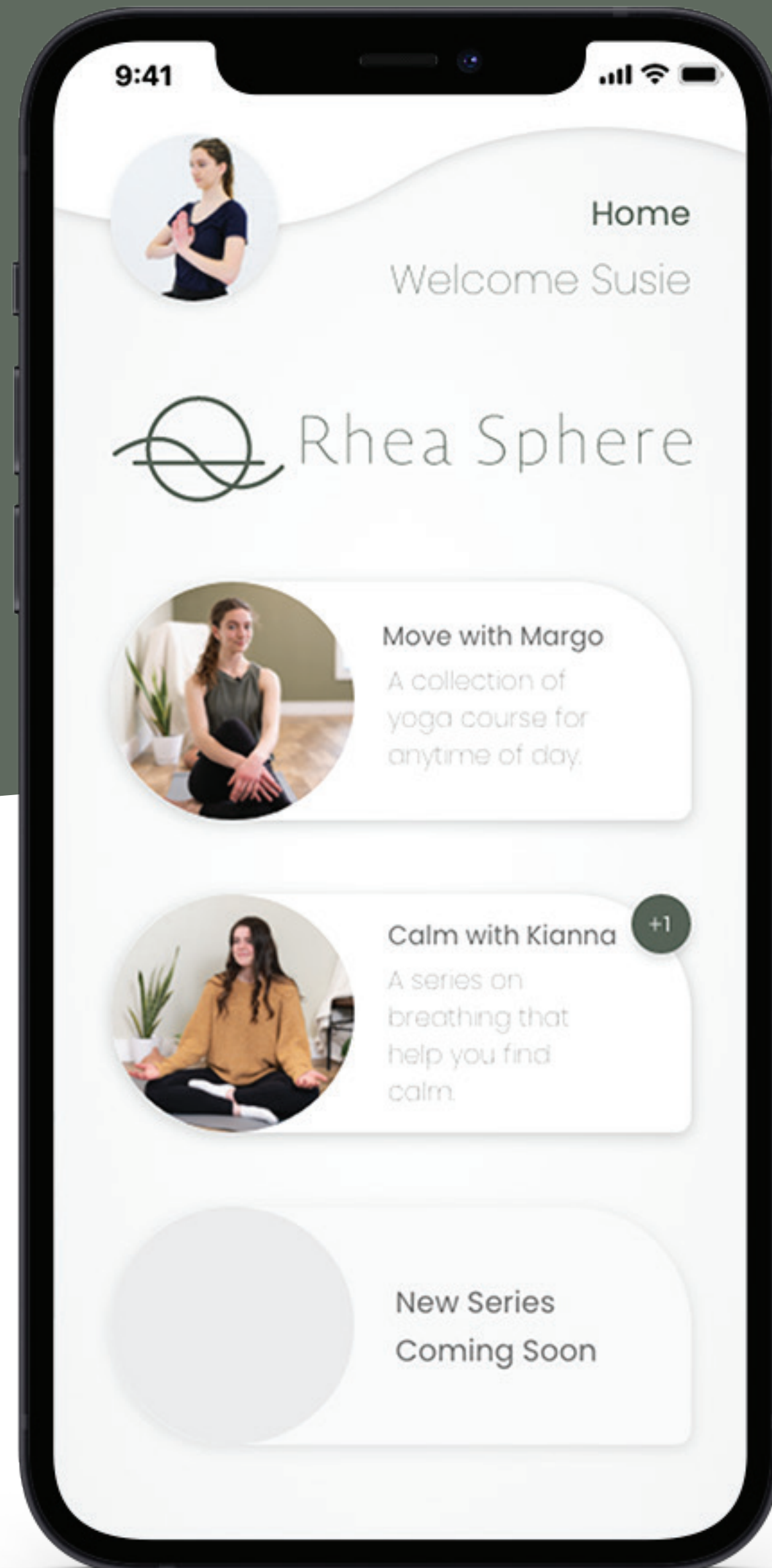


More basics on the crows foot.



Final Refinement

After most of the app was put together in a simple design we completely reimagined how it should look by including design elements from the logo including the curve and circle and generally inserting the idea of flow and clean space. You see this in the final design of the header, the buttons on the login screen, and the new card design. We even extended these curves to the main video screens.



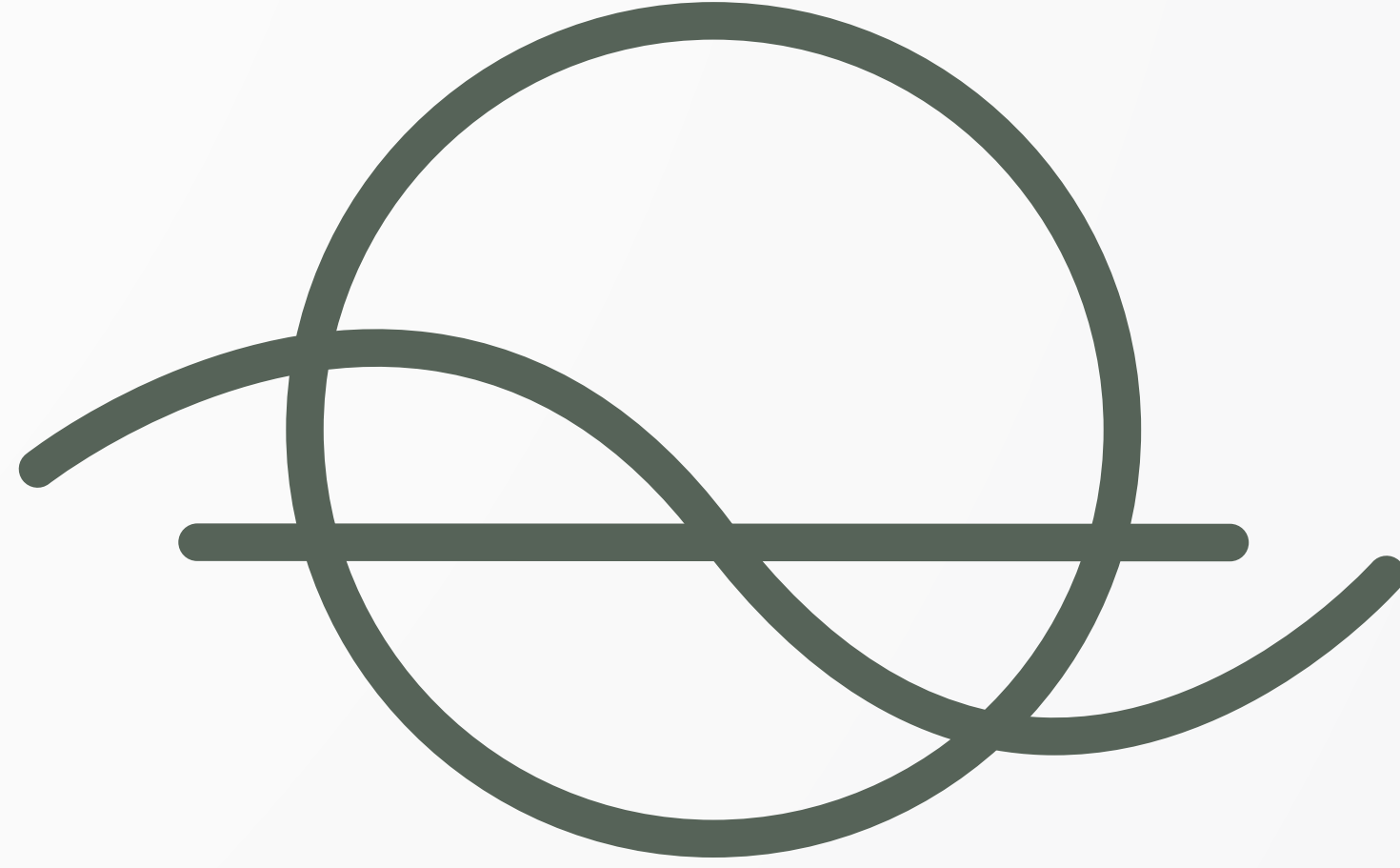
Conclusion



Insights

We set out to create a brand around the idea of online wellness that felt clean, grounded, flowing, and whole. Our research into visual answers to this problem, countless rounds of refinement, and critique lead us to a user-friendly delightful set of products backed by an equally charming social media presence and encompassed with a brand centered on core principles outlined in our mission.

The creation of Rhea Sphere allowed our team to combine our different skill sets together to create content that could help others on their wellness journey. We were able to work together to implement a vision of flow, grounding, and connection for an online learning brand. The research, challenges, and work that we experienced throughout this project have given us a solid foundation for creating content for online courses and communities in the future.



Namaste

Appendices



Kianna Steadman

I am a creative and yogi passionate about creating content that serves, uplifts, and allows talents and stories to be shared. In this project, I was selected to become an art director and I led the photography and advertising areas.

Services

Art Direction
Photography

Advertisements
Website Copy

Favorite Piece

I loved the shots and edits I did for the final photoshoot. We had quite the journey on our way to get to these shots, and it was fulfilling and exciting to see the vision in my head come to life.

048 Process



Art Direction



(B) Rhea Sphere

(C) Rhea Sphere

Art Direction – Logo

I was appointed as the Art Director midway through this project in hopes that our team could cultivate greater consistency throughout our brands' designs. In this position, I immediately got to work refining and finalizing design elements that I knew were top priority in helping our brand be both purposeful and consistent.

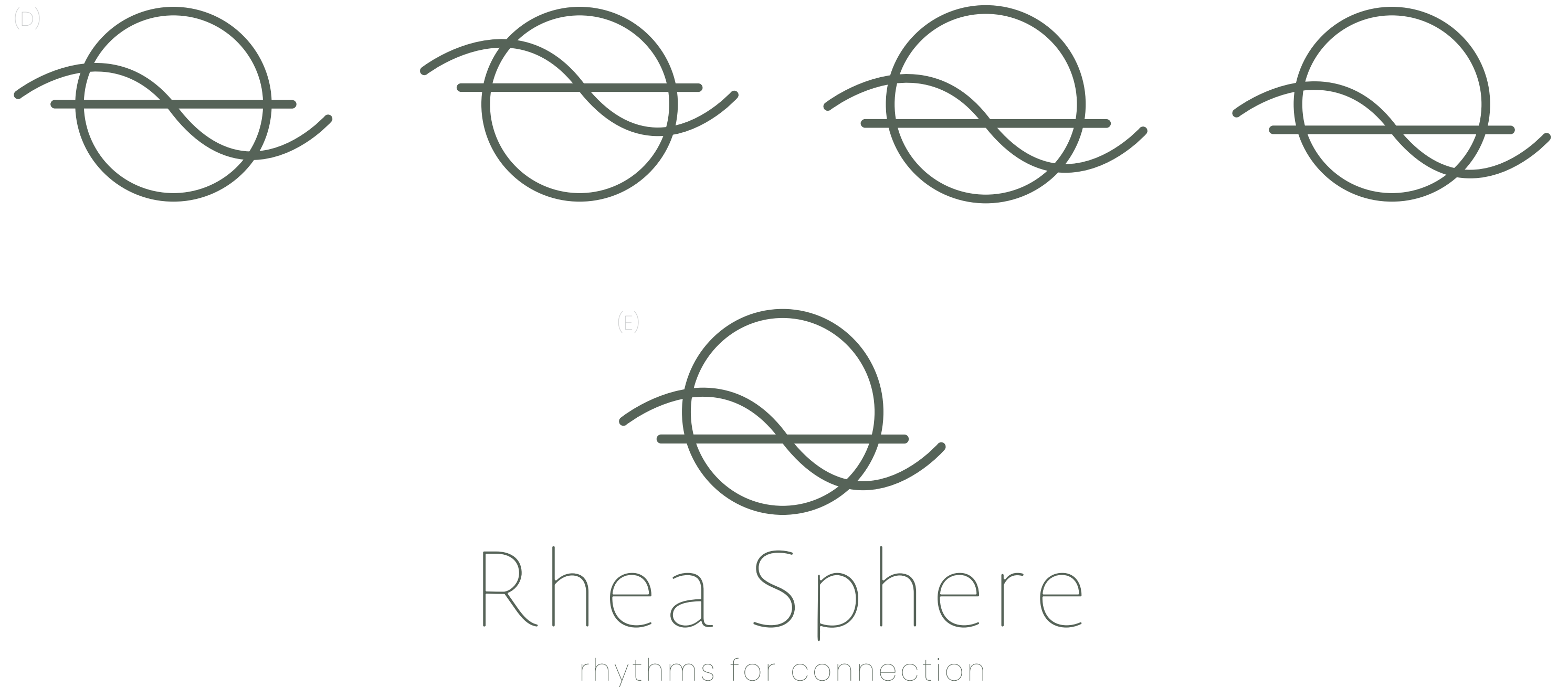
Logo refinement was the first task I completed. The logo had been designed by other members of the team (A), but we decided that there were adjustments we could make to have it fit our brand's vision more fully. We also needed to create the horizontal and word mark versions.

First, I worked on the logo font. We needed something clean and sophisticated, but not rigid. The current font we had was boxy, so I changed it to a font that had more curves and flow to it (B). I purposefully used a font with a lighter weight to juxtapose against

Art Direction – Logo Cont.

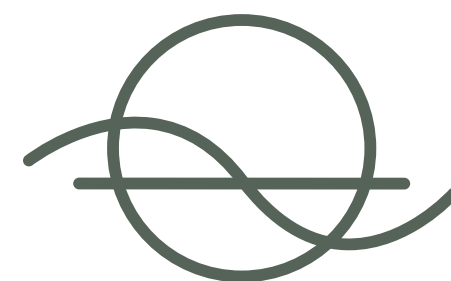
After finalizing the text, I started to refine the positioning of the line and wave on the circle (D). I decided to lower these elements so that the line gave the impression of a horizon with a sunrise or sunset. This created a more purposeful logo that connected to our idea of rhythms of life and grounding.

Once that was complete, I brought the graphic and text together to create the main logo. I tried different spacing to make sure everything looked connected, but still had breathing room. I also decided to make the text larger in comparison to the logo so that it created more of a rectangle shape than a square. I felt that this positioning helped move the eye from the top down, creating a clearer hierarchy of information about the brand (E).





Rhea Sphere



Art Direction – Logo Cont.

My last step was to create the main logo without the tagline, a horizontal version, and the watermark and logo mark options (F). These were sent to the team so that they could use the logo throughout different mediums. This allowed all the designers to have an array of options to use in different situations, while still promoting clear brand recognition.

Art Direction – Font

I strongly felt that choosing a brand font that could be used across all mediums would help us maintain brand clarity and recognition. I researched many fonts to find one that both went well with our logo and could be used in web, print, social media, and any other design.

In my research, I came across the sofia font. I really enjoyed the simplicity of this font. However, it wasn't a google font and so I researched more and found that raleway was often used with sofia as a web substitute. However, I wondered if I could find a similar font that could be used across the board. This led me to the poppins font.

Poppins has a breadth of weights and styles. This was something else I was looking for in a font. The different options for styling the text would allow the different designers to create hierarchy and have room for creativity within their respective



SOFIA

Rhythms for Connection
Rhythms for Connection

RALEWAY

Rhythms for Connection
Rhythms for Connection

POPPINS

Rhythms for Connection
Rhythms for Connection

POPPINS

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

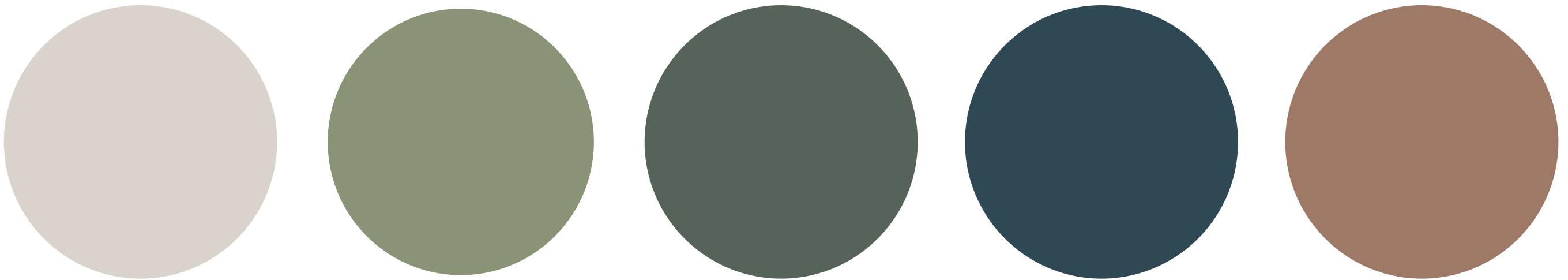
Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Rhythms for Connection
Rhythms for Connection

Old Color Palette:



Updated Color Palette:



HEX CODE: #EAEAEA
RGB: 234, 234, 234
CMYK: 7%, 5%, 5%, 0%

HEX CODE: #879475
RGB: 135, 148, 117
CMYK: 49%, 31%, 60%, 5%

HEX CODE: #576358
RGB: 87, 99, 88
CMYK: 65%, 47%, 61%, 26%

HEX CODE: #314854
RGB: 49, 72, 84
CMYK: 82%, 61%, 50%, 35%

HEX CODE: #A67E58
RGB: 166, 126, 88
CMYK: 32%, 48%, 71%, 9%

Art Direction – Color

As we began implementing the originally selected colors, we realized that the dark pink appeared muddy and there was not a lot of contrast in the palette. These realizations led me to explore two new color options for our brand. I felt that the greens and blue adequately reflected our brands themes of grounding and flow (the greens represents earth and life and the blue represents water). However, to emphasize the earth tones even more, I decided to add a soil color of mustard brown. This color also added a gentle warmth to our palette, balancing out the cool blue. I also decided to brighten the light grey so that it would contrast more with the other colors and create a clean look.

Art Direction – Design

Design elements were another way that I wanted to bring more consistency into our creations. Before becoming Art Director, I had had the idea to incorporate the wave shape of our logo into the ads (A). As I thought of what I would look for as I gave direction to the designers, I decided that we could find ways to incorporate all the different shapes within the logo (B). Each of these shapes are tied to such a clear meaning and purpose in our brand and so I wanted to make sure we emphasized these elements throughout our designs.





Art Direction – Design Cont.

I researched and talked to design professionals to get a clearer idea of how we could incorporate these elements in a well designed way. I then began having meetings with the different members of my team to give ideas of how we could use these elements in social media, video, the website, and the app. This led to the shapes of the logo becoming a clearer part of our designs, leading to greater brand consistency.

Art Direction – Final Thoughts

I enjoyed working with this team in group and individual settings. Some examples of the work I did include researching [competitors websites](#) and giving website direction and critiques on colors, alignment, design elements, and spacing. I also worked with the app designer on creating a new login page and header (A). I then gave the idea of creating a community post and gave critiques on the designs for each posting day on Instagram (B).

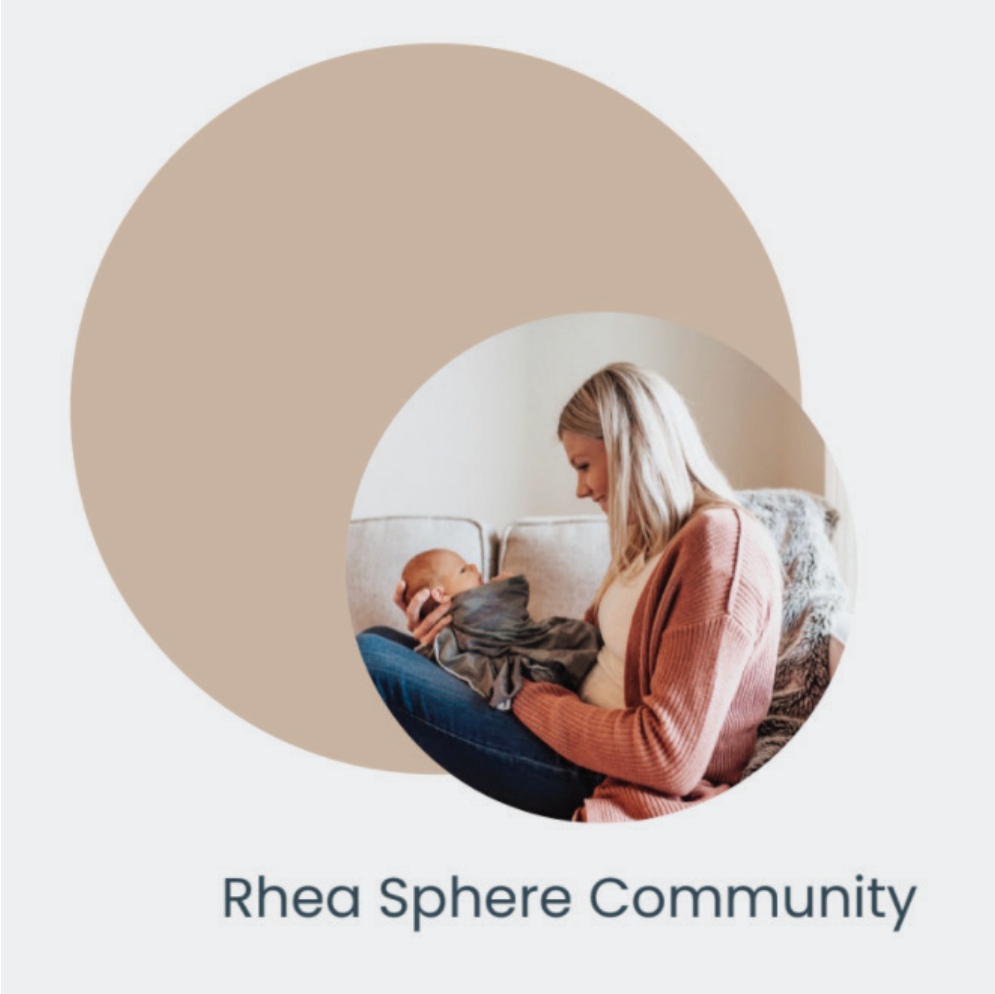
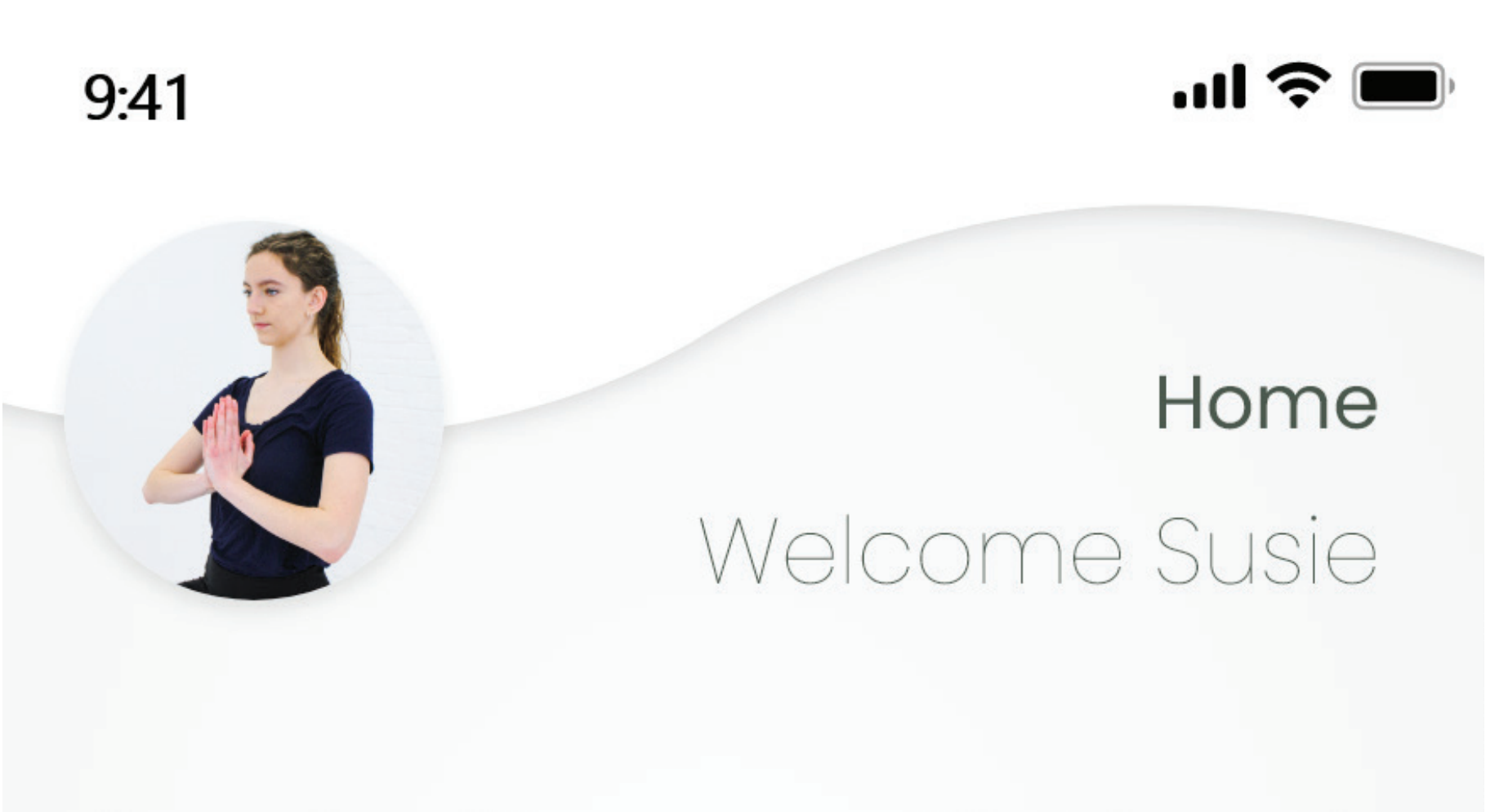
I also encouraged simplifying to make designs more clean and purposeful, rather than busy and random. It was a very time intensive position, but it was exciting and fulfilling to see the changes in all facets of the project as the team honed in on Rhea Sphere's purpose, colors, font, and design elements.



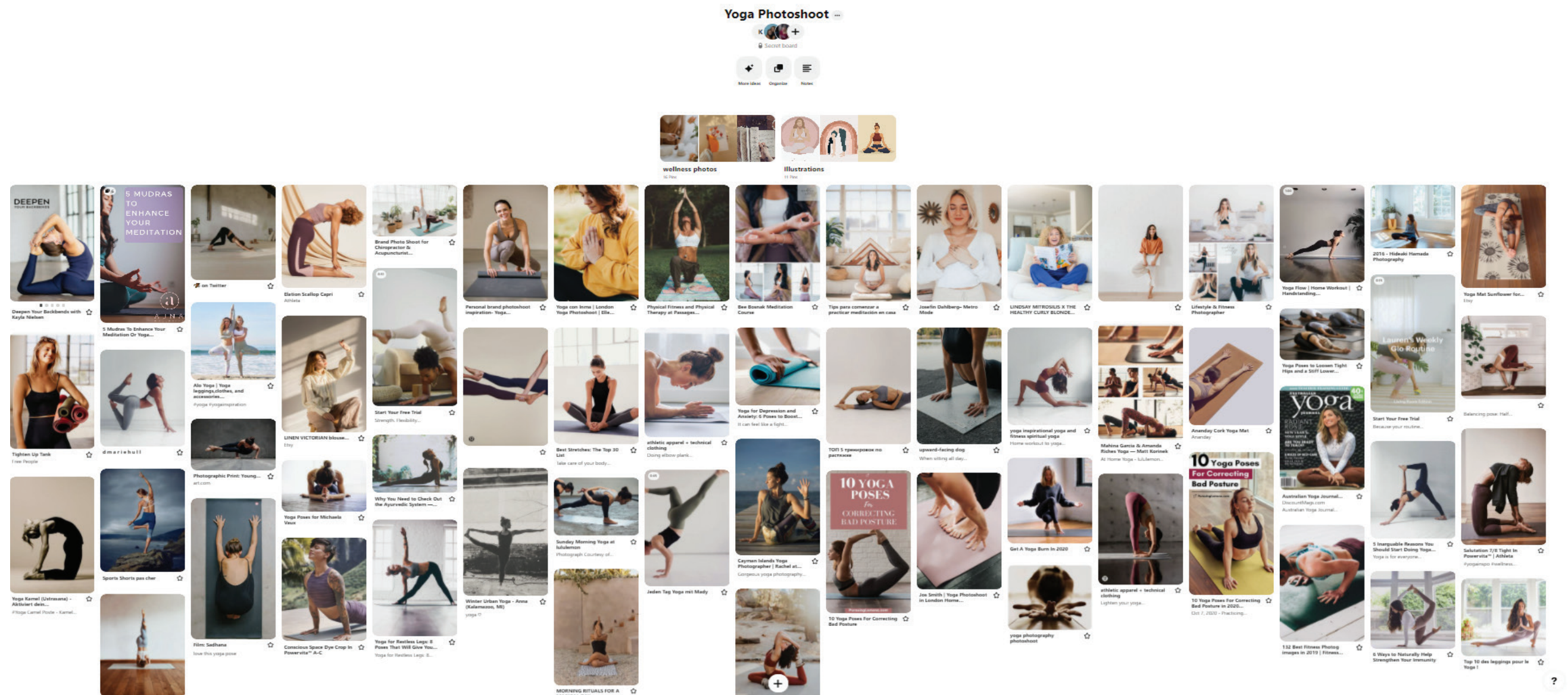
22+ direction meetings and critique sessions in person or over Zoom



5 critique and mentorship meetings with design professionals



Photography



Photography – Preparation

To prepare for our photography shoots this semester, Brooke Munoz and I created a pinterest board to begin thinking about the different shots we wanted to capture. We also asked our web, app, and social media designers what kind of images they needed for their projects. Then we created a google document where we wrote a list of potential poses, props, and images that each designer needed.

For my personal preparation for these shoots, I also spent time studying alignment, colors, backgrounds, and angles on the pinterest board to see why certain shots worked so well. I also watched a [youtube video](#) about a yoga photoshoot.

Photography – The Ballroom

The first photo shoots were during the video shoots. There, I helped with lighting and camera setup and then took behind the scenes photos and potential images for the website, app, and social media content.

In the ballroom, it was very dark and warm, and so I did edits on each photo to bring out the gold and earth tones. I also edited out outlets, a phone that our trainer was using to practice for her course, and more. The location was not ideal for a photoshoot, but I enjoyed the challenge of figuring out how to work with and around all the video equipment and the mirror.

Before and After Edits:





Photography – Living Rooms

Our next two video shoots were in living rooms. I again attended to set up equipment and take photos for behind the scenes and for the different designers. These shoots solidified my desire to have a shoot just for photography. However, it allowed me to practice with different lighting setups and helped me determine which poses I wanted to take pictures of, how to clearly direct our model, and what props I wanted.



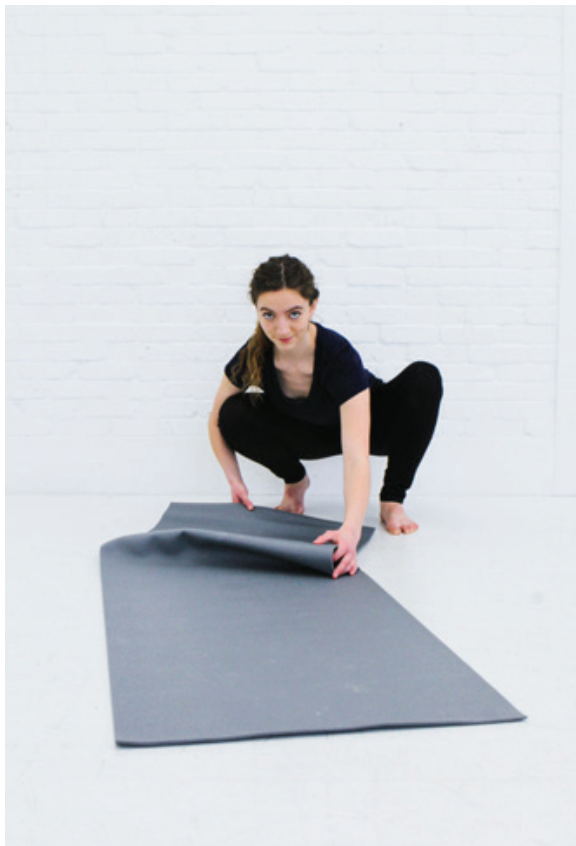
Photography – White Space

For this shoot, I brought props, helped pick out one of the model's outfits, rented a Canon 60D, and rented out Olive Avenue's White Space Studio. We went in the afternoon so that we could take advantage of the natural lights that came through the windows.

I enjoyed this shoot a lot and took 457 pictures. I referenced the Pinterest board and did the shots I had planned, but I also didn't shy away from getting on the ground or standing on wobbly chairs to try new angles.

For my first rounds of edits, I went through and starred each image that I wanted to take to final edits. I then removed all the outlets, cleaned up baseboards, and anything else in the background that didn't fit. After that, I worked editing each image to be light and clean.

Before and After Edits:



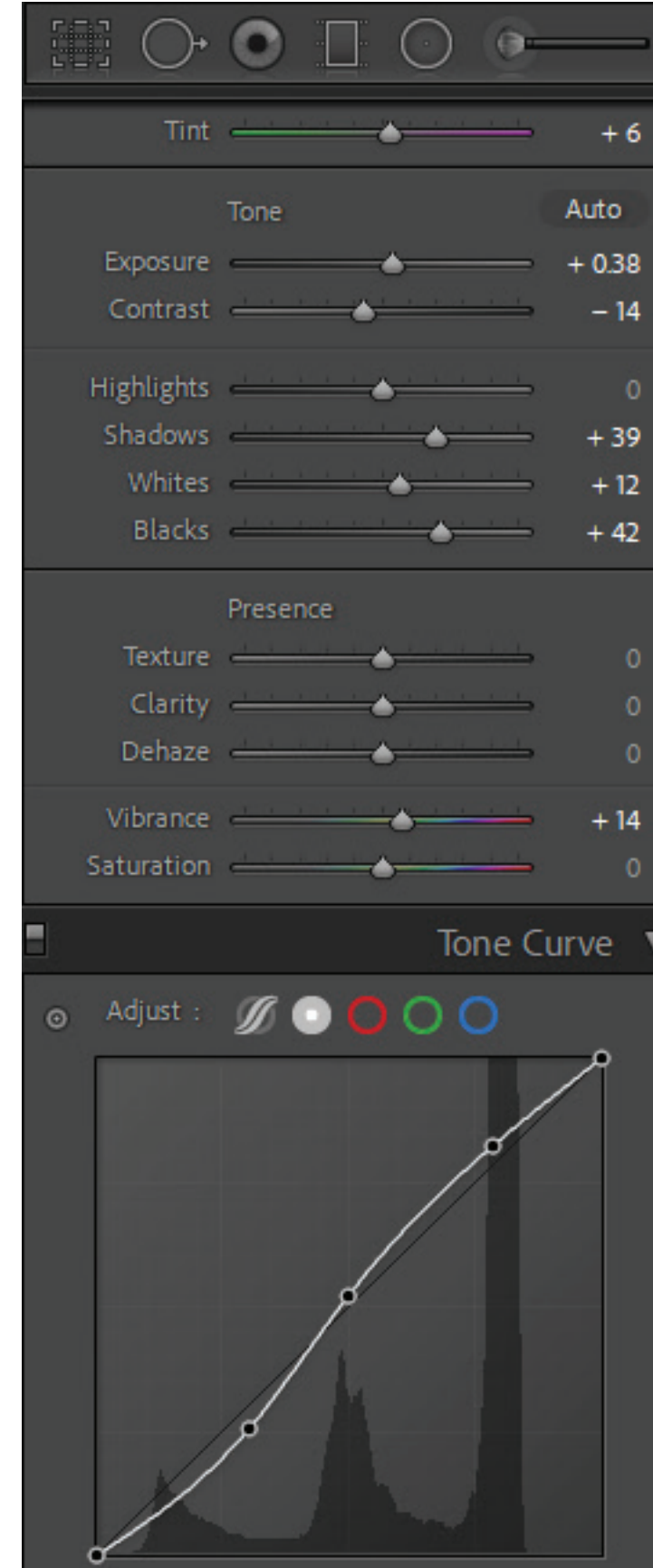
(A)



(B)



(C)



(D)



Photography - Edits

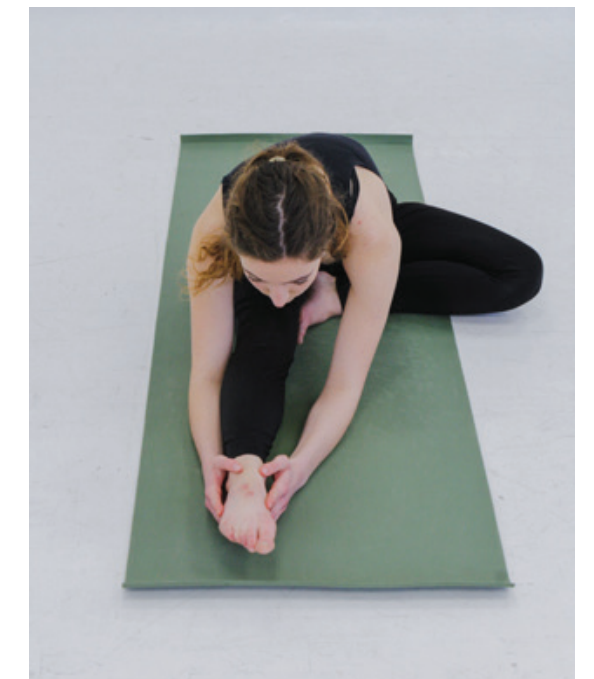
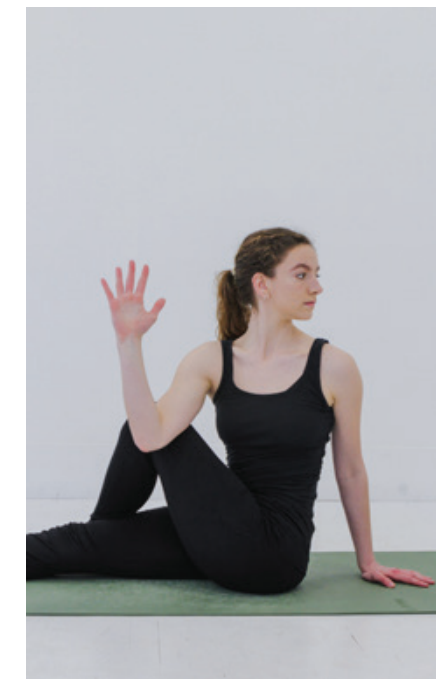
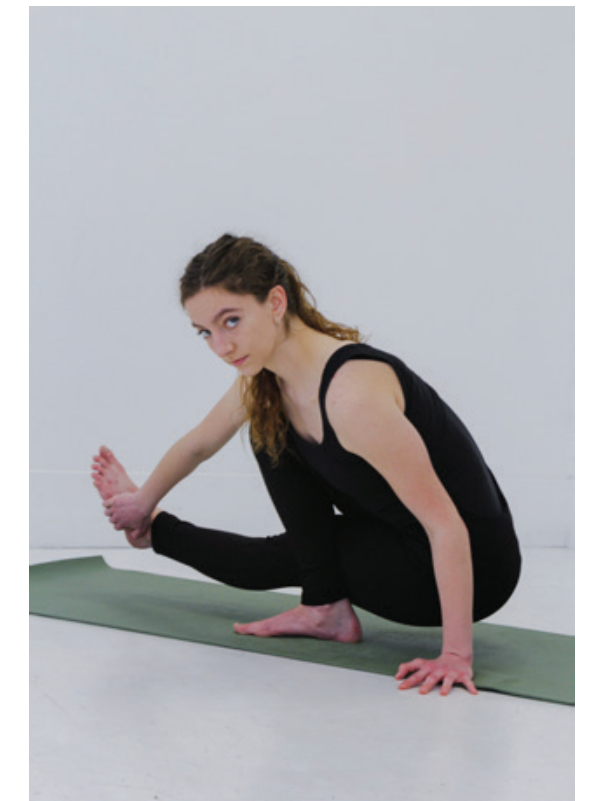
After comparing my edits (A) to Brooke's edits (B), we decided to go for an edit that met in the middle. We still wanted it to be clean, but have less brightness in the images. I went back into Lightroom with all of our images and went to work creating this new edit. Since the images were taken on different cameras, it was quite a process to make them look more similar, but I watched some videos and began utilizing the tone curve more, which was helpful (C).

Once I decided on the look and got it to be similar for Brooke and my own images, I went through and pasted the edit on all the images. However, there were still changes that needed to be made because of different lighting in certain positions and camera settings. I individually went through and made a few more edits on each one to create some more consistency (D).

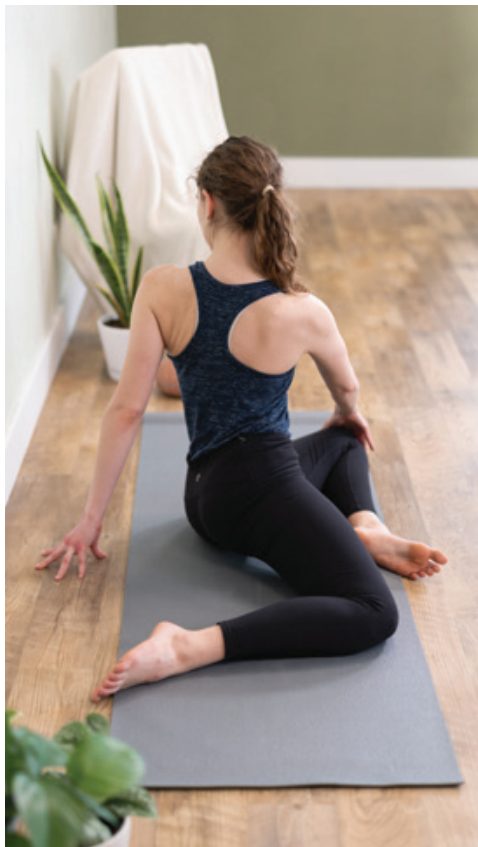
Photography – Edits Cont.

These are some of the final edits of images I took from the White Space Studio shoot. After finishing these, I became Art Director. As we re-evaluated and set our vision for the rest of the project, I knew that these photos didn't match the vision we had. A part of me really wanted to keep the images after all the time, money, and work that had gone into them, but I made the decision to remove these images from our content. I knew that we needed photos that were more inviting, home centered, and clean.

I moved forward confidently, knowing the lessons learned during posing models, styling shots, shooting on different cameras, spending a lot of time in Lightroom, and using different lighting would allow our team to move into our final shoot well-equipped.



Before and After Edits:



Photography – Yoga Loft

The final photoshoot took place at the Yoga Loft. When we discovered the Yoga Loft, we were excited to find a space that went with our brand colors, had a lot of natural light, and fit the professional, yet inviting mood we were hoping for. We decided to maintain brand consistency by doing both our video and photography work here. I worked with Brooke to figure out props we wanted to bring to stylize the space. I also picked out outfits.

During the shoot, I took the initial shots of Margo, the Yoga instructor. Brooke took pictures of her during filming, and Allie took pictures of me during my meditations. We worked together as a team to figure out the settings we wanted to shoot at so that the images could be as good as possible right out of the camera. After the shoot, I took all these images into Lightroom and edited them.

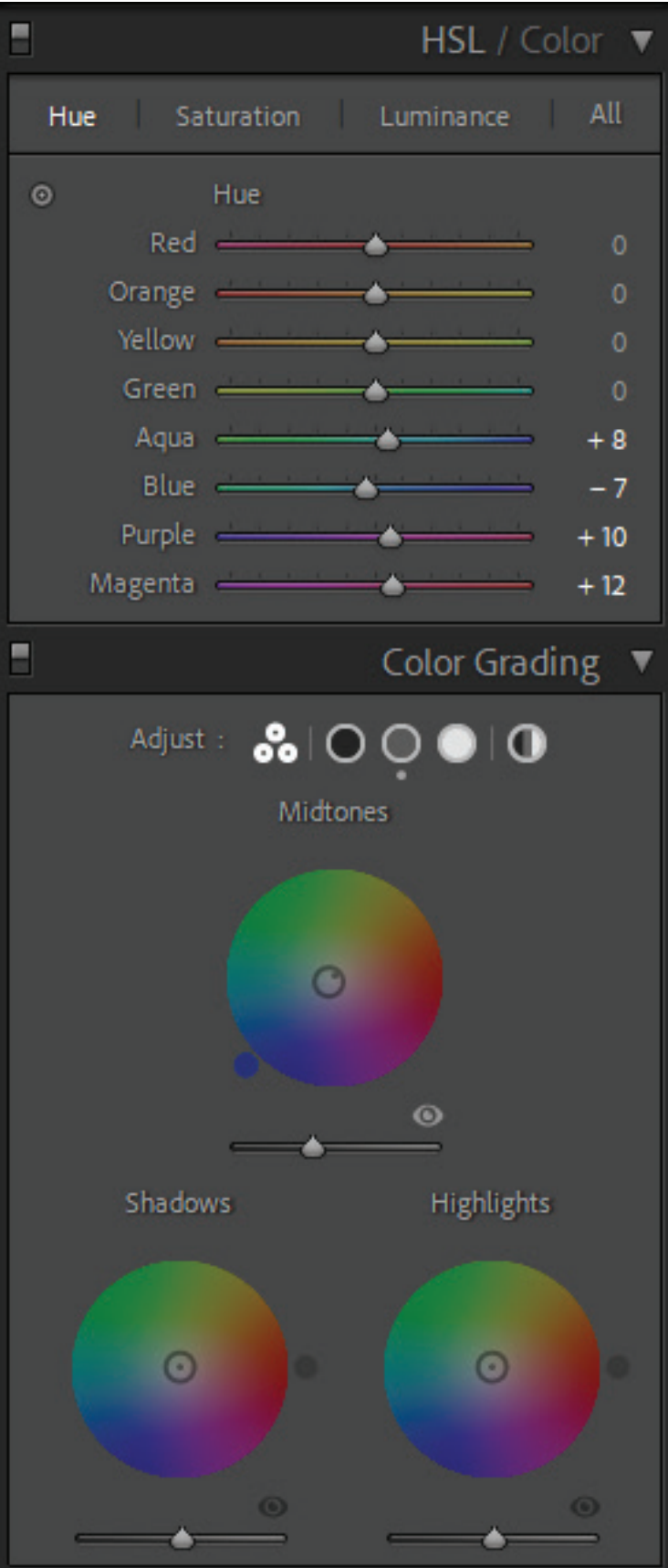
The photos I shot and edited during this shoot were used for

Photography – Last Thoughts

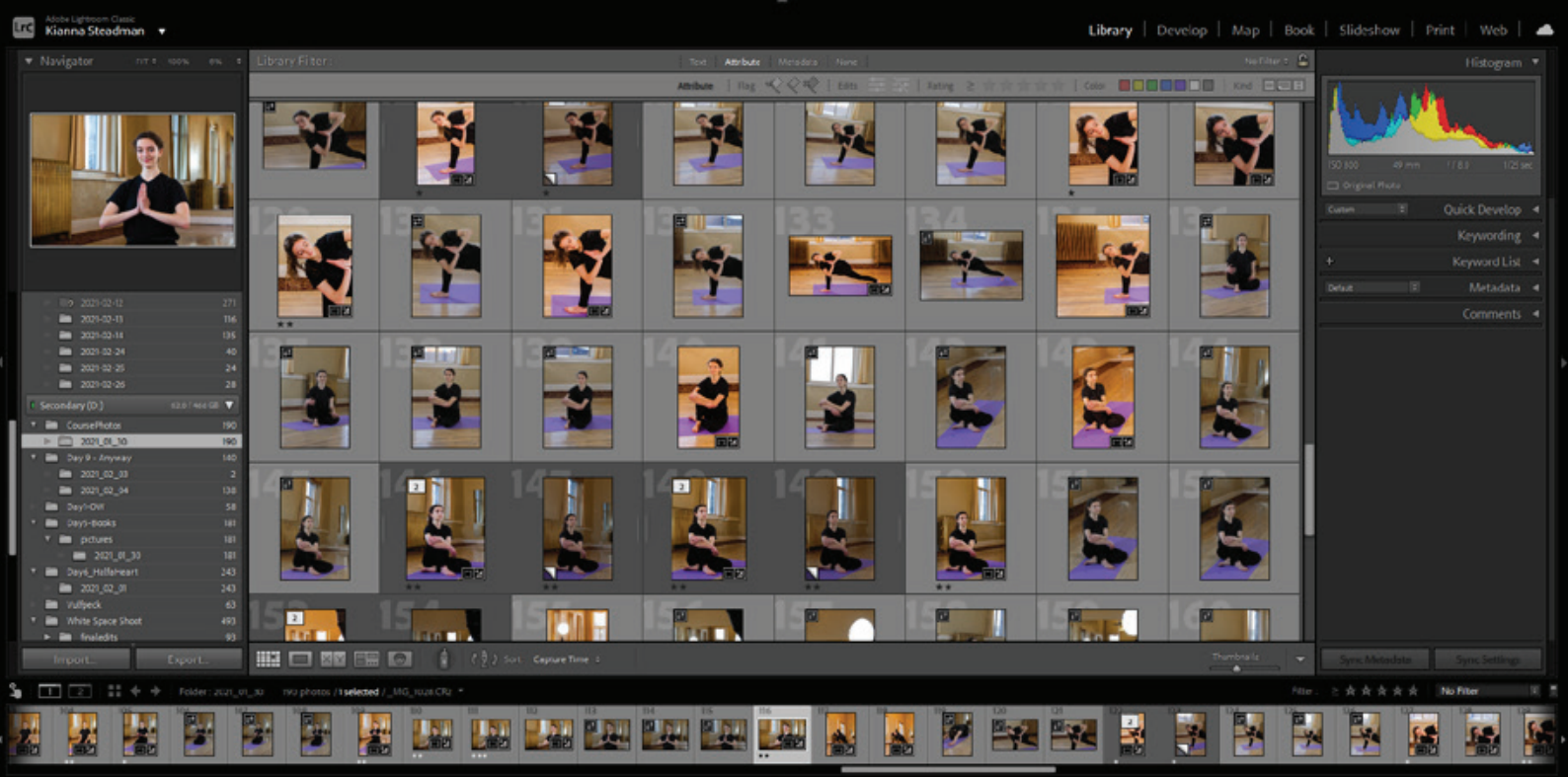
I attended every video and photo shoot during this project. During this process, I enjoyed directing models, working with other photographers, doing research, creating preparation documents and Pinterest boards, practicing several different editing styles, and working for hours in Lightroom. Two of my favorite tools in Lightroom that I dove deeper into during this project were the HSL/Color and Color Grading panels (A).

- I took 914 photos during this project. I edited over 365 photos
- I set up and took photos at 5 photoshoots
- 21 hours spent working at video and photo shoots

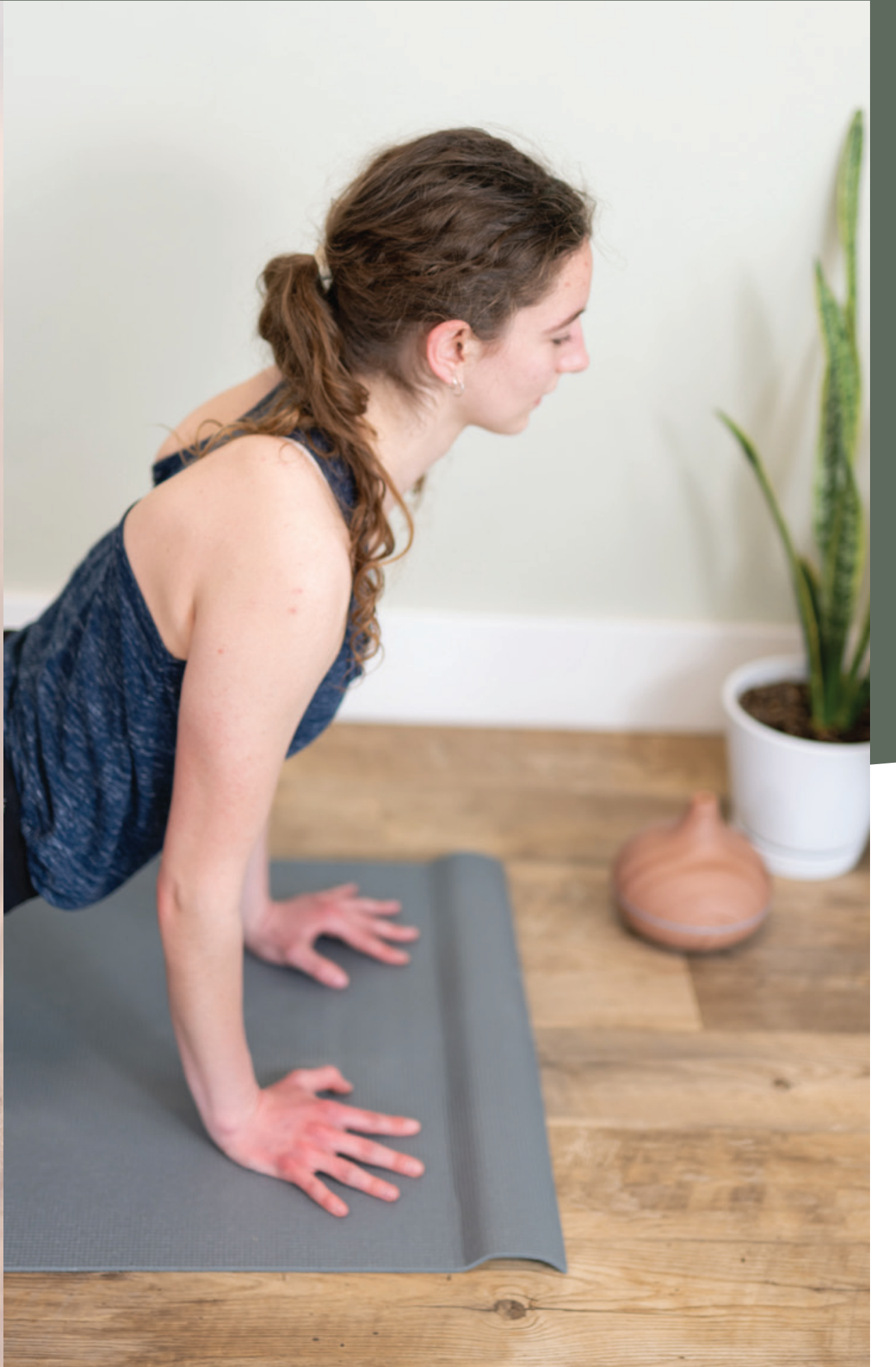
(A)



First and Last Lightroom Libraries







Copy

(A)

We’re all travelers on this journey of life

and while life is full of challenges, we believe that there is also great growth and beauty for us here. Rhea Sphere’s mission came from a desire to support you, our fellow traveler, in a journey to connection with yourself, others, and the present moment.

Rhea Sphere courses are designed to bring rhythms of grounding and flow into your life so that you can live with more joy, health, and mindfulness. We are honored to have you here and hope that this can be a community of support and connection.

Enter Rhea Sphere

Meet your instructor.

Margo has been practicing yoga for over 2 years and currently teaches yoga classes on her college campus. In her studies as a dance major, she has focused on the anatomy of the body and proper techniques to safely and powerfully move. She has a deep passion for helping others find connection, strength, and healing through movement.

All Move with Margo >

Meet your instructor.

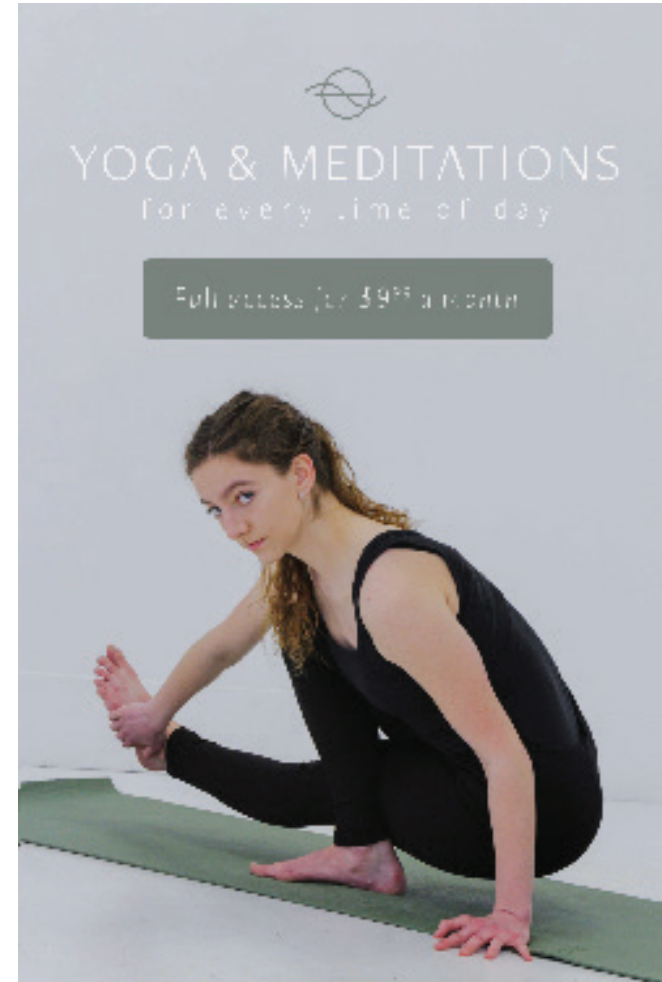
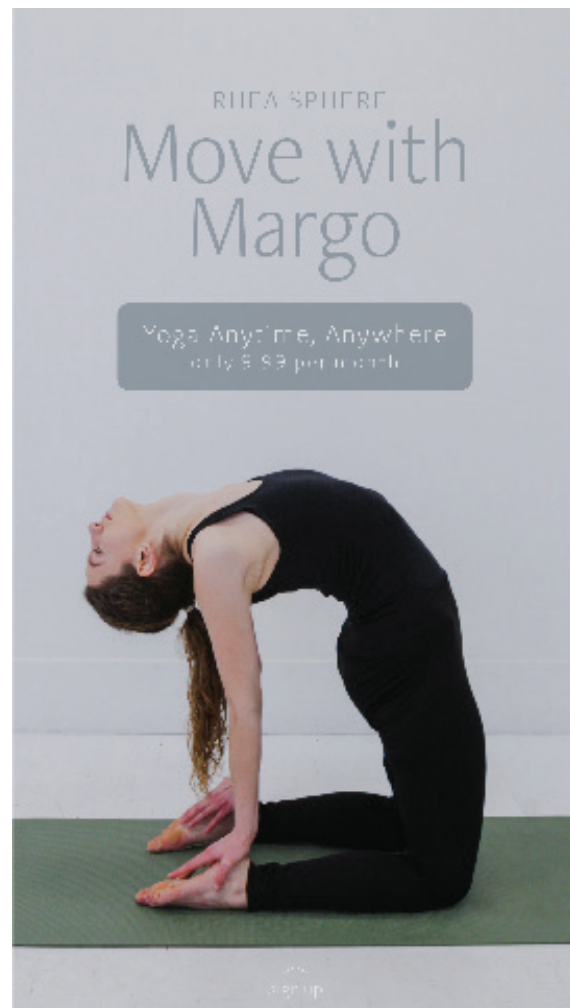
Kianna is becoming a certified yoga teacher through Yoga Alliance. Meditation is her passion and she writes and teaches them in yoga classes at her college campus. After battling panic attacks and chronic stress, meditation helped her trade a life of worry for a life of joyful presence. Now, her dream is to guide others on their journey's to greater presence and wonder in life. Her Rhea Sphere classes combine meditation and breath work to help you find grounding and connection.

All Calm with Kianna >

Copy – My Writing

I was asked to write copy for the website (A). I enjoyed crafting messages that reflected the mission of Rhea Sphere and I also helped create the Rhea Sphere tagline, “rhythms for connection.” I wrote a lot of the copy for the Case Study as well. For example, I wrote the sections on the logo and photography.

Advertisements



Ads – Originals

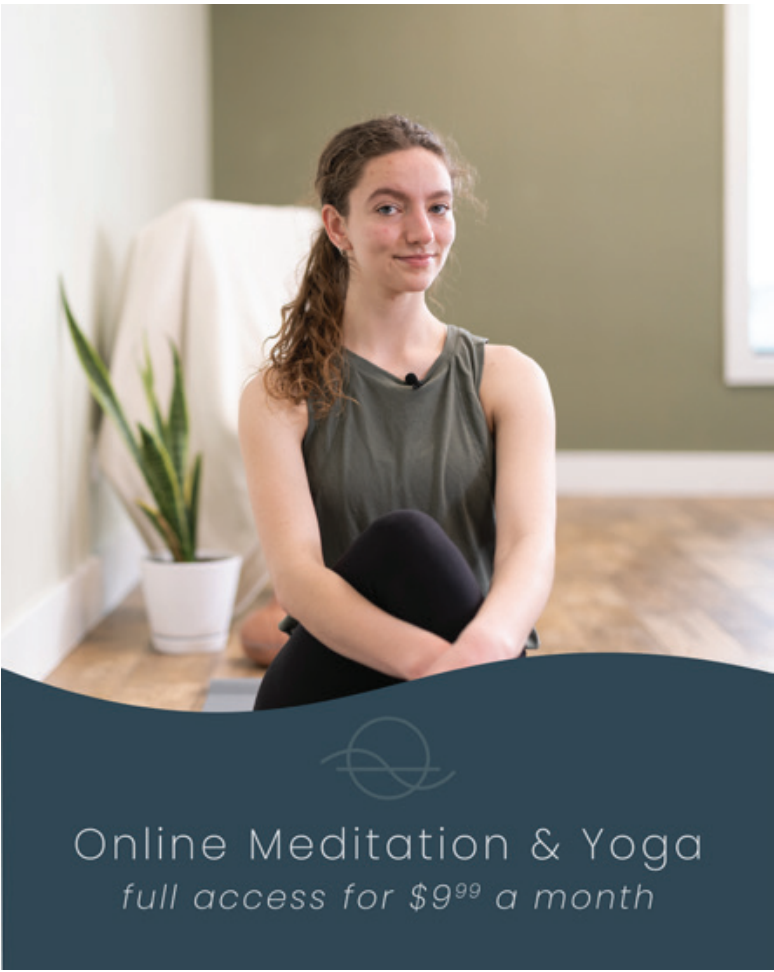
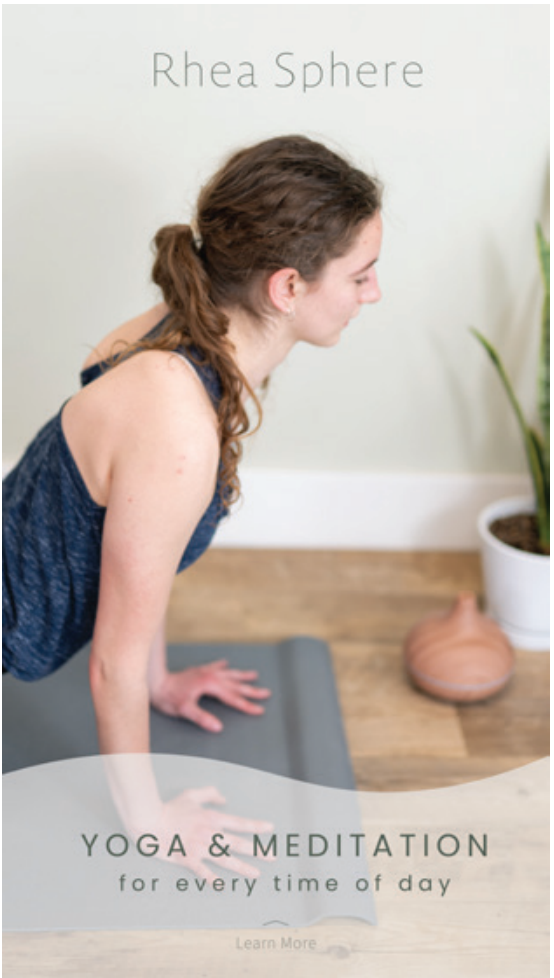
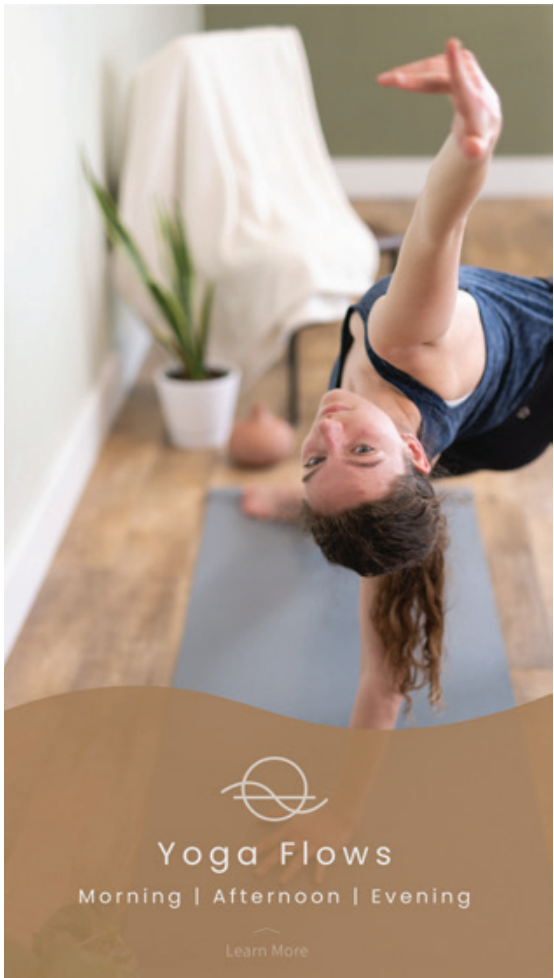
To create these ads, I researched the most common ad sizes for social media. I then began designing ads for Facebook, Pinterest, and Instagram. These are the platforms that most of our target audience uses.

I enjoyed creating the taglines and figuring out how to bring the brand elements clearly into the ads. I used a wave shape in several of these ads to represent the wave in the logo. I also used the old brand colors and fonts throughout these ads.

Ads – New

For the new ads, I incorporated similar elements from the past ads. However, I used the new fonts and colors. I enjoyed how they worked together with the new images. I made sure to include the logo or wordmark to promote brand recognition.

Creating ads was one of my favorite parts of this project. It was fulfilling to see how all the brand elements we created came together to advertise the course.



Allie Palmer

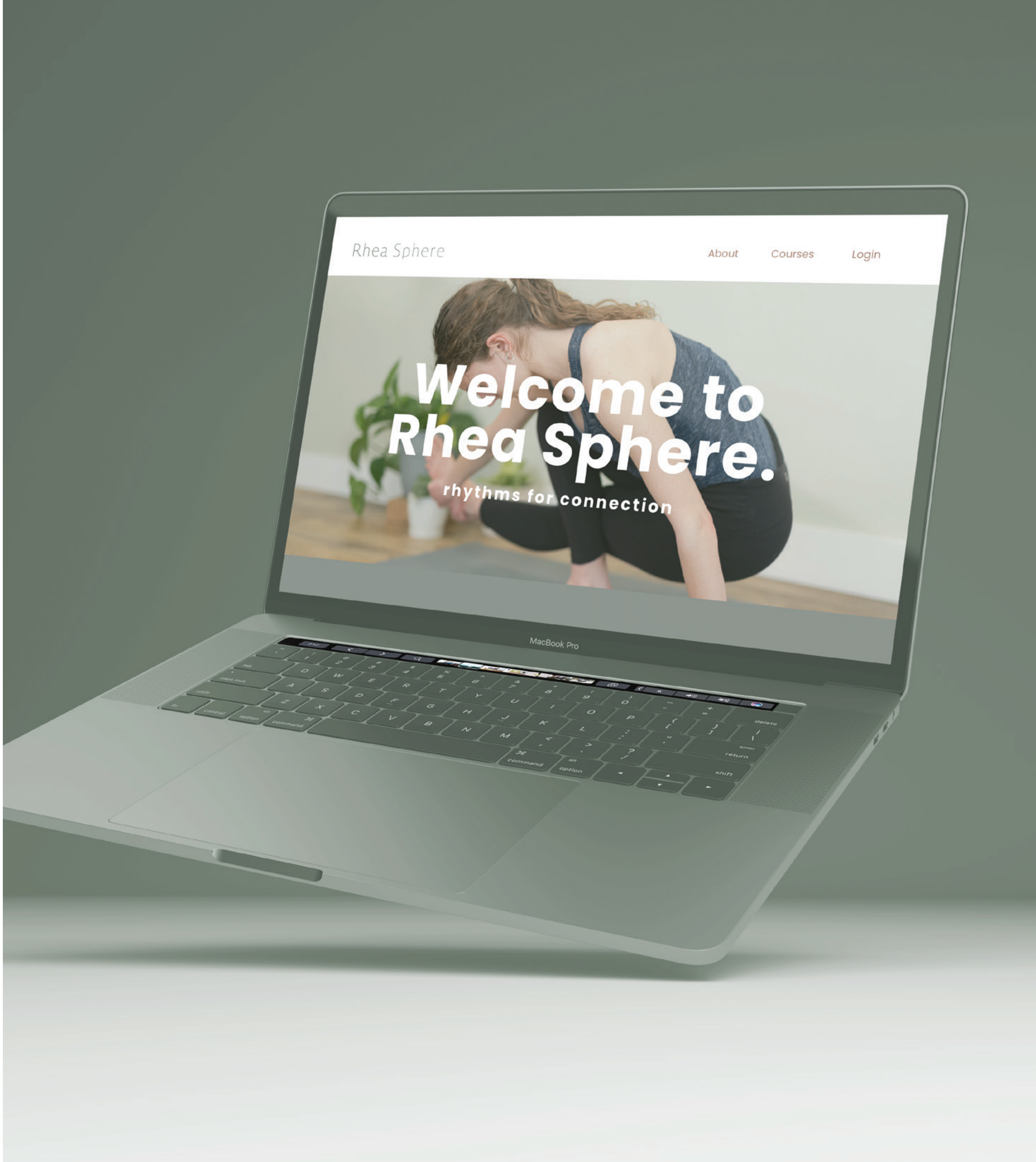
Allie is a proud Seatteite, leading to a preference towards more sleek and modern design aesthetics. She is enthusiastic about web and graphic

Services

- Logo &
Branding
Graphic
Design
- Web
Execution
Grip

Favorite Piece

The Rhea Sphere website homepage is my personal favorite. Looking at where it started versus how it ended up, I feel proud of the progress that was made and how well it reflects the ideals of the Rhea Sphere brand as well as my own personal style.



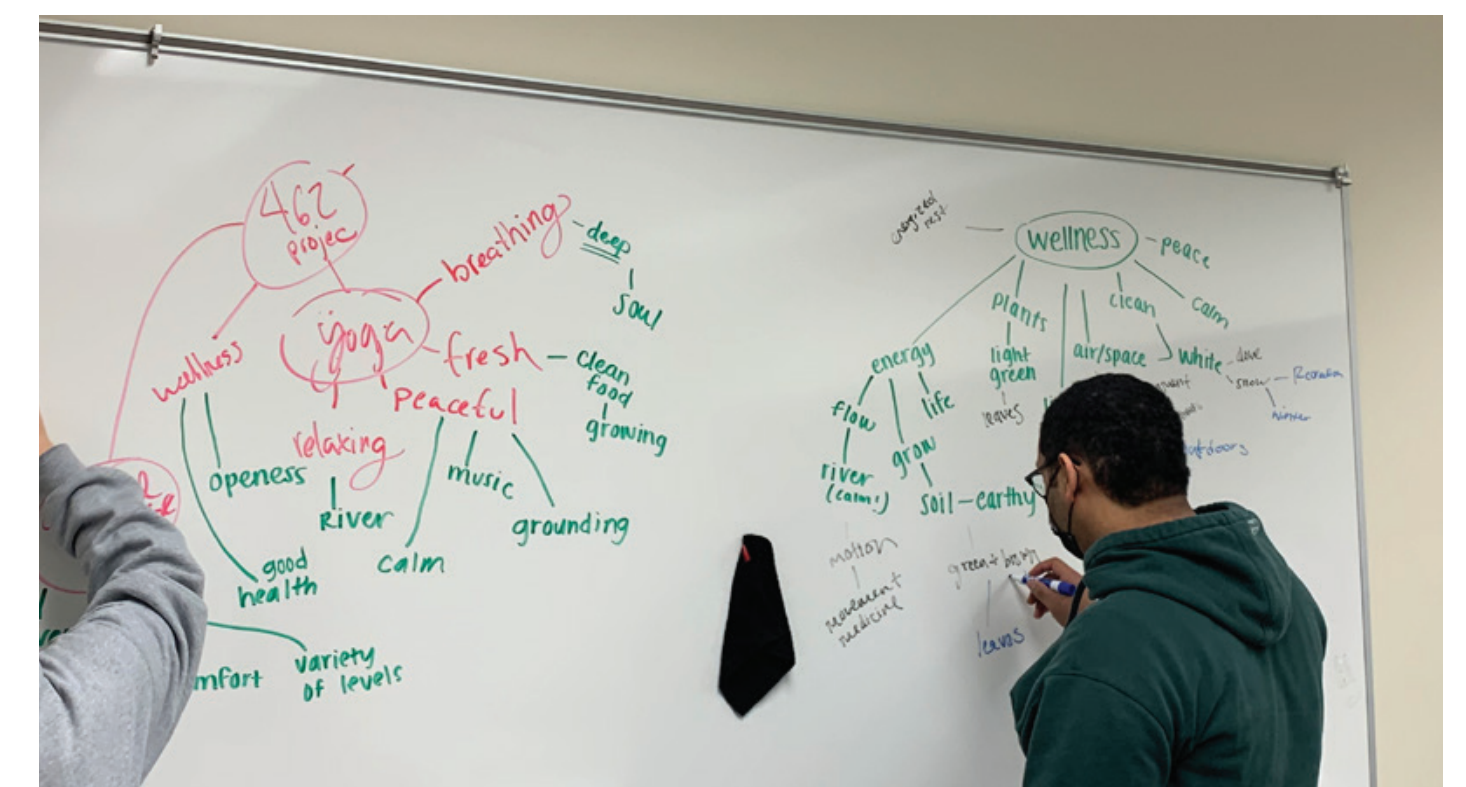
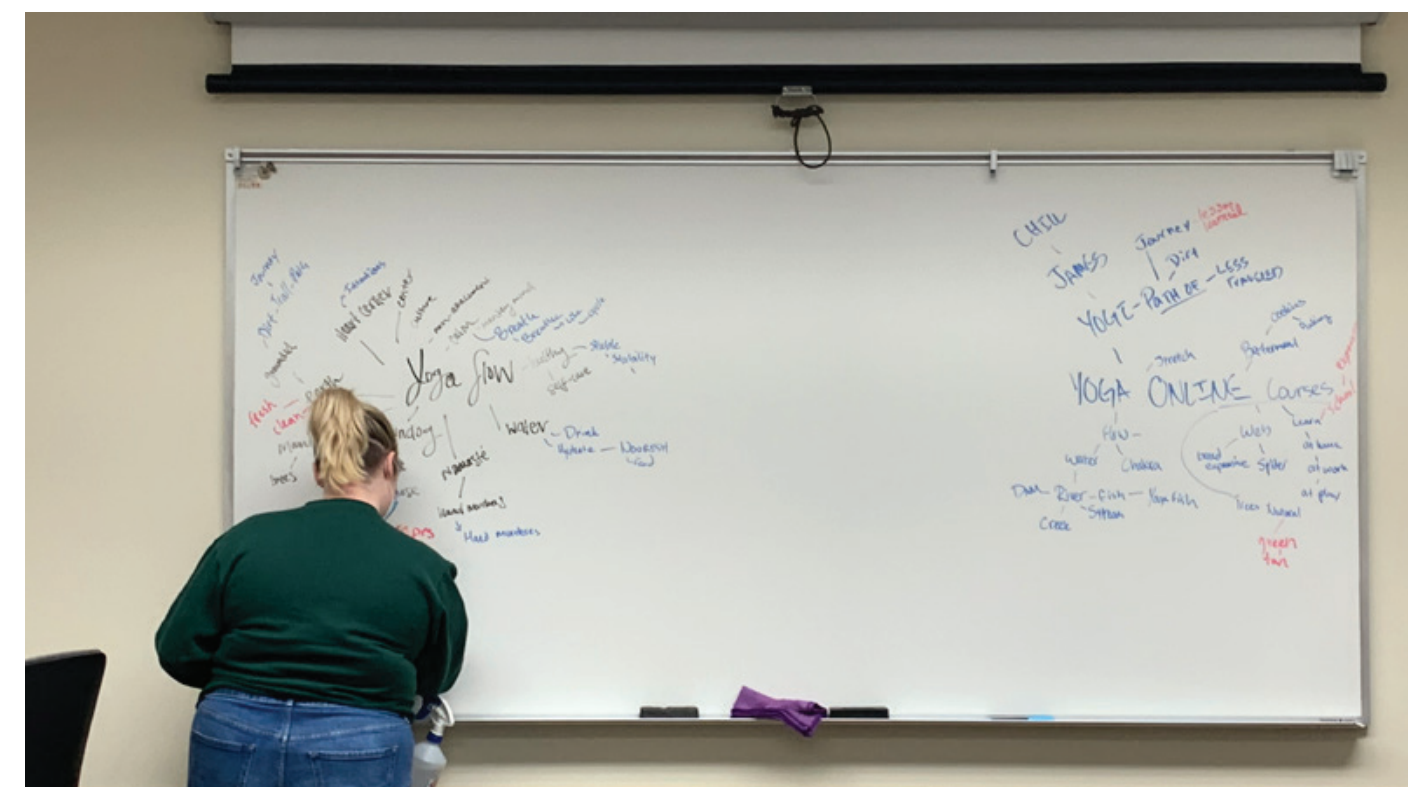
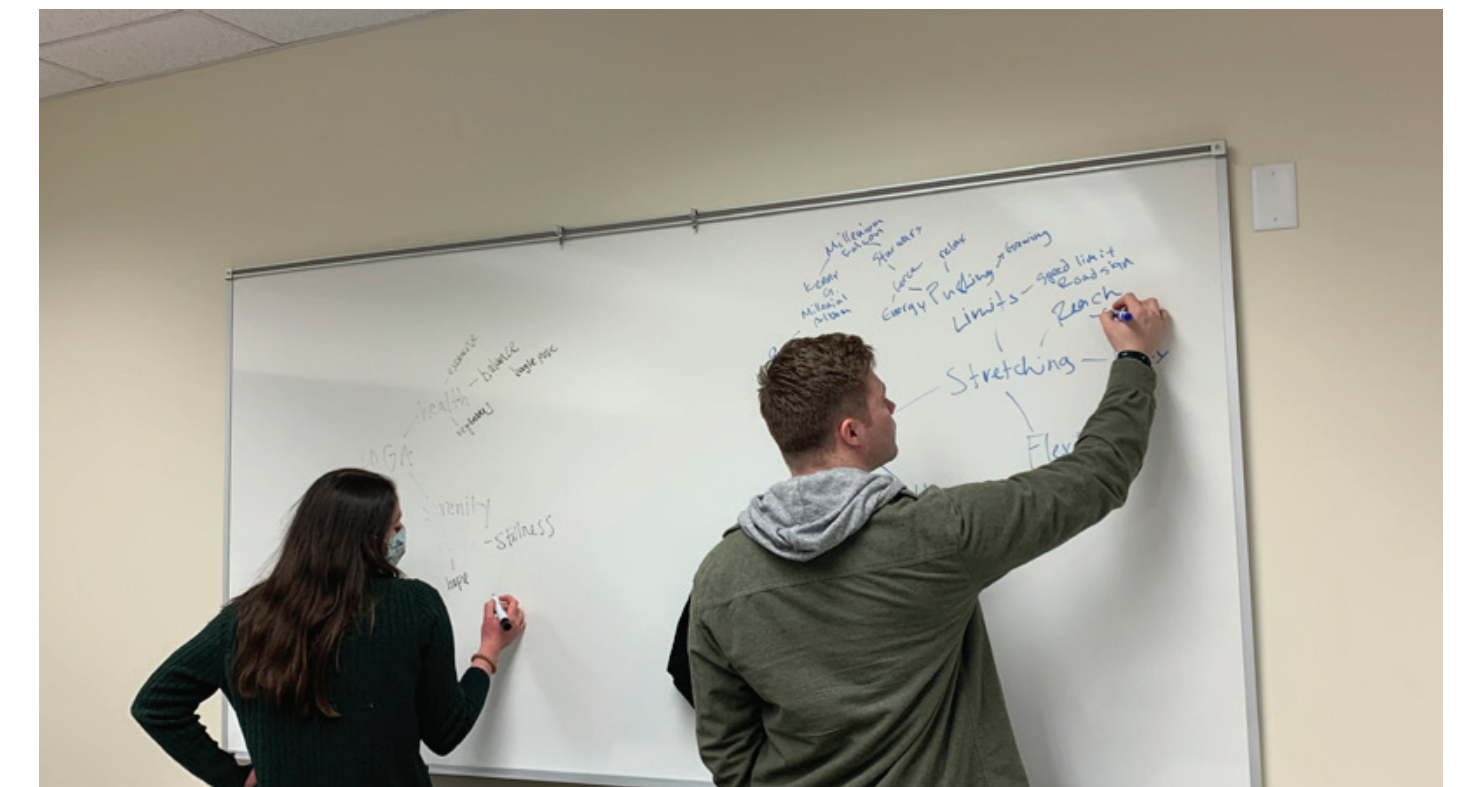
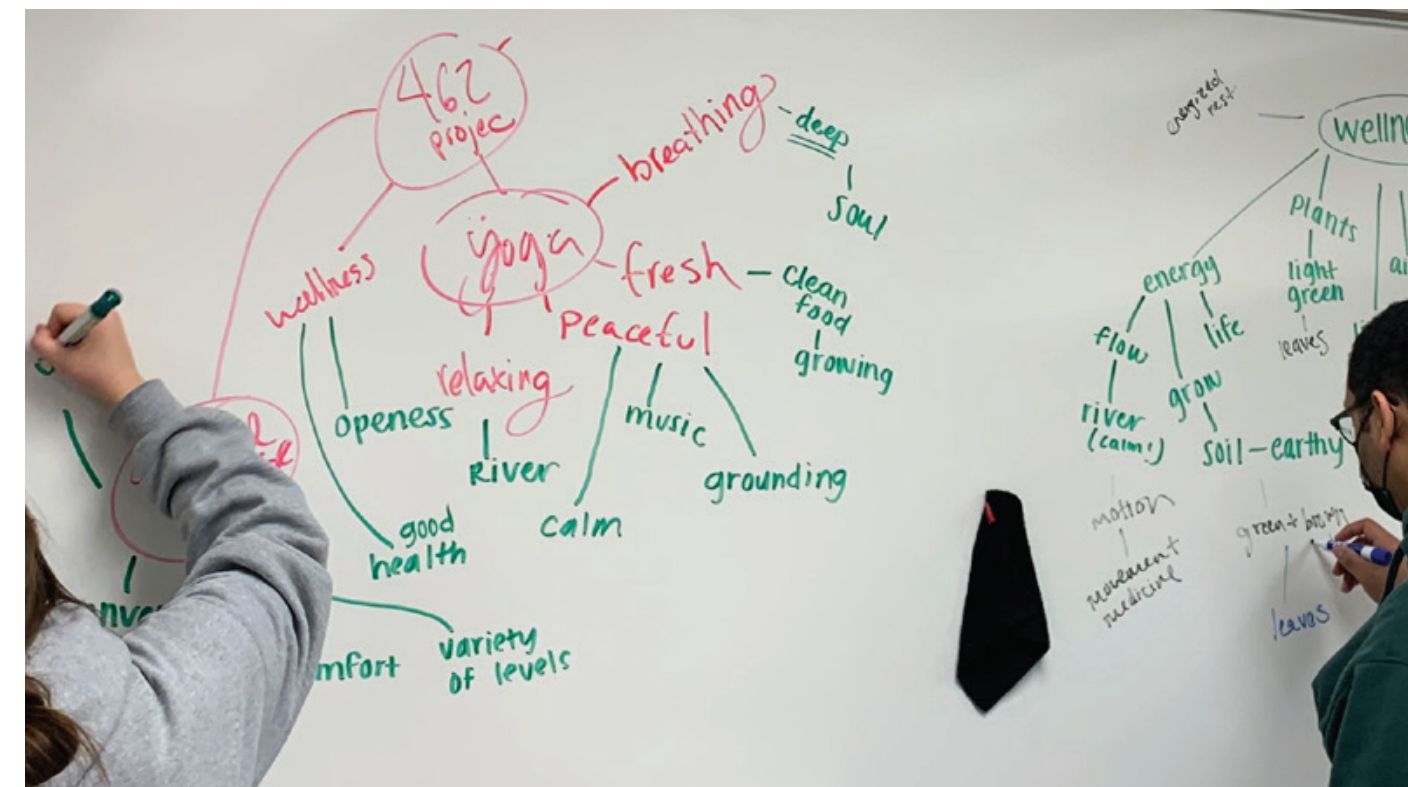
Logo & Branding

From the Ground Up

Each member of our team played a role in making brand message decisions. It was exciting to truly create something from the ground up, The name, purpose, message, logo, and identity were all up to us to decide.

On day one, we met together and brainstormed all of the different things that we associated with yoga and meditation. From there, we chose key words that we thought best represented the tone that we wanted and the direction that we were headed in.

At the end of the day, we settled on rhythm, flow, and grounding as key messages for Rhea Sphere.



Conceptualizing Our Idea

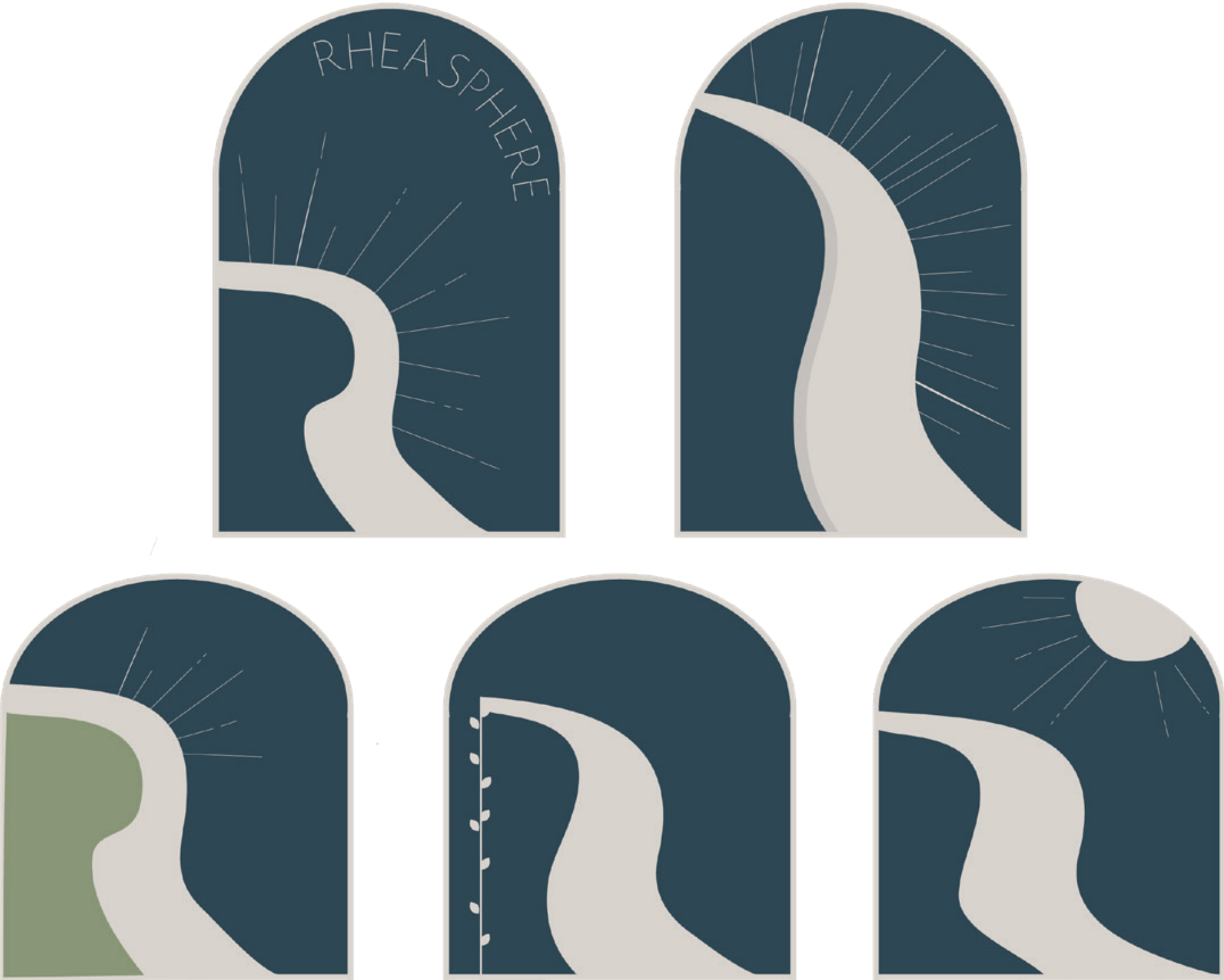
Moving forward, we focused our efforts on making style decisions that reflected those ideals. I was in charge of the color scheme and pulled together clean, earthy tones that I felt reflected the tone of our brand.

I also played a role in determining title and body fonts to use throughout our deliverables. While those fonts were eventually changed, they were heavily used in all early concepts.



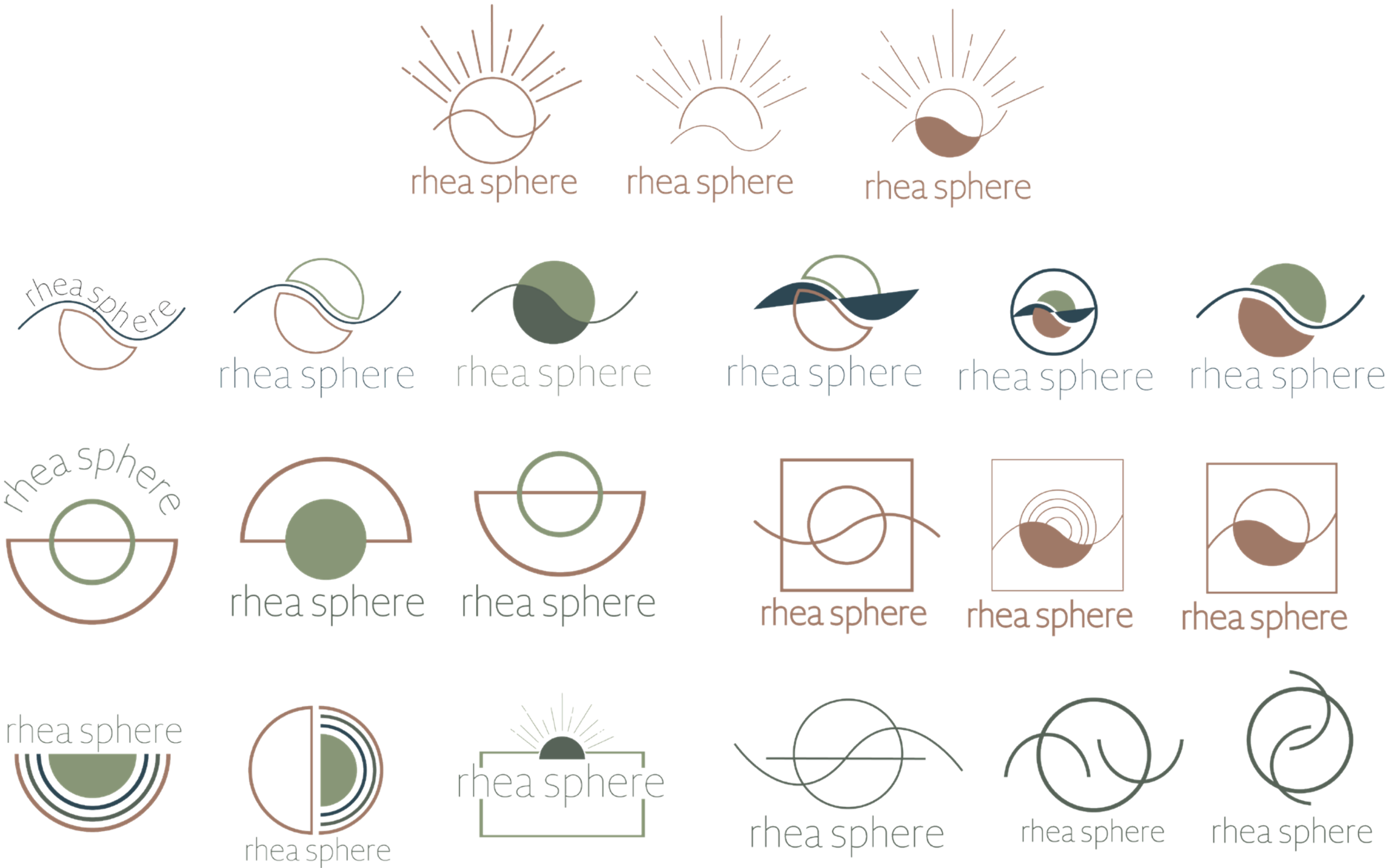
Early Logo Iterations

The next step was to begin logo ideation. After the first round of sketches, these were some of the versions that we had started with. Some of the elements here made their way into later versions, like the sun rays and the curving, flowy line of the river.



Early Logo Iterations

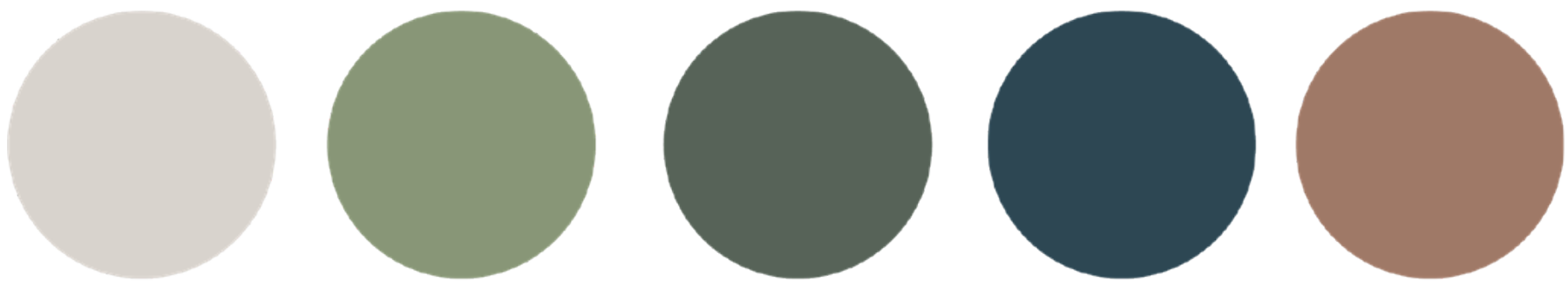
After several more rounds of sketching, we found a style that we were all liking, and I did up some more versions that incorporated more thin lines and simple geometric shapes.



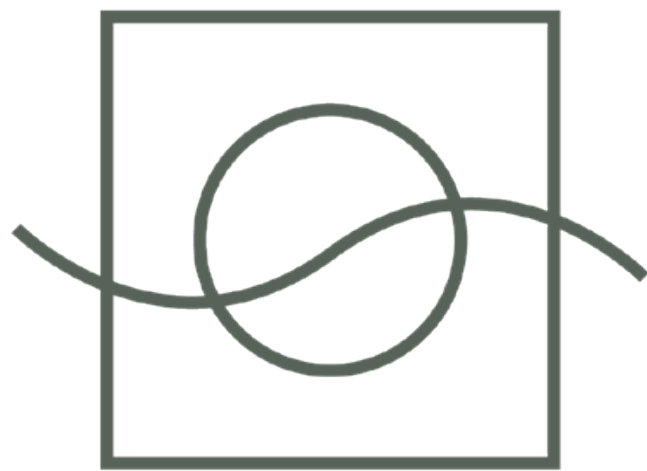
The Final Stages

We narrowed down a few of the designs that we were all liking, as well as solidified our colors and fonts. The logo, color scheme, and font pairings stayed consistent throughout much of the design process, however in order to make everything more uniform, there were a few subtle changes made further down the road that ended up in the final product.

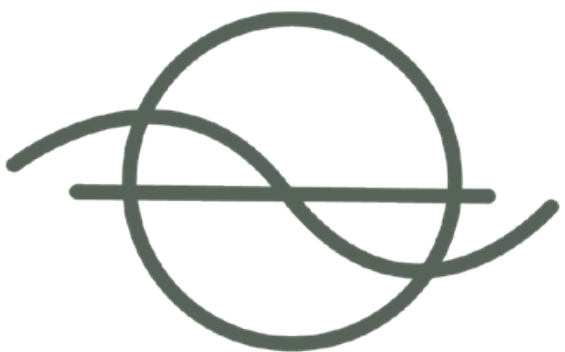
RHEA SPHERE



rhythms for connection.



rhea sphere



RHEA SPHERE

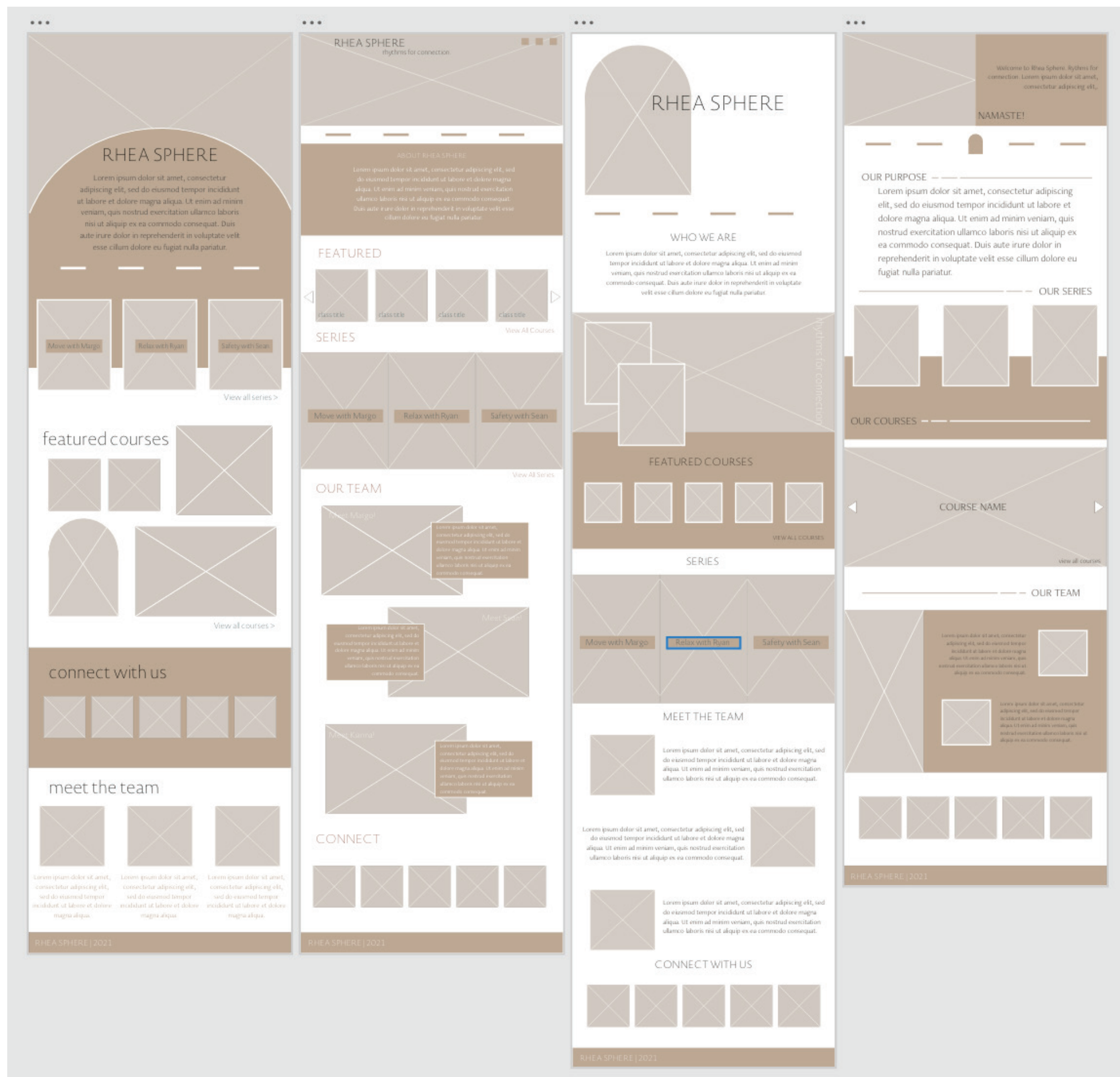


rhea sphere



My Final Logo

Web Design

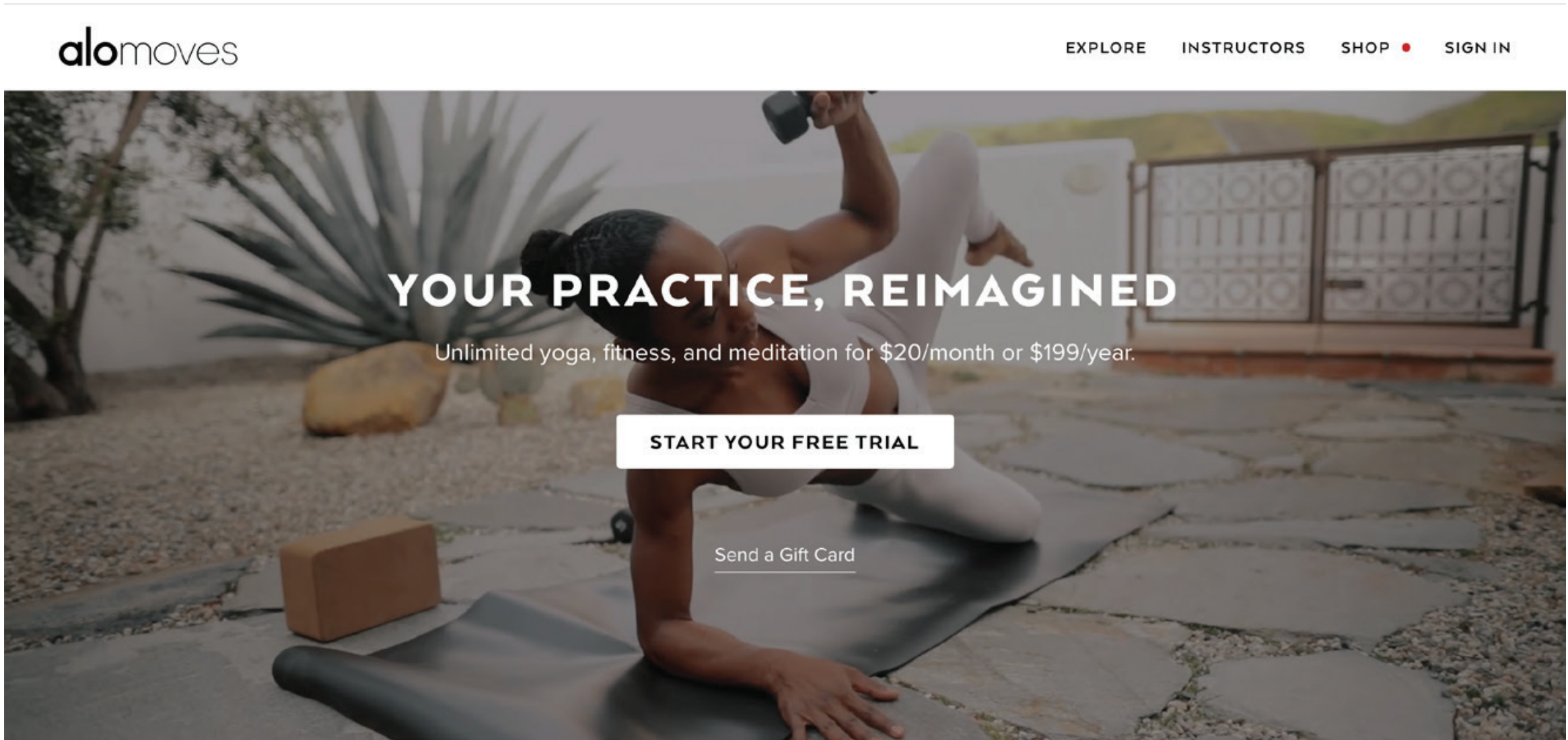


Preliminary Wireframes

Going into this project, I was enthusiastic about the web design process and jumped right in. I placed most of my efforts on the aesthetic of the site, and looking back, I now realize my overeagerness led me to ignore important steps in the process.

At this point in the project, we had a good idea about the messages that we wanted to send, but jumping into the design process, many of those concepts remained in the back of my brain and were not as influential in the decision process as they should have been.

Not only that, but I had little insight into the appropriate content and flow of course-centric websites. Consequentially, most of my decisions came from personal preference and assumptions that I had about the right kinds of information.



FIND WHAT MOVES YOU

Whether you're a complete beginner or you want to step up your routine, get the full studio experience at home with thousands of classes for body, mind, and spirit.



YOGA >
From Ashtanga to Vinyasa, make mindful movement a daily ritual.



FITNESS >
Train on your time with Strength, Barre, Pilates, HIIT, Core, and more.



MINDFULNESS >
Find meditations for relaxation, creativity, and restful sleep.



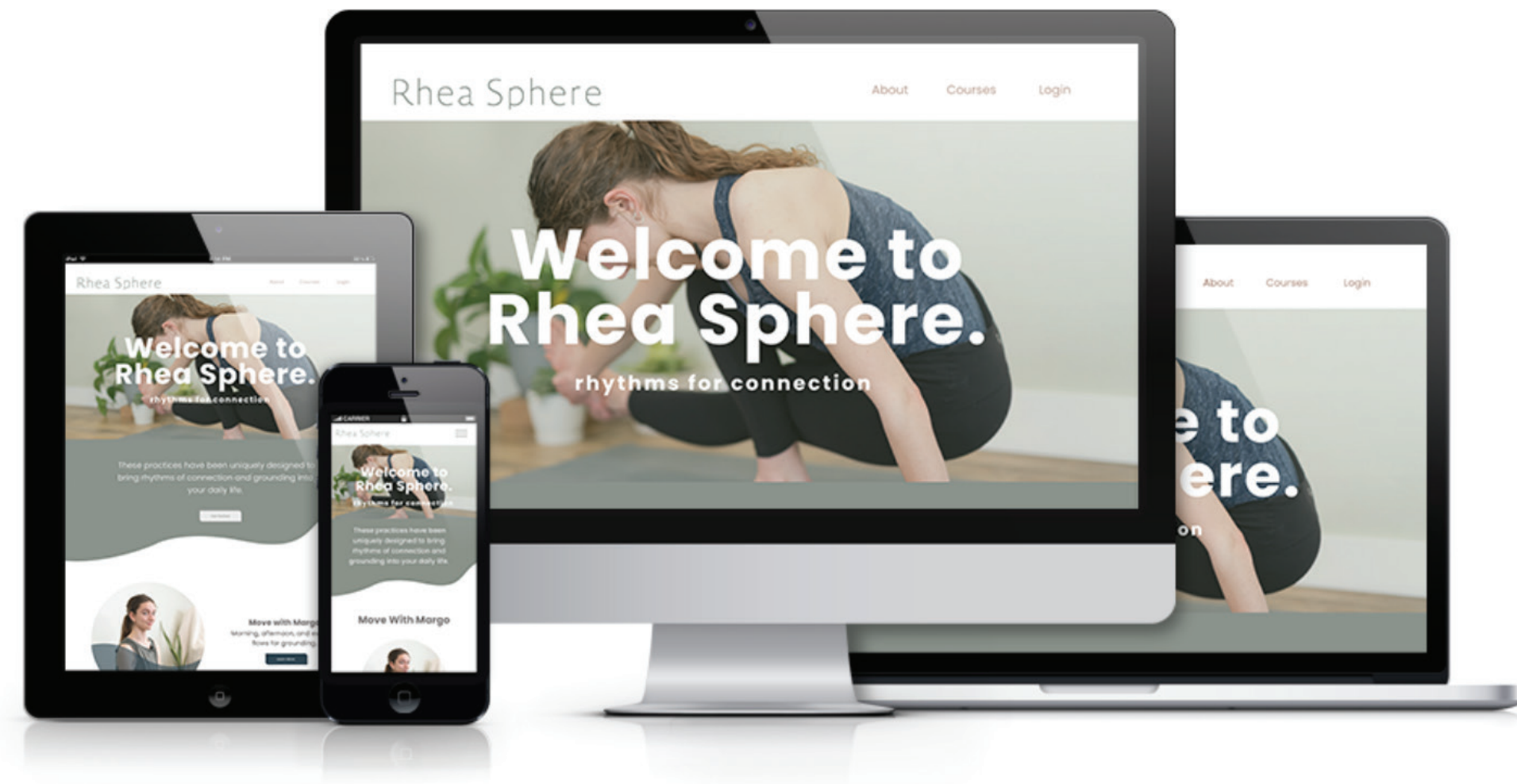
SKILLS >
Learn how to handstand or stretch into splits with guided instruction.

Researching Competition

To combat this presumptuous behavior, I refocused my efforts on researching our competition so that I could move forward with purpose.

I began compiling a list of websites whose purpose aligned with our own, and taking note of the kinds of content that they featured on their homepage.

From this research, I drew a series of important conclusions. The first being the importance of featuring our pricing and subscription model in a more prominent way. I hadn't previously planned space to explain that aspect of our brand. It also became clear that we needed a stronger sense of what made us different as an online wellness platform. There wasn't yet anything that showcased what was unique about us.



Total access at your fingertips, anytime, anywhere, for
\$9.99/month.

[Learn More](#)

Moving Forward with Purpose

Knowing where the website was lacking, it became easier to move forward with purpose, focusing on bridging the gap of information that I had set us up with.

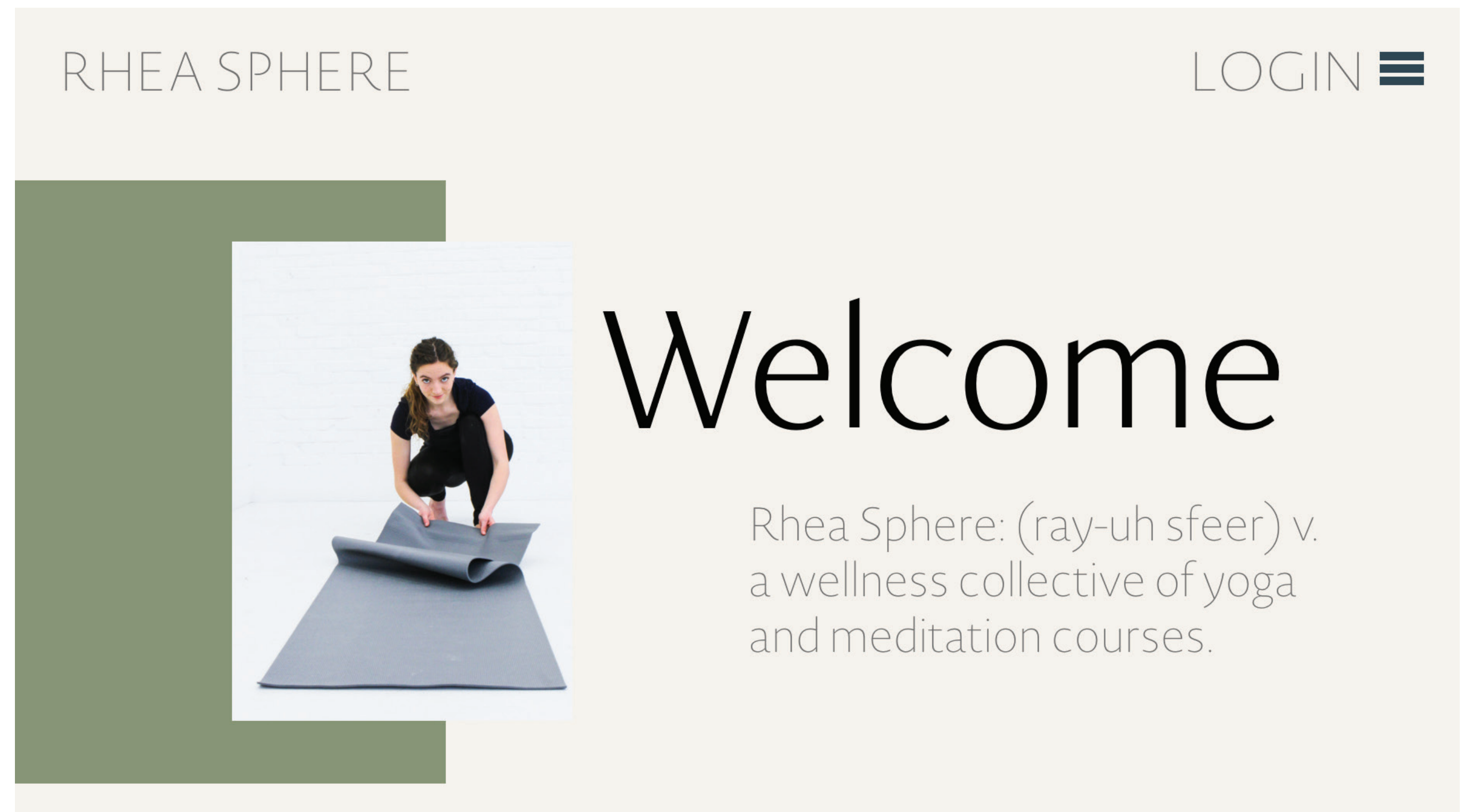
I sat down and planned ways to make everything about our subscription model more clear. I added a section that showcased all of the platforms that our courses would be available on, as well as the monthly fee for access to all of those.

This not only clarified the price, but also emphasized the versatility of our content and how it will be available on all devices, which is one thing that sets us apart from others and emphasizes the convenience and accessibility.

Refining the Design

Now that I had a stronger sense of direction going forward, I could refocus my efforts on the design itself. With the flow of content more fleshed out, I was able to begin creating more detailed web mockups.


The following designs were early web designs that I had put together for Rhea Sphere.



Version One

RHEA SPHERE

LOGIN




Welcome

Rhea Sphere: (ray-uh sfeer) v. a wellness collective of yoga and meditation courses.

These practices have been uniquely designed to bring rhythms of connection and grounding into your daily life.




Get Started



Rhea is a combination of two Greek words, 'rheo' which means, "to flow" and 'era' meaning, "ground".

Our Story

Total access for \$9.99/month






OUR SERIES

Move with Margo
Morning, afternoon, and evening flows for grounding.

Relax with Me
Meditations and breath practices for connection.

Version One Homepage


Total access \$9.99/mo



OUR SERIES

Move with Margo
Morning, afternoon, and evening flows for grounding.
Learn more

Relax with Me
Meditations and breath practices for connection.
Learn more




“Quote about how much I love Rhea Sphere! They’re the fetching best.”
- Everyone

Total access at your fingertips for \$9.99/month

Join Rhea Sphere




CONNECT WITH US



Move with Margo


Relax with Me

FEATURED YOGA



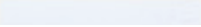
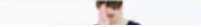


MEET MARGO

These practices have been uniquely designed to bring rhythms of connection and grounding into your daily life.



All Move With Margo



Version One Series Page



All Move With Margo



FEATURED MEDITATION

Morning Flow

Afternoon Flow

Evening Flow



MEET RYAN

These practices have been uniquely designed to bring rhythms of connection and grounding into your daily life.

All Relax with Ryan

RHEA SPHERE

MOVE WITH MARGO



MORNING FLOW

These practices have been uniquely designed to bring rhythms of connection and grounding into your daily life.

MORE LIKE THIS



RHEA SPHERE

OUR STORY

HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

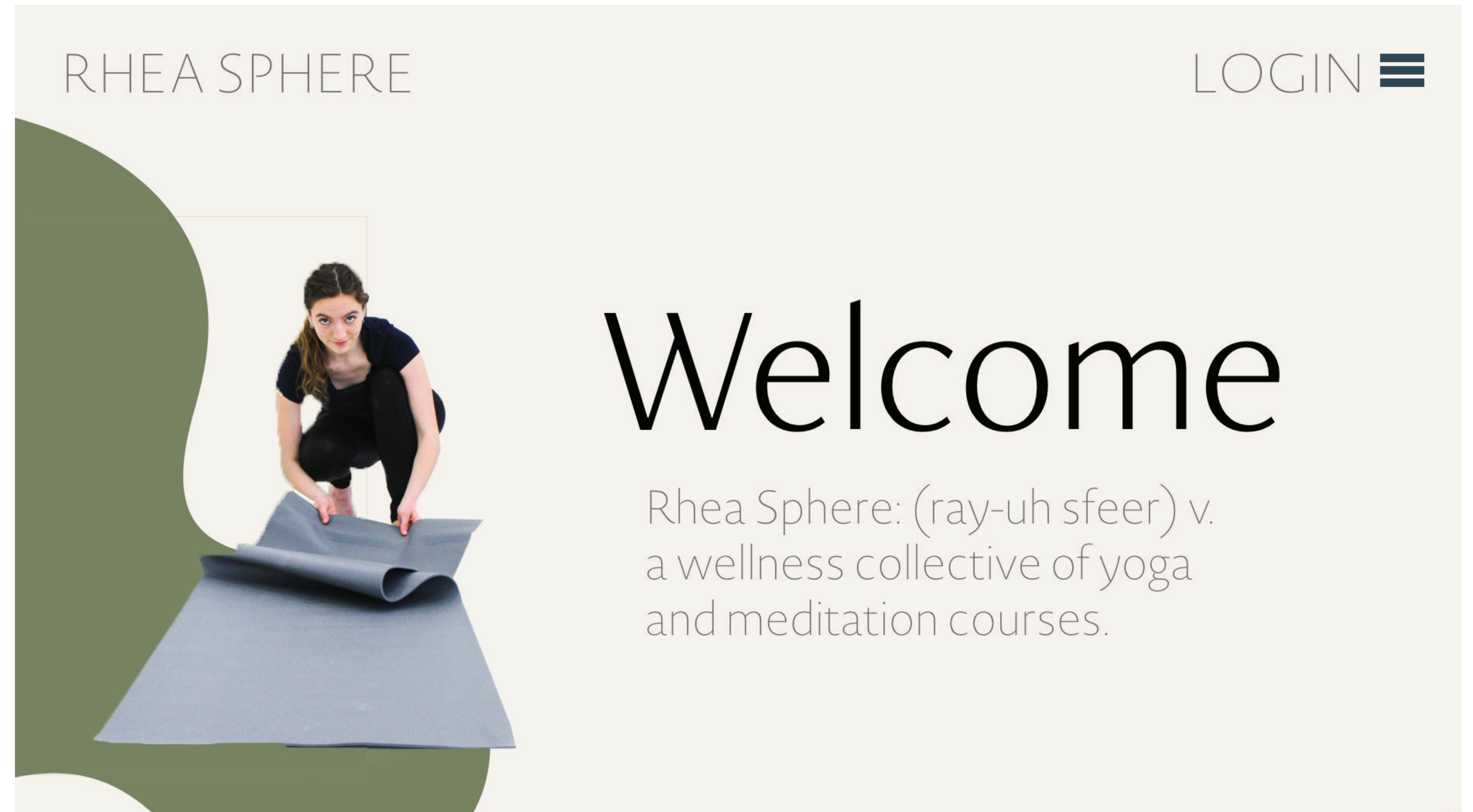
HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Changing Course

Although I now had a more clear direction when it came to content, I soon found that my design decisions were not as in line with our brand aesthetic as they could be. I found myself drifting further and further away from our original values. In pursuit of keeping things simple, I relied heavily on boxes and strict lines to create contrast and hierarchy, but eventually realized that I had strayed too far from the concept of rhythm and flow.


It soon became clear that a change in course would be necessary in order to maintain brand integrity. Communicating our core principles became my focus and I sought to open up the space and utilize shape with better flow.



Version Two


RHEA SPHERE

LOGIN



Welcome

Rhea Sphere: (ray-uh sfeer) v. a wellness collective of yoga and meditation courses.



These practices have been uniquely designed to bring rhythms of connection and grounding into your daily life.


Get Started

OUR SERIES

Move with Margo

Morning, afternoon, and evening flows for grounding.

Learn more



Relax with Me


Meditations and breath practices for connection.


Learn more

Rhea is a combination of two Greek words, ‘rheo’ which means “to flow” and ‘era’ meaning

Morning, afternoon, and evening flows for grounding.

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Rhea is a combination of two Greek words, ‘rheo’ which means, “to flow” and ‘era’ meaning,

Our Story




“Quote about how much I love Rhea Sphere! They’re the fetching best.”

- Everyone

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OUR SERIES


Move with Margo

Relax with Me

FEATURED YOGA









MEET MARGO


These practices have been uniquely designed to bring rhythms of connection and grounding into your daily life.





All Move With Margo

All Move With Margo










FEATURED MEDITATION

Morning Flow

Afternoon Flow

Evening Flow



These practices have been uniquely designed to bring rhythms of connection and grounding into your daily life.

MEET RYAN

All Relax with Ryan

Version Two Homepage

Version Two Series Page

Solidifying Our Style

While I was now moving in a better direction, there still appeared to be issues with consistency across the various platforms. When we met together as a team to address this issue, we made a few key decisions that would help with how cohesive. it felt

The most impactful decision that we made was to incorporate the flowy line from our logo into our other deliverables. Incorporating that shape became foundational in all other design decisions regarding the website.

RHEA SPHERE

[about](#) [courses](#) [login](#)



Version Three

RHEA SPHERE

[about](#)[courses](#)[login](#)

welcome to
rhea sphere.
rhythms for connection

These practices have been uniquely designed to bring rhythms of connection and grounding into your daily life.

Get Started

Move with Margo

Morning, afternoon, and evening flows for grounding.

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Meditations and breath practices for connection.

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Version Three Homepage

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Our Story

RHEA SPHERE

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welcome to
rhea sphere.
rhythms for connection

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"Rhea Sphere goes deeper than yoga flows. It has helped me live a more intentional and purposeful life. When I began my membership, I immediately found myself feeling more centered throughout the rest of my day. I will be a subscriber for years to come."

Jane Doe, Rhea Sphere Member

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RHEA SPHERE

[ABOUT](#)[COURSES](#)[LOGIN](#)

our series.

move with margo

morning, afternoon, and evening flows

featured yoga

meet your instructor.

Margo has been practicing yoga for over 2 years and currently teaches yoga classes on her college campus. In her studies as a dance major, she has focused on the anatomy of the body and proper techniques to safely and powerfully move. She has a deep passion for helping others find connection, strength, and healing through movement.

All Move with Margo

relax with ryan

breathing exercises to increase connection

featured meditation

featured yoga

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Ryan began studying meditation 3 years ago when she read Eckhart Tolle's The Power of Now. Meditation changed her life as it taught her to live with joy in the moment. Her dream is to guide others on their own journey's to greater presence in their lives. She teaches yoga classes with a focus on meditation and is working on a book of mediations.

All Relax with Ryan

RHEA SPHERE

ABOUTCOURSESLOGIN

move with margo.

Morning, afternoon, and evening flows to bring you connection throughout your day.

MORNING FLOW

AFTERNOON FLOW

EVENING FLOW

bring you connection throughout your day.

MORNING FLOW

AFTERNOON FLOW

EVENING FLOW

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RHEA SPHERE

ABOUTCOURSESLOGIN

relax with ryan.

Breathing exercises for increasing awareness of self and the world around you .

MOVEMENT

MINDFULNESS

MANTRA

MOVEMENT

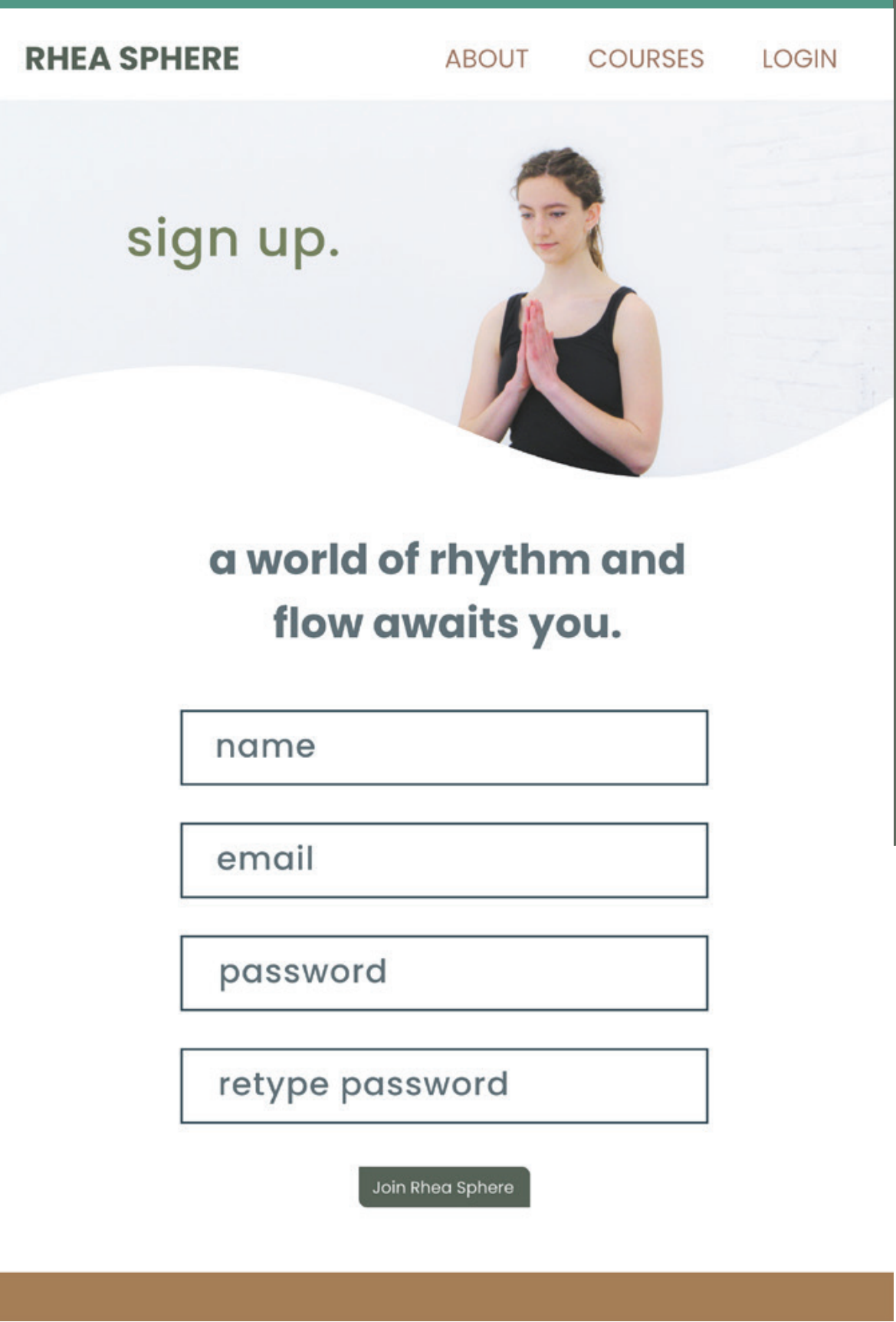
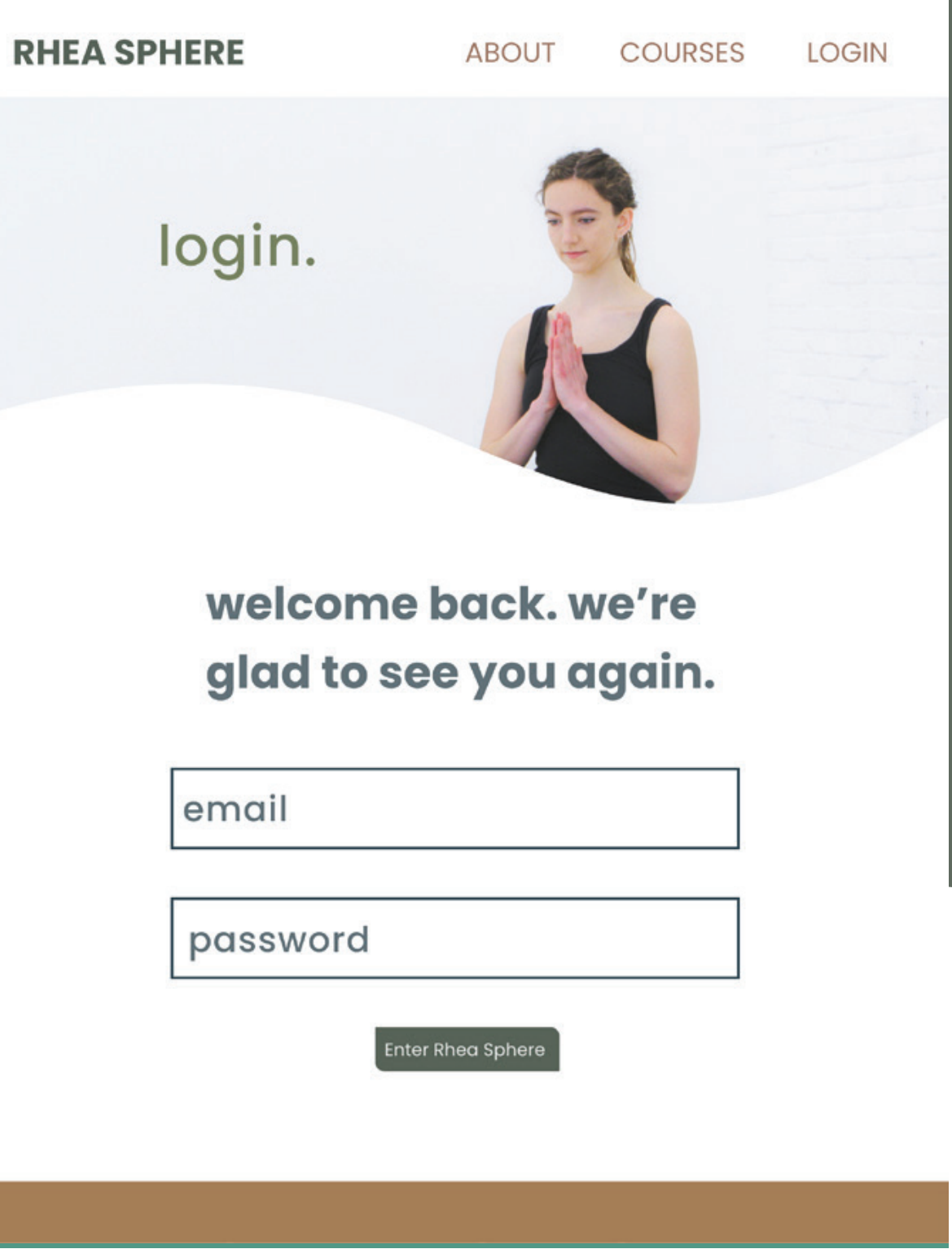
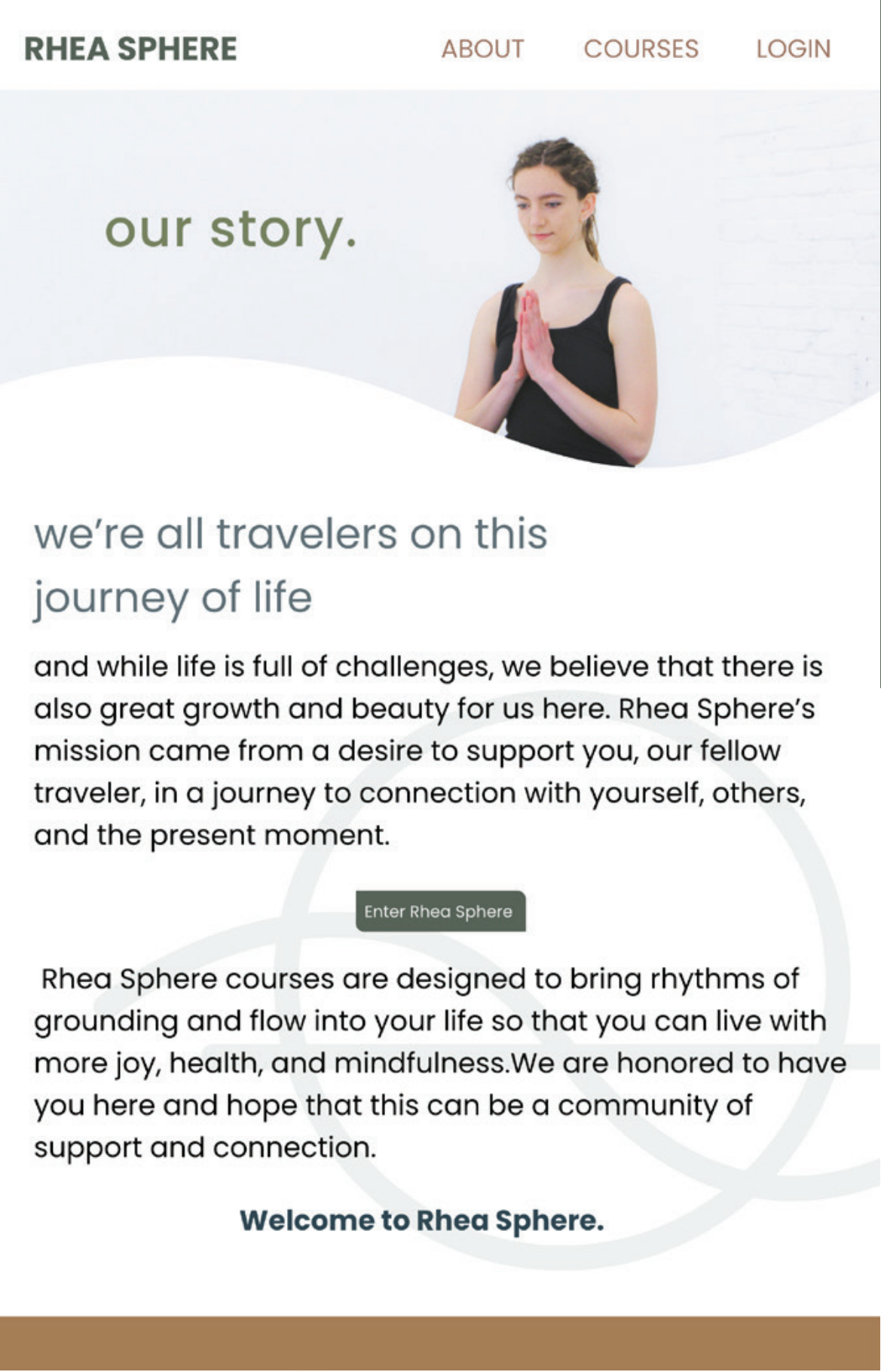
MINDFULNESS

MANTRA

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Version Three Course Pages



Version Three Story & Login Pages

Welcome to Rhea Sphere.

rhythms for connection

These practices have been uniquely designed to
bring rhythms of connection and grounding into
your daily life.

The Final Product

The final rendition of the website was the culmination of all of the feedback and realizations that we had throughout the process. The final design still maintained that clean aesthetic that we were going for from the beginning while still communicating those key messages of rhythm and flow.


By the time we reached the end, our color scheme had also been slightly tweaked so that everything felt more muted and earthy which also helped to convey our personal brand tone.

[Visit Live Homepage](#)

Final Homepage

Rhea Sphere

AboutCoursesLogin




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Calm with Kianna


Meditations and breath practices for connection.

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Rhea is a combination of two Greek words, 'rheo'

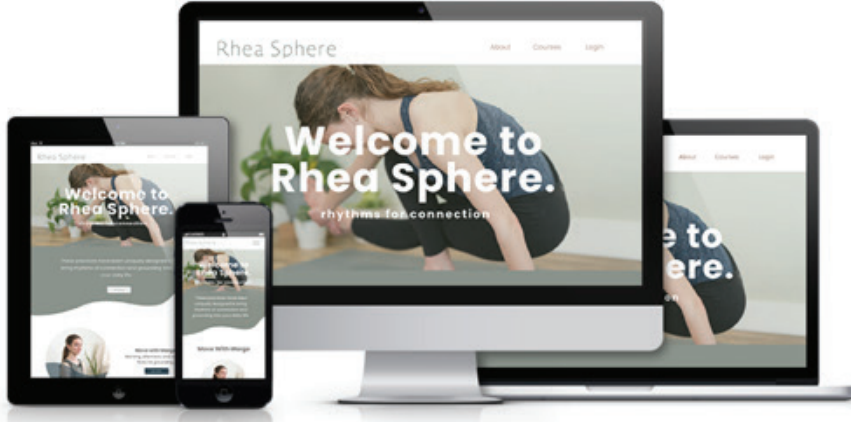
Meditations and breath practices for connection.

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Our Story



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rhythms for connection

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"Rhea Sphere goes deeper than yoga flows. It has helped me live a more intentional and purposeful life. When I began my membership, I immediately found myself feeling more centered throughout the rest of my day. I will be a subscriber for years to come."

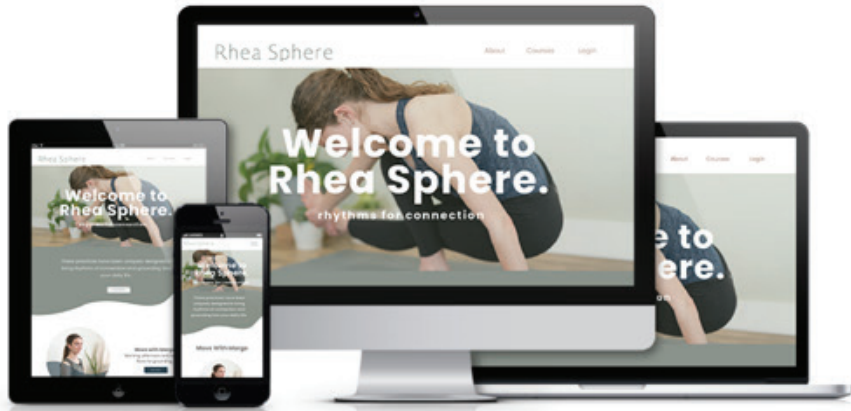
Brooke Munoz, Rhea Sphere Member



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Our Story



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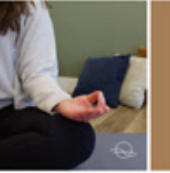




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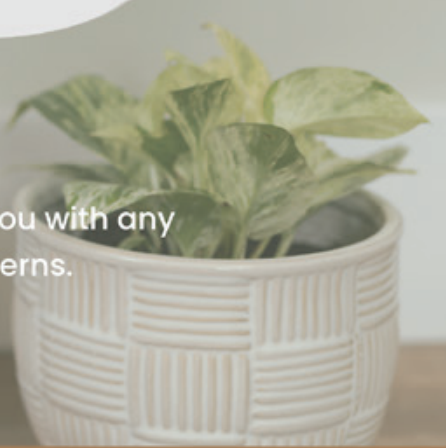
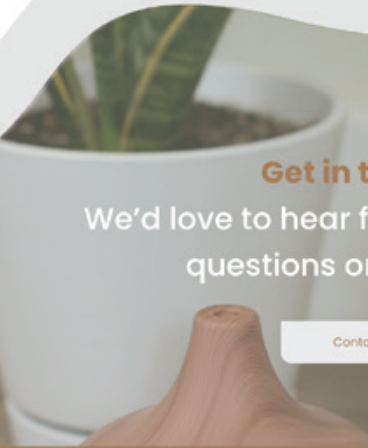
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Get in touch.

We'd love to hear from you with any questions or concerns.


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Final Homepage


Rhea Sphere

AboutCoursesLogin

Our Series.




Move with Margo




Calm with Kianna

Move with Margo


featured flows for every time of day



Morning Flow



Afternoon Flow



Evening Flow


Meet your instructor.


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All Move with Margo >

Calm with Kianna

featured meditations for increased connection









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Inner Alignment



Spring Cleaning

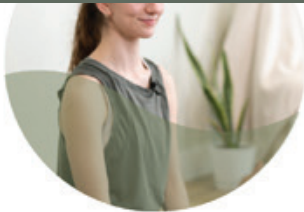


Life's Transitions


Meet your instructor.

Kianna is becoming a certified yoga teacher through Yoga Alliance. Meditation is her passion and she writes and teaches them in yoga classes at her college campus. After battling panic attacks and chronic stress, meditation helped her trade a life of worry for a life of joyful presence. Now, her dream is to guide others on their journey's to greater presence and wonder in life. Her Rhea Sphere classes combine meditation and breath work to help you find grounding and connection.

All Calm with Kianna >




Move with Margo




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All Calm with Kianna >

Rhea Sphere

AboutCoursesLogin

Move with Margo.

Morning, afternoon, and evening flows to bring you connection throughout your day.

Morning Flow

Low Lunge Breakdown

Main Flow

Down Dog Breakdown

Afternoon Flow

Wild Thing Breakdown

Main Flow

Balance Pose Breakdown

Evening Flow

Child Pose Breakdown

Main Flow

Cobra Breakdown

Final Course Pages

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Rhea Sphere

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Calm with Kianna.

Meditations for increasing awareness of self and the world around you .

Reflection

Introduction

Inner Alignment

Letting Go

Stress Relief

Aroma Meditation

Heart Center

Love & Kindness

Awareness

Building Presence

Be Still

Align your Chakras

Meditations for increasing awareness of self and the world around you .

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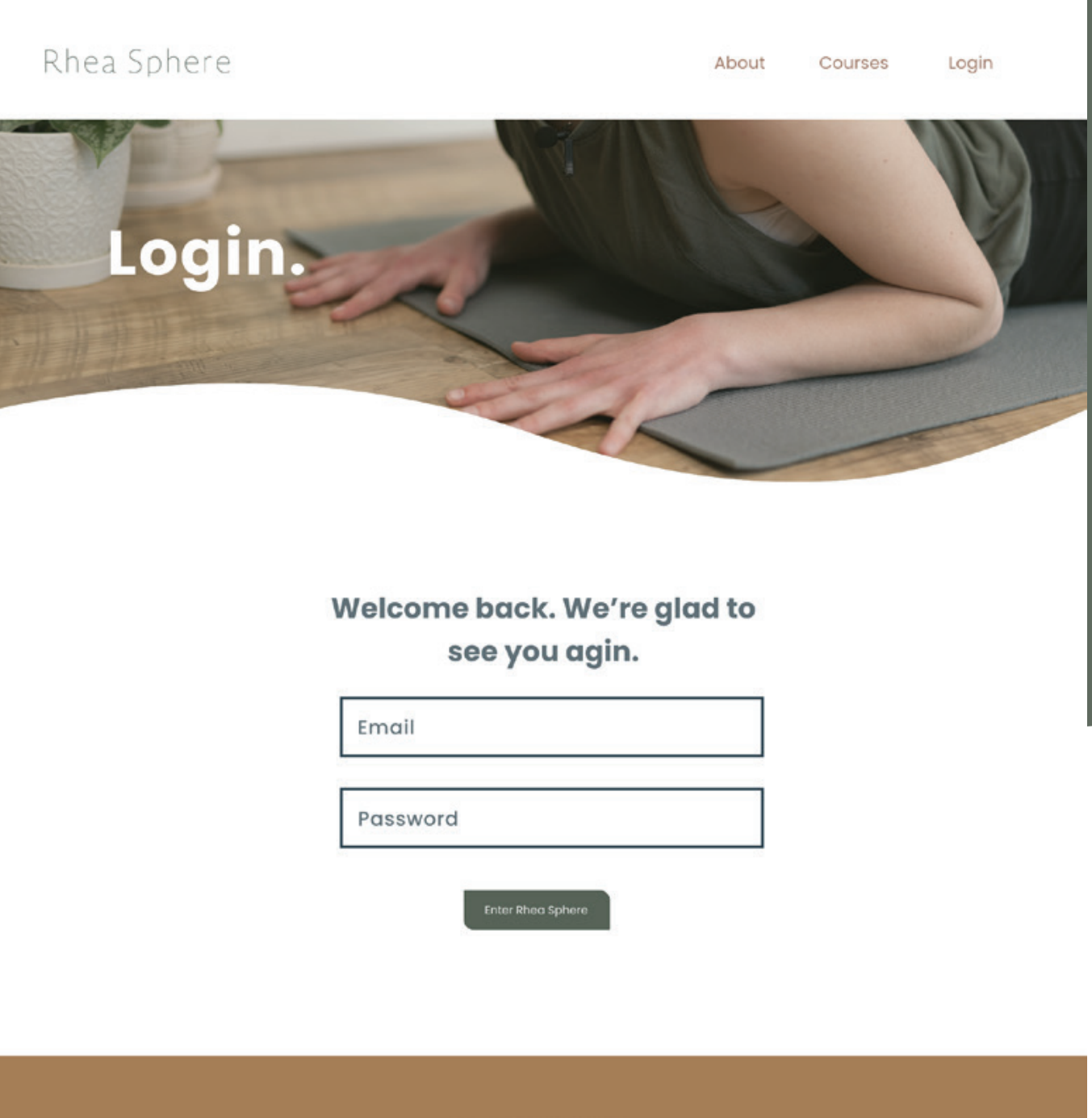
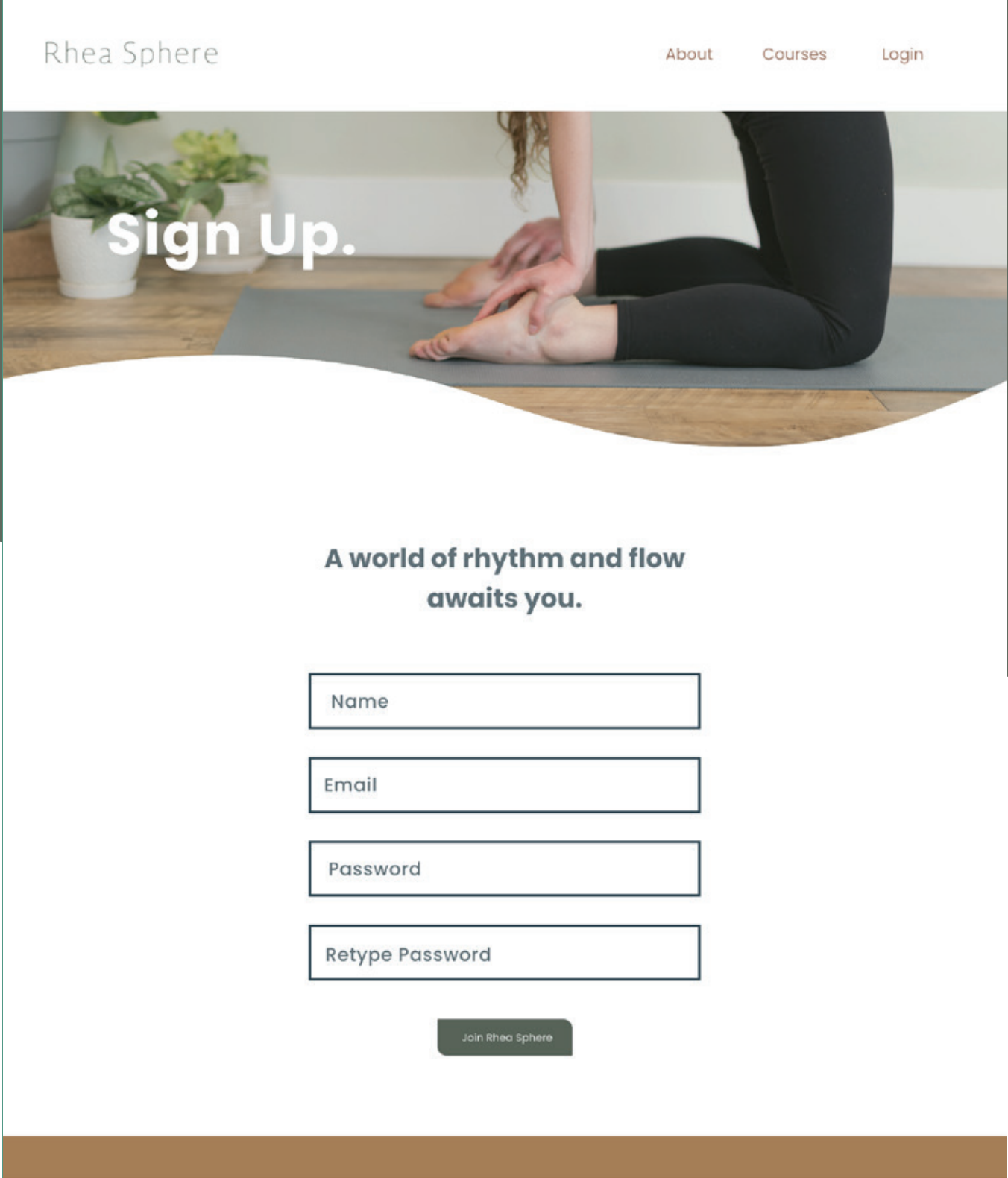
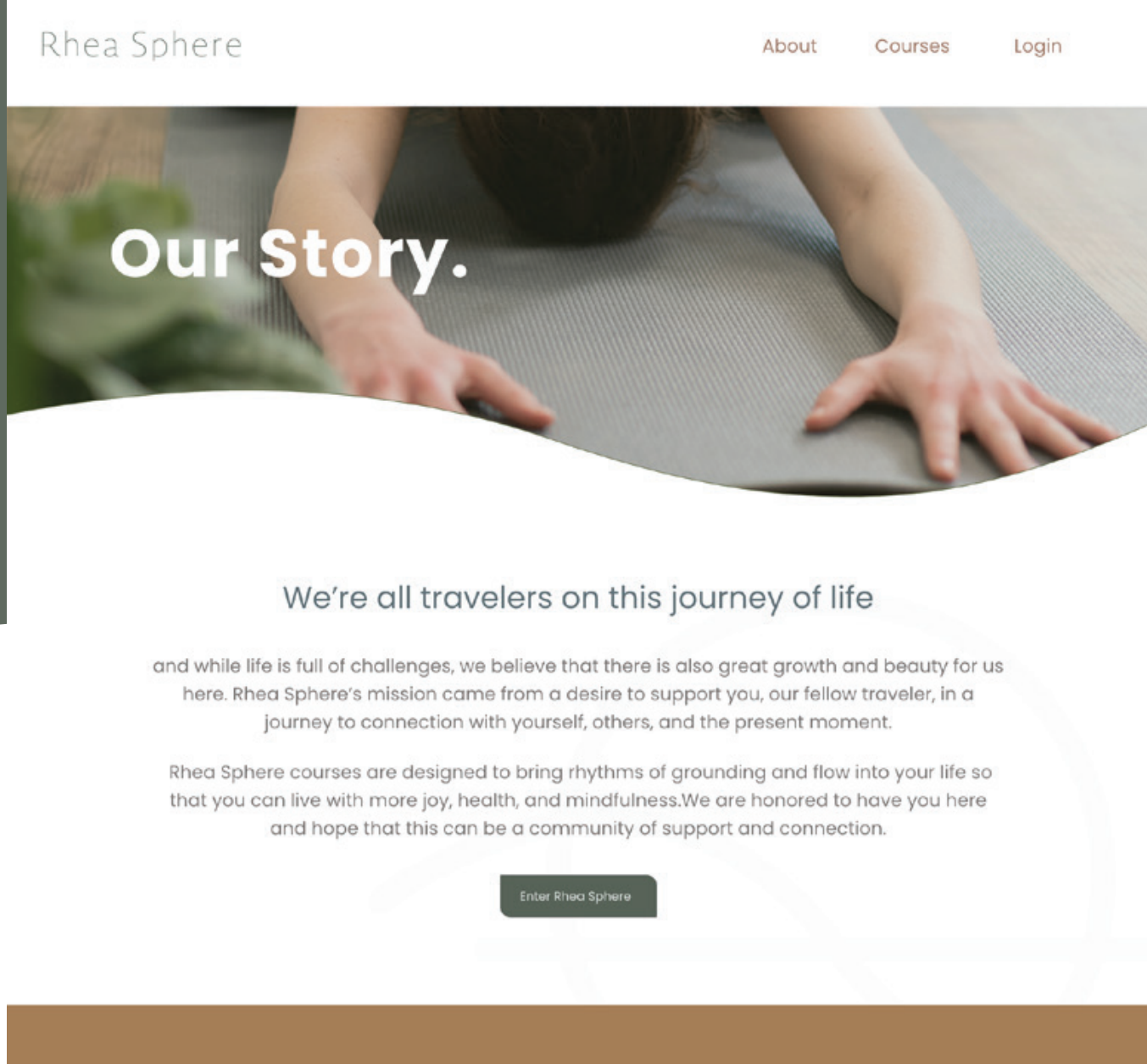
Building Presence

Be Still

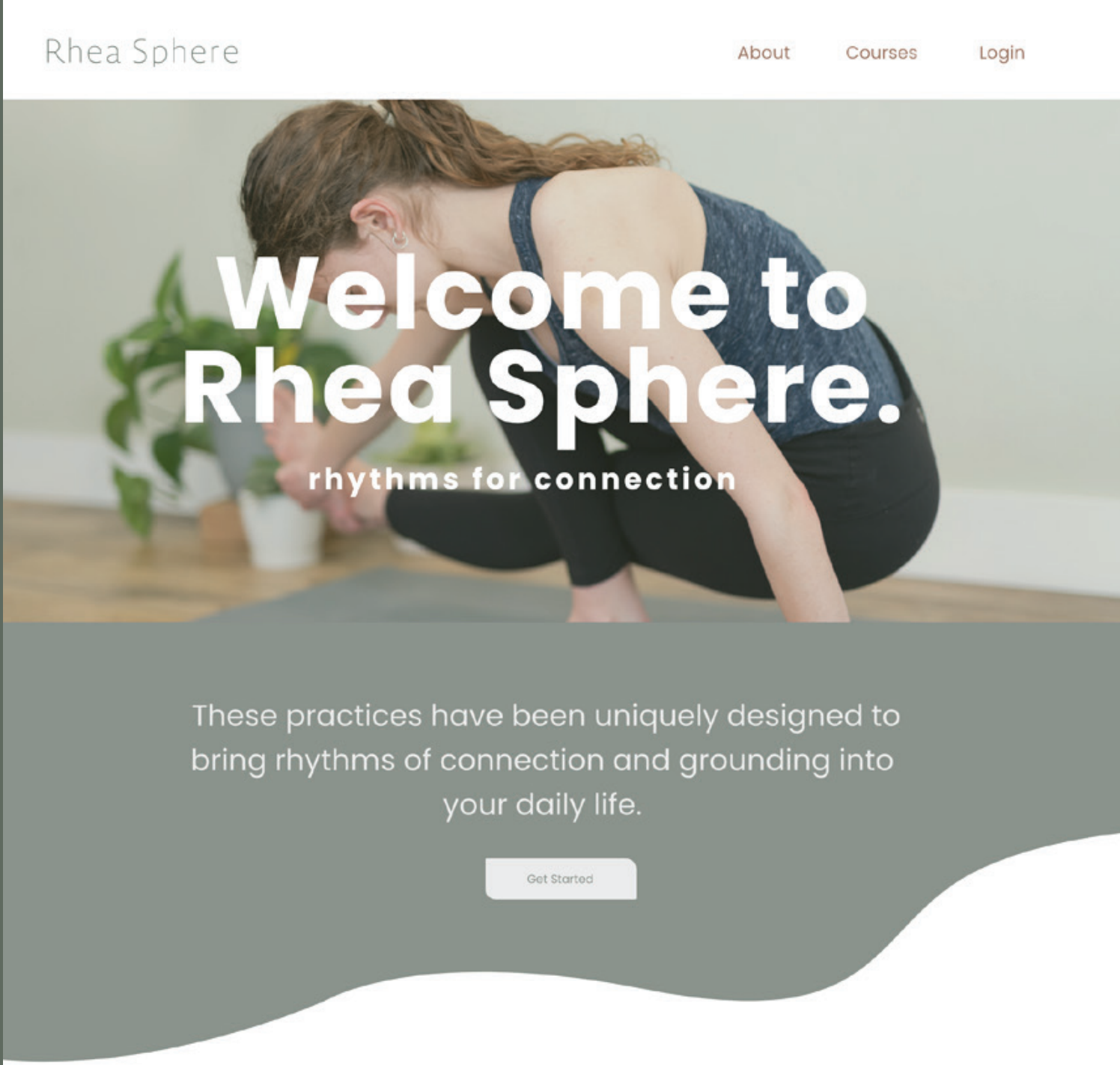
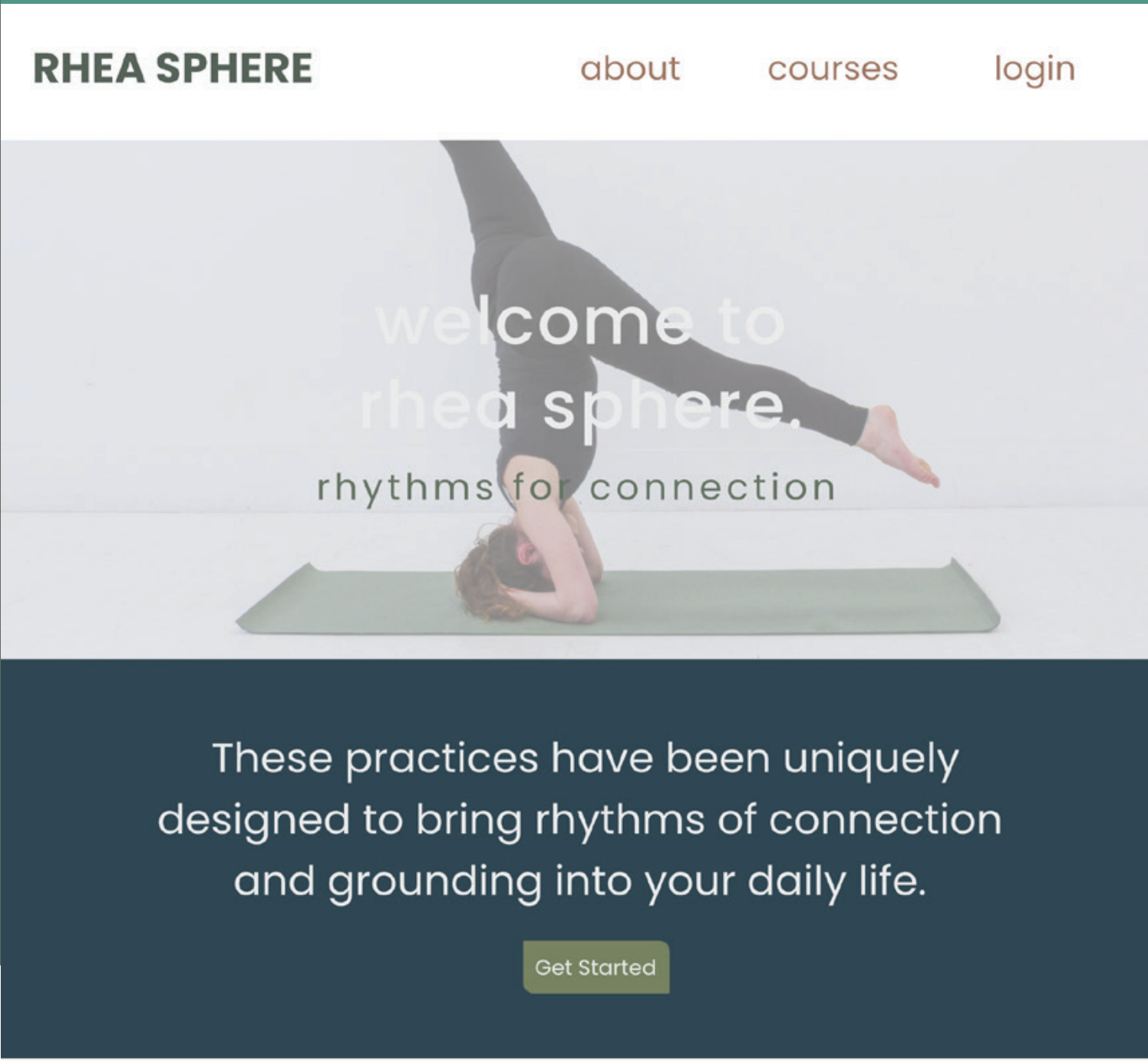
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Final Story & Login Pages



Move with Margo

Morning, afternoon, and evening flows for grounding.

Learn More



Move with Margo

Morning, afternoon, and evening flows for grounding.


Learn More

Relax with Ryan



Homepage Progression

Rhea Sphere



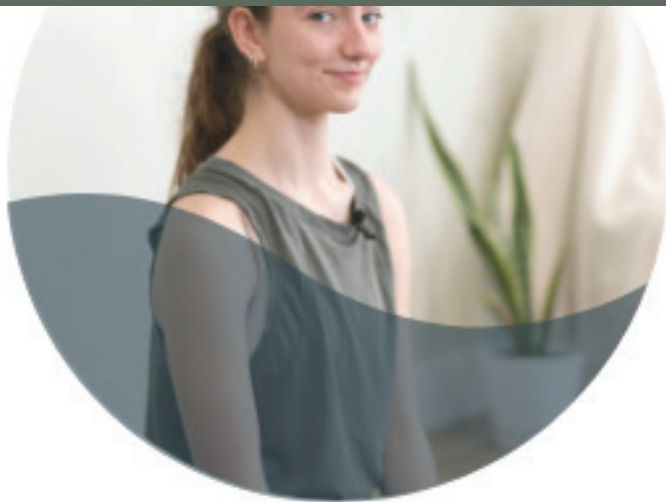
Welcome to Rhea Sphere.

rhythms for connection

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Move With Margo





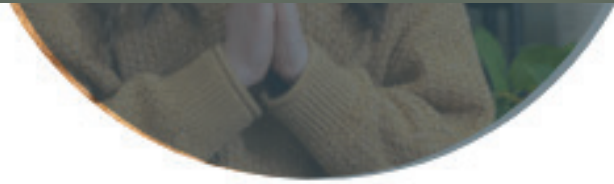
Morning, afternoon, and evening flows for grounding.

Learn More

Calm With Kianna



Meditation and breath excesses for grounding.

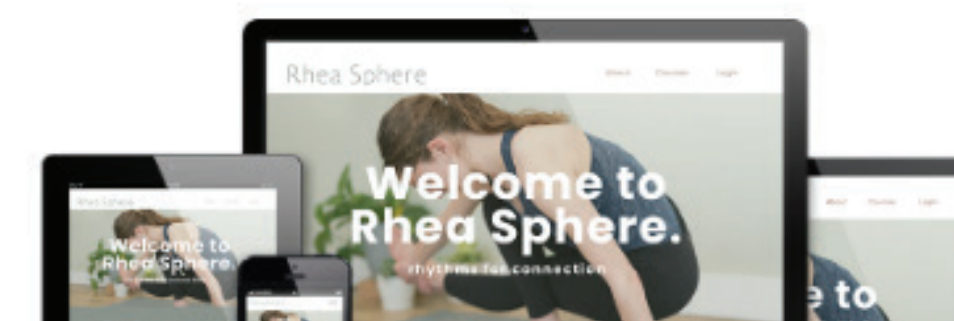


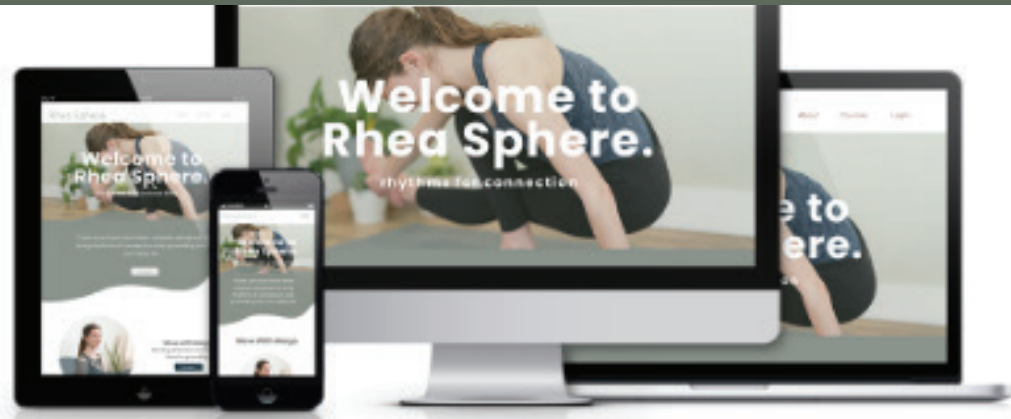
Meditation and breath excesses for grounding.

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Our Story



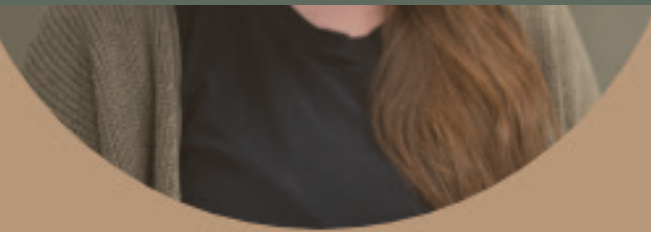


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“Rhea Sphere goes deeper than yoga flows. It



“Rhea Sphere goes deeper than yoga flows. It has helped me live a more intentional and purposeful life. When I began my membership, I immediately found myself feeling more centered throughout the rest of my day. I will be a subscriber for years to come.”

Jane Doe
Rhea Sphere Member



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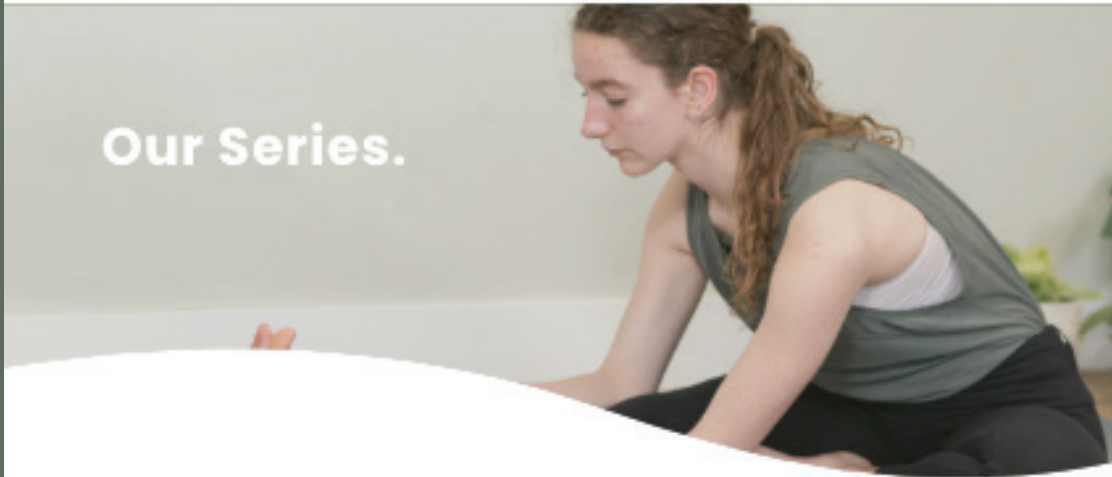
We'd love to hear from you with any questions or concerns.

Contact

Rhea Sphere



Our Series.



Move with Margo



Calm with Kianna

Move With Margo

Morning, afternoon,
and evening flows



Morning
Flow



Afternoon
Flow



Afternoon
Flow



Evening
Flow

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[All Calm with Kianna >](#)

Calm With Kianna

Featured meditations for increased connection.



Inner Alignment



Spring Cleaning



Life's Transitions

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[All Move with Margo >](#)

Rhea Sphere



Calm with Kianna.

Breathing exercises for increasing awareness of self and the world around you .

Reflection



Introduction

Introduction



Inner Alignment



Letting Go


Stress Relief

Letting Go

Stress Relief



Aroma Meditation



Heart Center



**Love &
Kindness**

Awareness



**Building
Presence**



**Building
Presence**



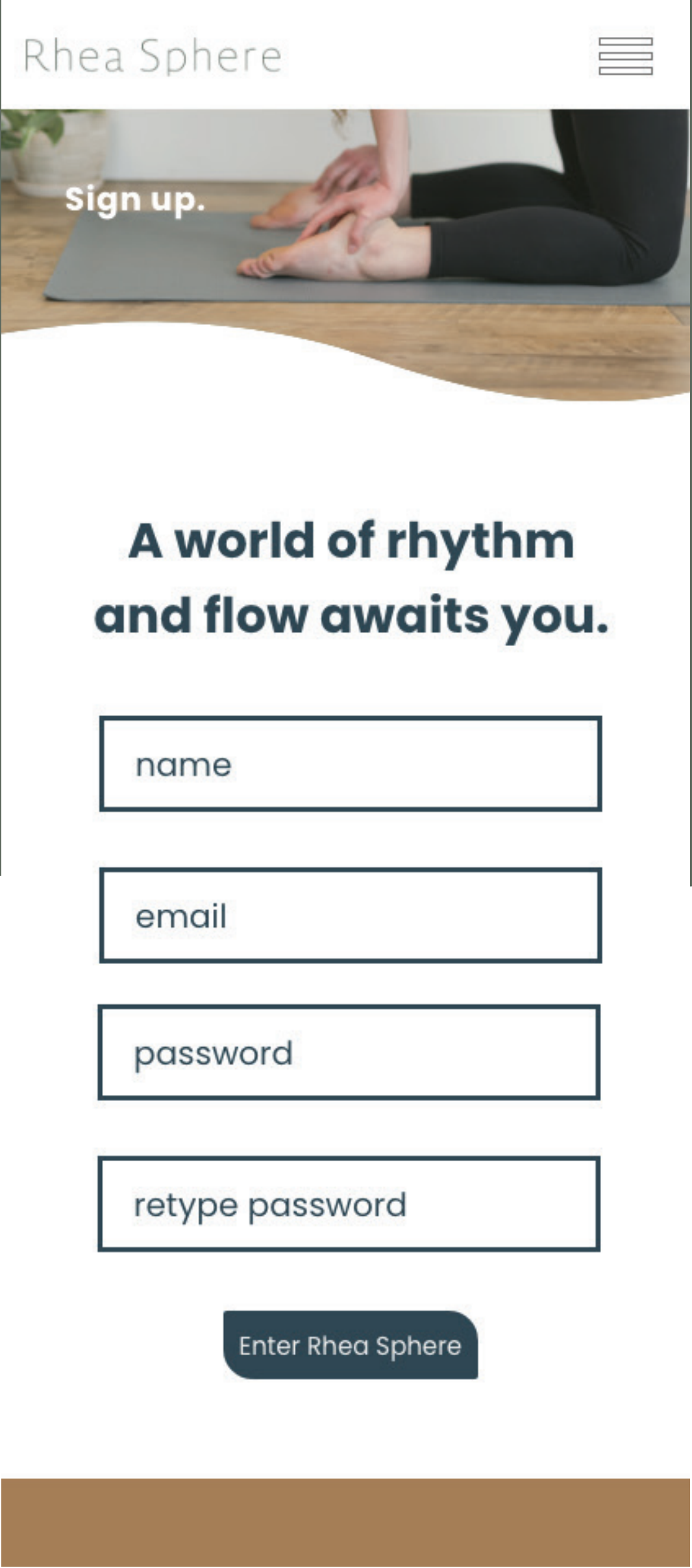
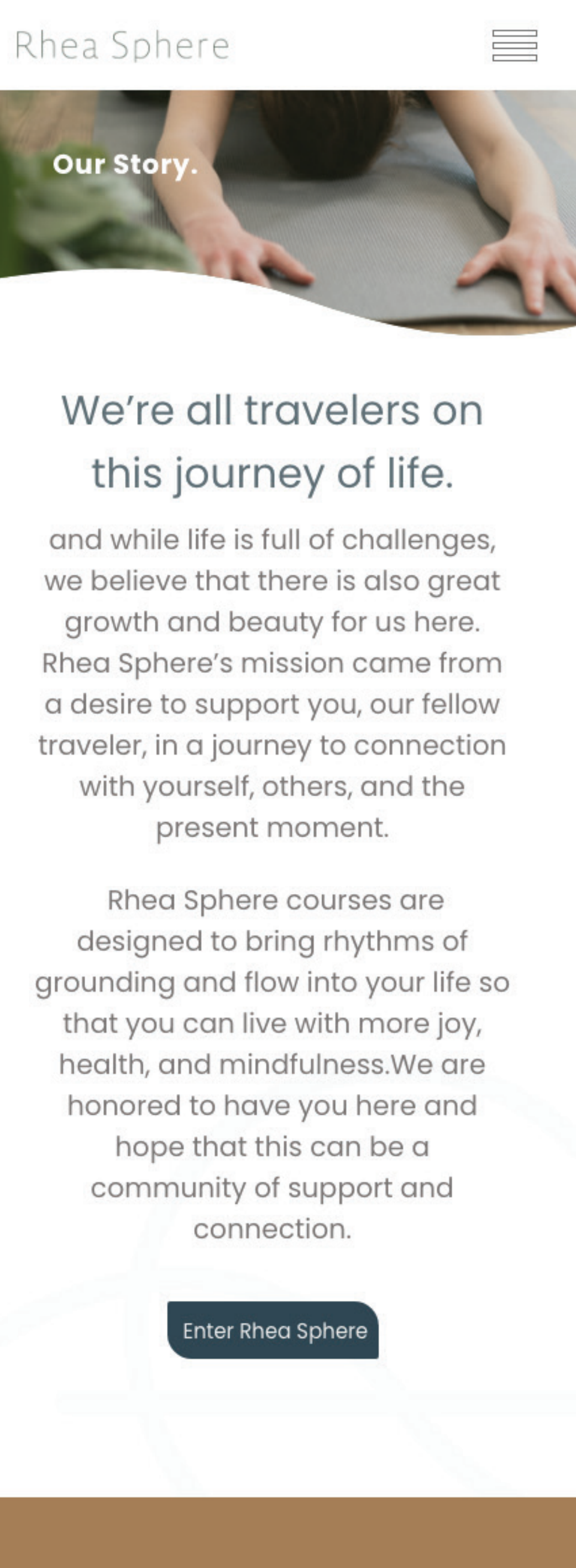
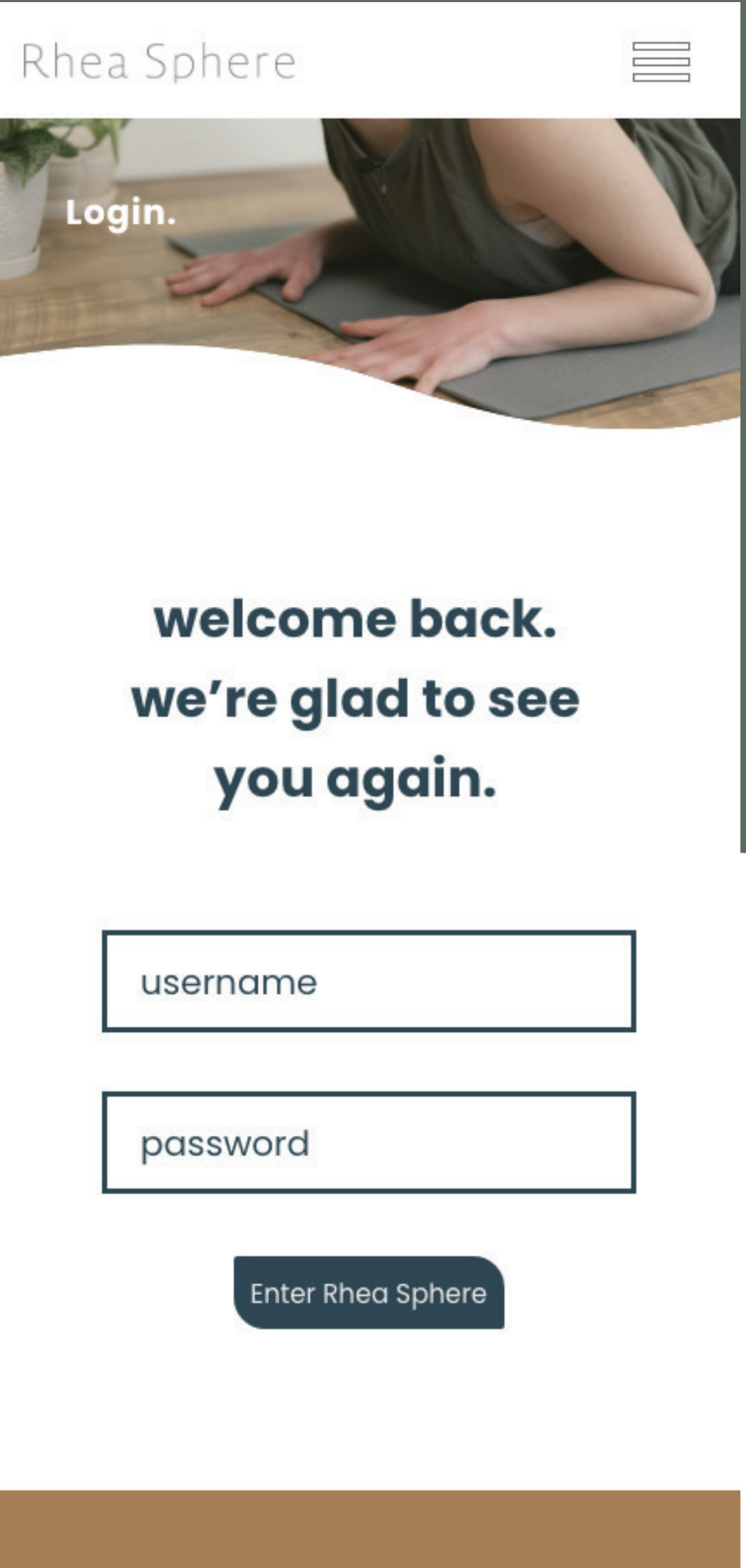
Be Still



**Balance your
Chakras**

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Final Mobile About & Login Pages

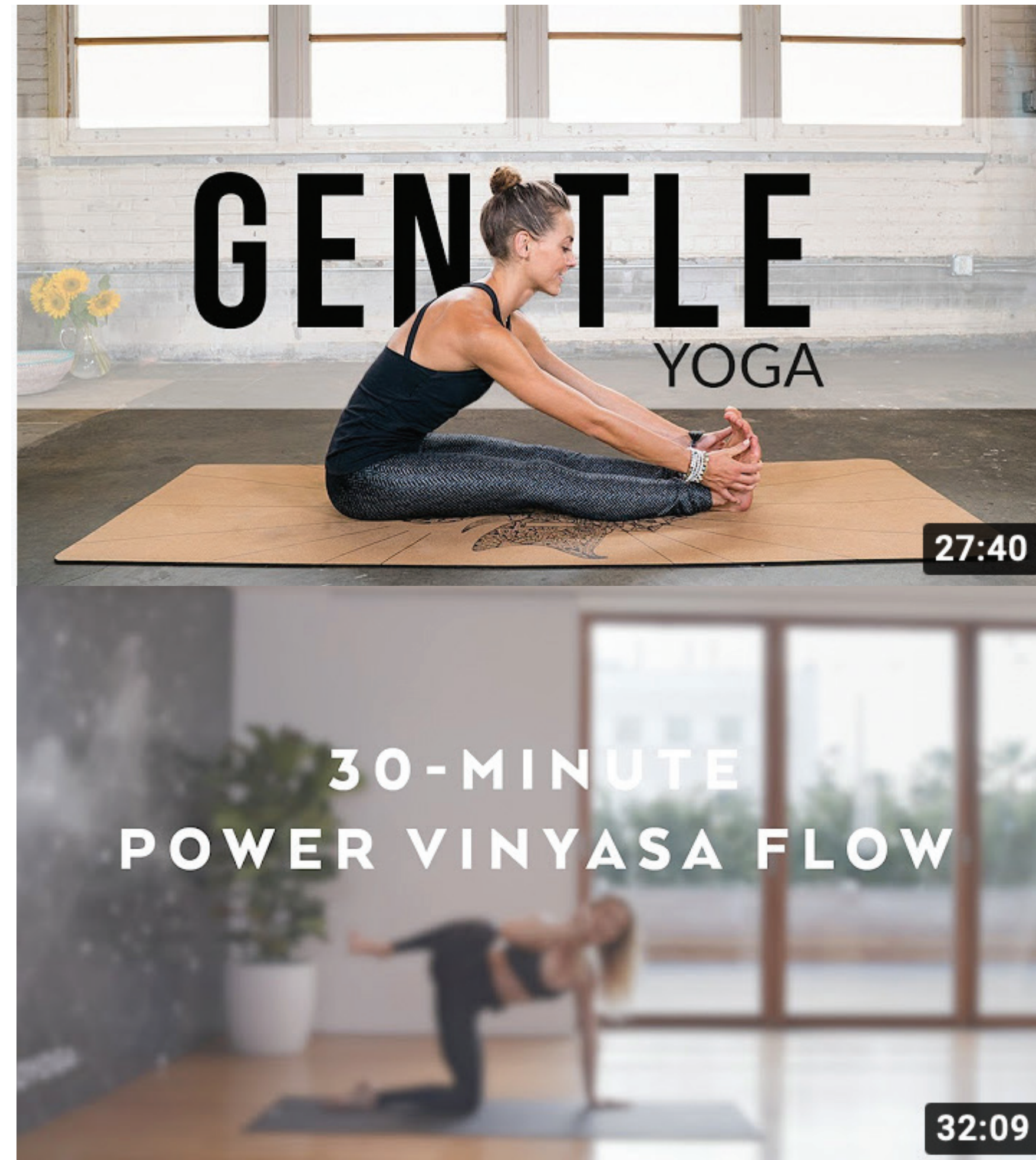
Graphic Design

Original Video Thumbnails

I worked on creating thumbnails for our final videos. I wanted them to continue to feel clean, while still clearly communicating what the video was about.

To get started, I began researching what other accounts were doing, and how they were designing their thumbnails.

From this research, I focused on creating blur and lowering the opacity in order to create stronger contrast. This became a foundational design choice in the early versions of the video thumbnails.





Inner Alignment

Calm with Kianna: A Meditation Series

A woman with long brown hair is sitting in a lotus position on a grey yoga mat on a wooden floor. She is wearing a light grey long-sleeved shirt and dark leggings. Her hands are resting on her knees with palms facing up. The background is a bright, minimalist room with white walls. A black chair with a white cloth draped over it is visible behind her. To the right, there is a potted plant with green leaves. A large, semi-transparent grey circle is overlaid on the center of the image, containing the text.

Inner Alignment

~
Calm with Kianna:
A Meditation Series



Inner Alignment

Calm with Kianna: A Meditation Series



 Rhea Sphere

Inner Alignment

Calm with Kianna: A Meditation Series





Inner Alignment

Calm with Kianna: A Meditation Series

Final Video Thumbnails

From those early thumbnail graphics, I decided that staying consistent with the wave shape was important for maintaining that brand integrity, which allowed me to narrow down our choices for the final design.

From there, I felt that using the shape to create stronger contrast between the text and background was the best decision, and decided that it would make the most sense to keep the shape on the bottom.

Finally, I played around with different font weights and logo placements until everything felt cohesive.





Morning Flow


Move with Margo: A Yoga Series





Afternoon Flow

Move with Margo: A Yoga Series

 Rhea Sphere



Evening Flow

Move with Margo: A Yoga Series

 Rhea Sphere



Letting Go


Calm with Kianna: A Meditation Series





Spring Cleaning


Calm with Kianna: A Meditation Series

 Rhea Sphere



Life's Transitions


Calm with Kianna: A Meditation Series

 Rhea Sphere



Inner Alignment

Calm with Kianna: A Meditation Series

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Printable Graphics

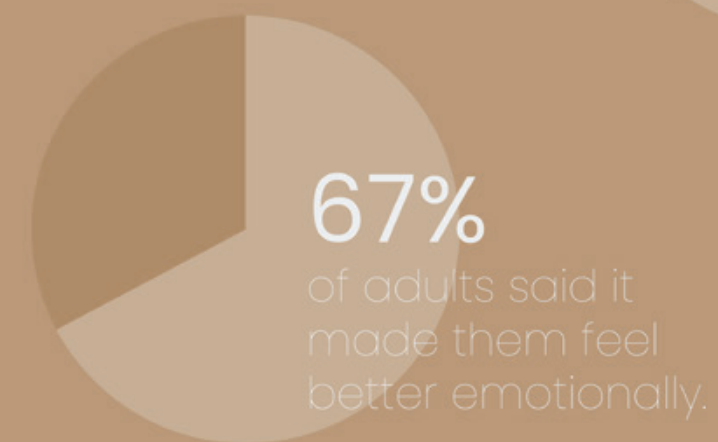
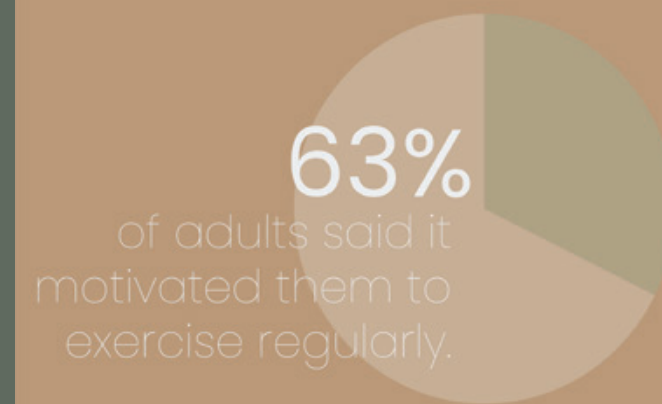
We knew that we wanted informational graphics to be part of our social media strategy. Knowing this, I began brainstorming some unique content that we could create printable graphics for.

In terms of meditation, I sought to teach users about the different hand mudras, what they looked like, and what they meant, as well as the kinds of feelings they promoted.

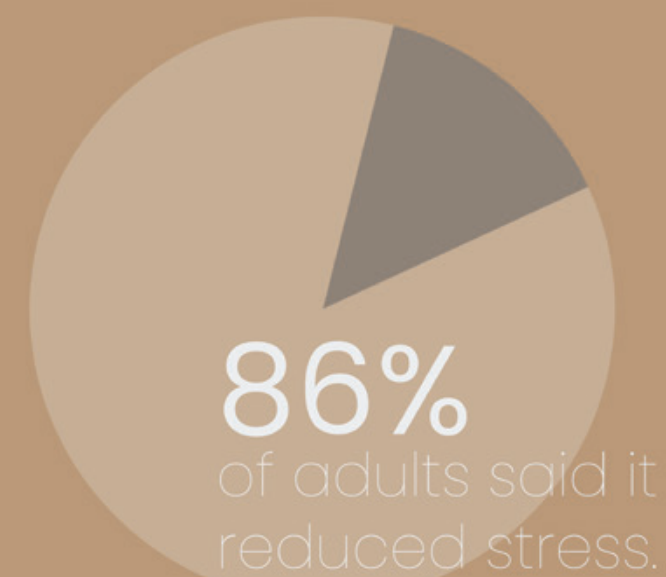
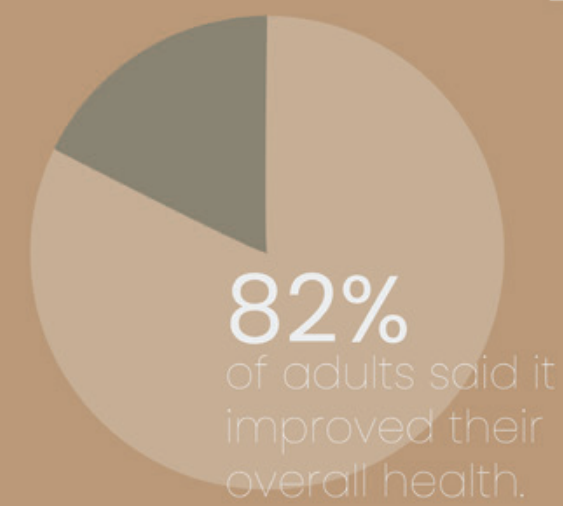
For the yoga side of things, I focused on the various mental and physical health benefits of practicing yoga regularly. Both graphics can be seen on the next page.



According to the National Center for Complementary and Integrative Health



The Influence of Yoga Practice



Hand Mudras

what are you in need of today?



Gyan Mudra

knowledge + wisdom
thumb to pointer finger



Anjali Mudra

honor + respect
palms together at heart center



Shuni Mudra

patience + discipline
thumb to middle finger



Prana Mudra

energy + strength
thumb, ring finger, and
pinky meet



Uttarakabodhi Mudra

insight + inspiration
hands at heart, index fingers
up, thumbs down

Sean Smith

Sean is a Videographer from San Antonio, Texas. He has a passion for video and hopes to work in the news industry producing content for both digital and broadcast distribution.

Services

Videography
Logo/Brand-
ing
Social Media

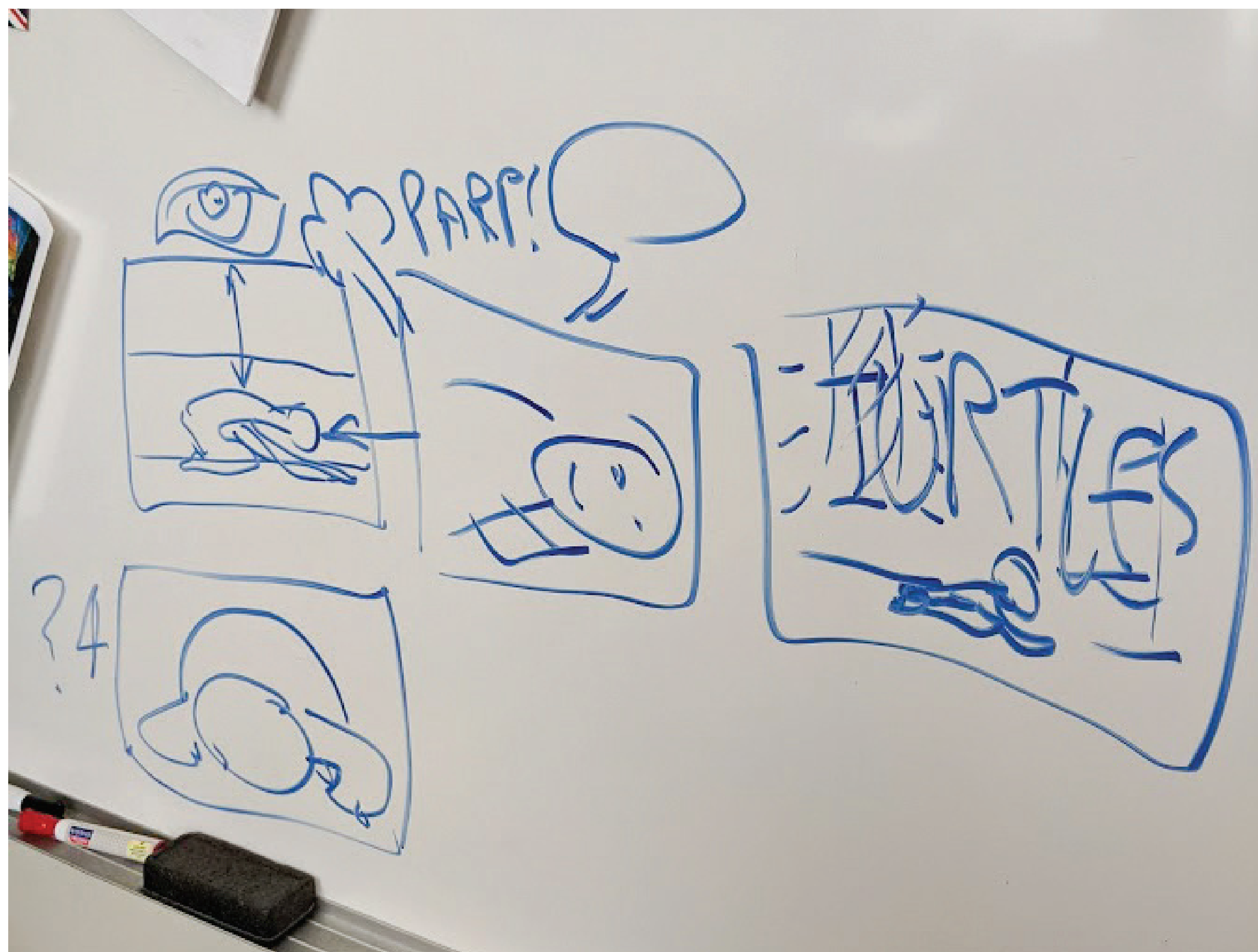
Favorite Piece

My favorite piece to work on was the Calm With Kianna Series. It was similar to the kind of work I usually do, and I think overall it was just the better looking of the two series we worked on. .

125 Process



Videography



Concept

Our initial goal as a team was to create a series of instructional yoga videos called "Move With Margo." In creating this series we drew inspiration from things like "Yoga with Adrienne," this gave me a baseline of what I wanted to do with the series as a whole and helped me to start formulating the best way to execute that plan.

My next step was to meet with Christian Mawlam, a mentor who is a video expert, to get some ideas on the best way to shoot the video. We determined that to get the right look having three cameras would be best, a wide shot, a medium shot, and a bust shot. We toyed with the idea of including a fourth camera angle but determined that it would likely be overkill.

Location Scouting

The next step was to find a place where we could film these videos in a way that felt professional. We wanted to find different locations for each of our three videos, morning, midday, and evening. We explored four different locations, a Ballroom, a photo studio, a local Yoga studio, and a home in Rexburg. We decided that we would use the ballroom and the house for our first two shoots, and decided that we would find a location for our third shoot at a later date. With suitable locations found we decided that it was time to get started on filming.







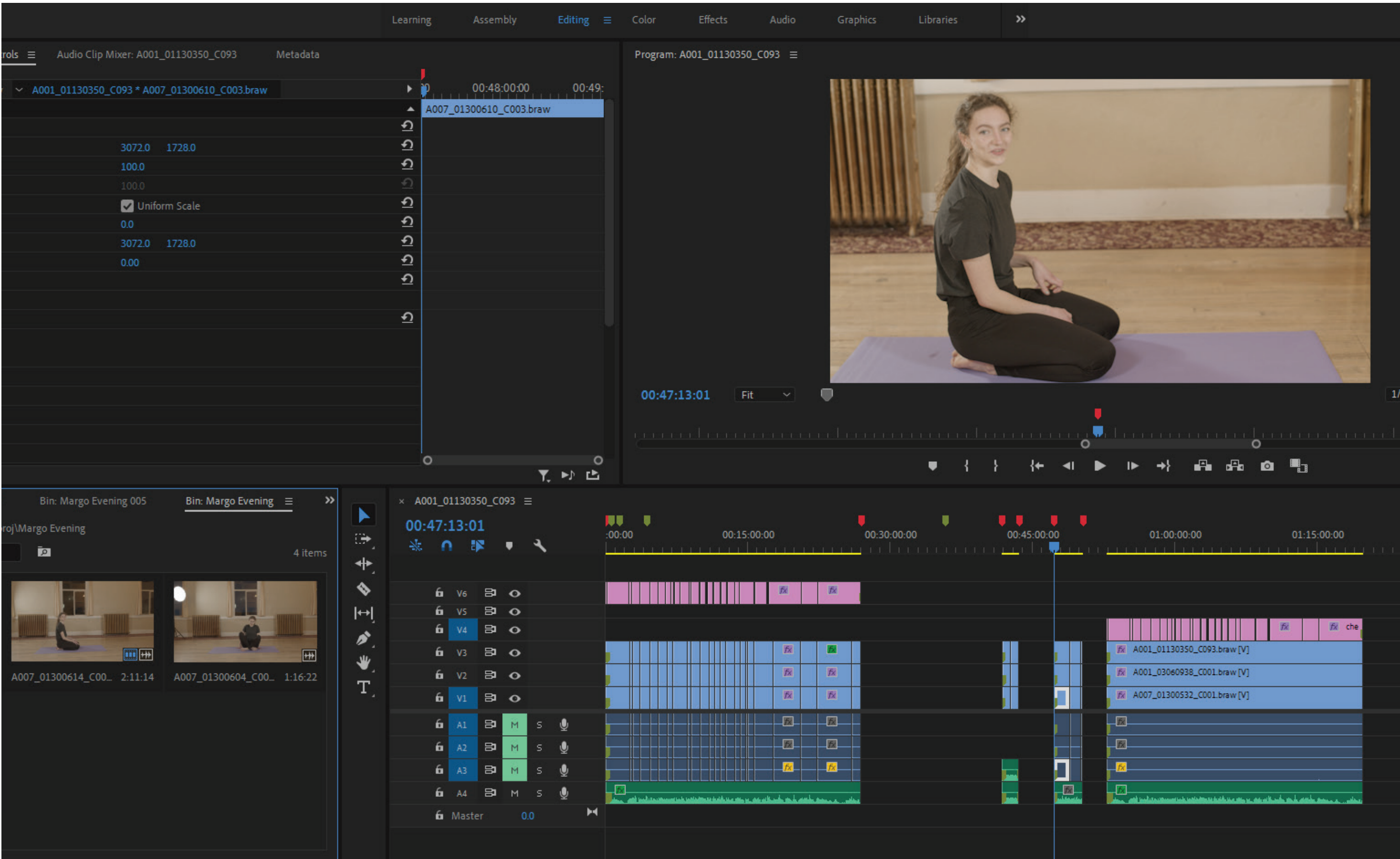
Shooting Something

The first video we shot was our Evening Flow video, for this one we set up in the ballroom that we had scouted. It was a good space and created a nice image, however, after filming we realized that there were a few things about the space that didn't mesh with our initial vision. The space had variable lighting conditions, so it was perfect during the day, however as it began to approach evening lighting conditions became very inconsistent. The area also had a lot of very noisy tile, as well as a very noticeable echo, which can be heard in the initial video from this shoot. As a result of these issues the first shoot didn't turn out the way we planned, but it did make for a good learning experience.

[See Links Page](#)

What I Learned

There were a few things that I learned from our first set of video shoots. The first was that we need to be far more deliberate with our framing and set dressing. The second was that we needed to focus more on getting consistent audio, some of the spaces we used ended up being not very friendly for post-processing as we had issues ranging from echoes to loud ambient audio and people going in and out. The final thing was that if we wanted to keep a consistent aesthetic it would be easiest if we shot all of our videos in one location. Taking what we had learned from these shoots we decided to move forward with a proof of concept on a second series, Calm with Kianna.





Back to the Drawing Board

The second iteration of shooting for our project was a mix between proof of concept and an actual shoot. I say “proof of concept” because this is when we decided to move towards having a secondary series of shorter videos, both for ease of editing and for having a greater diversity of content. This second set of shoots was meant to help us better get to know the space as well as figure out the best way to use it for our Move with Margo reshoots.

Shooting, Part Two

In this shoot, we implemented some of the ideas we had been working on beginning with set dressing and using more closeups and planned shots. There were a few other things that we noticed while doing this shoot that we would need to correct going forward, but overall there was a lot that went right with this shoot. One of the major things we found was that the space worked well for what we wanted our videos to look like.

[See Links Page](#)





What Went Right, and What Didn't

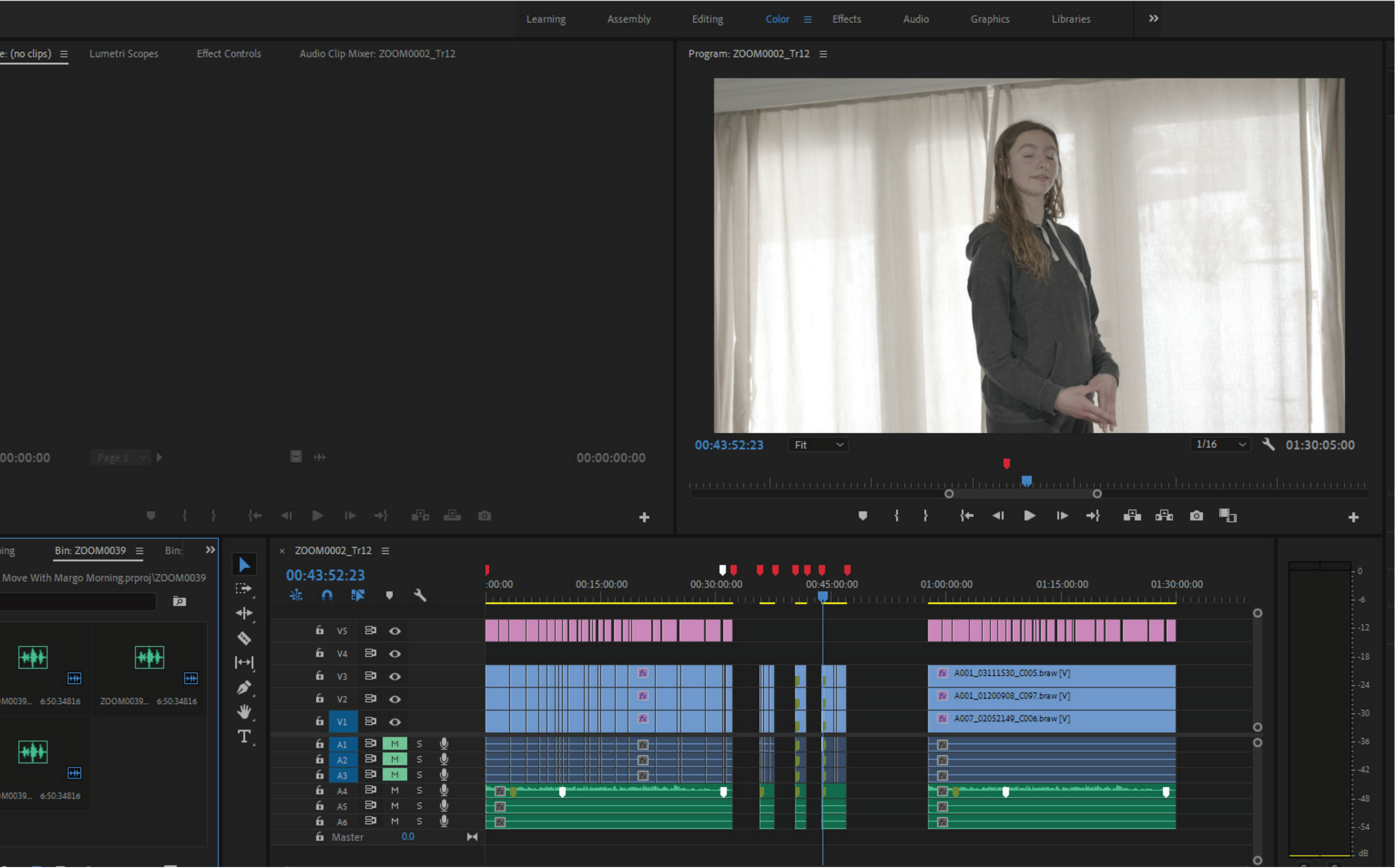
While there was a lot of positive from this second set of shoots there were a few glaring issues that we found we needed to correct moving forward. The first issue was that our footage wasn't as dynamic as we wanted in some places, resulting in a lack of separation between the talent and the background. There were also a few framing issues such as the line bisecting the head of our talent, which caused a major distraction as she moved around throughout the videos. The second major issue was the space was not conducive to using a boom mic for audio, which we had been using, so we adjusted for our retry.

Shooting, Part Three

As the adage says, "Third time's the charm," for the most part. This shoot we did all we could to implement what we had learned from our older shoots, and it worked as far as we could control it. The only issues we had were things beyond our control, such as our audio recorder dying multiple times. I was pleased with how the footage turned out and overall happy with the results of this Eight-hour shoot.

[See Links Page](#)

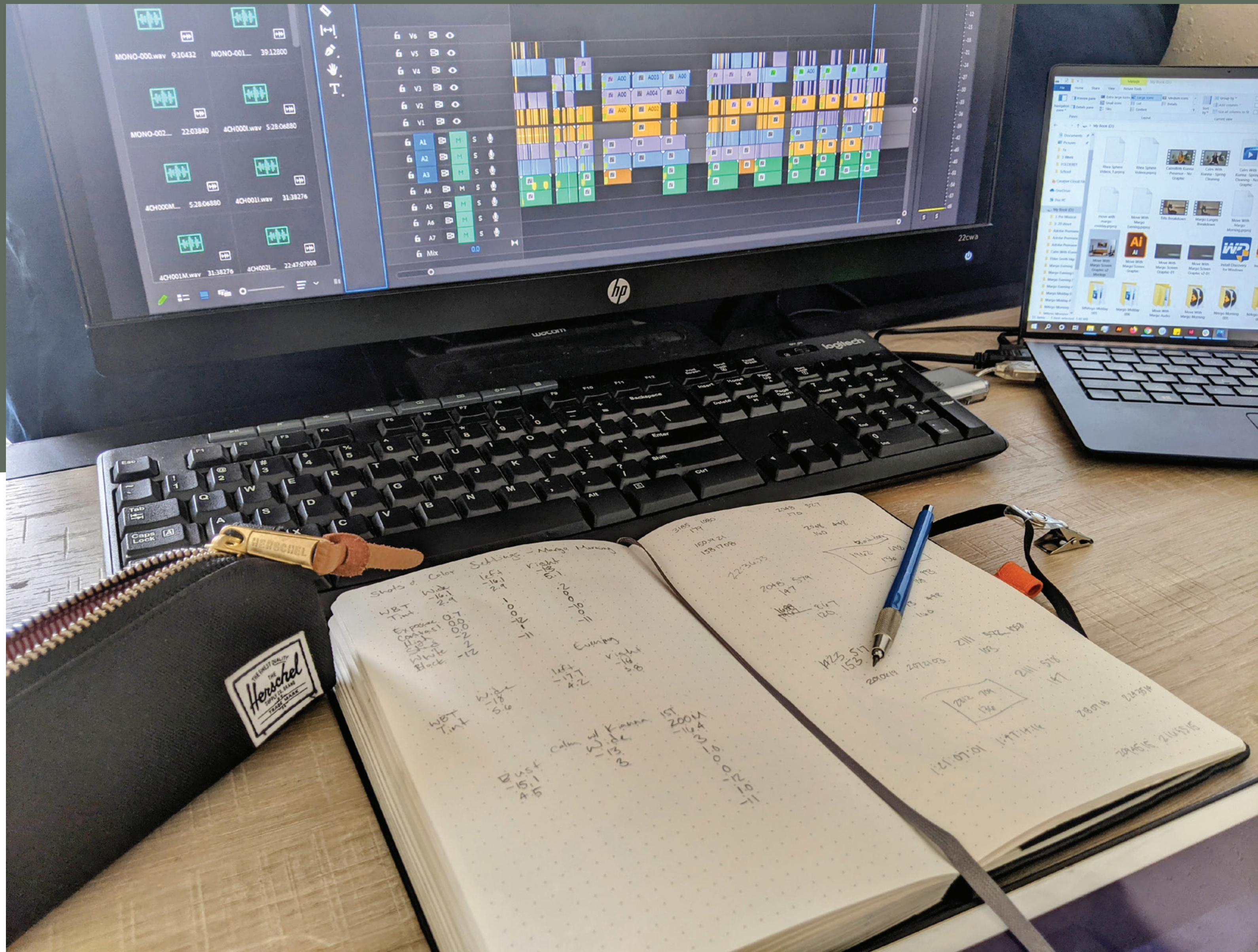




Creating a New Workflow

Another issue that I found was more along personal lines than anything else, and that was that my editing workflow was far slower than I wanted it to be. To get to a more efficient level of working I had to change up my editing flow. So, what I settled on was doing all my editing in two passes, the first is an initial pass in which I make all the necessary cuts and audio adjustments, and a second pass in which I make sure that everything looks good, and meets the standard of quality we have set for the project. Following this pattern I was able to get things done more efficiently than before when I was doing the first pass just to watch the video, and doing everything else in their own steps.

One of the other things that helped me in the editing process was taking more physical notes of things that I was changing. This made my editing more organized and efficient.



What Worked in Post

Perhaps this section needs a “and what didn’t” tacked onto the end. Overall, post-processing went well, however, there was one major issue we ran into corrupted files. We lost some audio files somewhere along the way, and unfortunately, it was too late in the game to do another reshoot, so I had to improvise. Thankfully the cameras themselves had recorded audio, unfortunately, that audio was very echoey so I had to settle for what could be salvaged. I spoke with Christian Mawlam again, and he advised me that even though the audio isn’t perfect, it’s at the very least legible and that most of the videos show off the actual quality of the work.





What We Finished With

In the end, we finished with seven total videos, three in the Move With Margo series, and four in the Calm with Kianna series. I'm happy with how the videos turned out, even if they're not perfect. Doing all of this video work has solidified in me that this is something I want to do going forward, but preferably on a quiet sound stage.

What Went in the Bin

There were a few ideas that we toyed with as we were working on the project, one of these was to have title graphics in each of the videos. After initial editing and doing a final pass of the video we decided that it looked good without the graphic, so we decided to scrap it. Another thing that didn't make the final cut was a set of smaller breakdown videos for each of the yoga sessions, these were effectively replaced by the addition of the Calm with Kianna series.





Links

First Shoot

- Margo Lunge Breakdown
- Tilts Breakdown
- Evening Flow
- V-Sit
- Warrior Breakdown
- Engine Rev
- Morning Flow

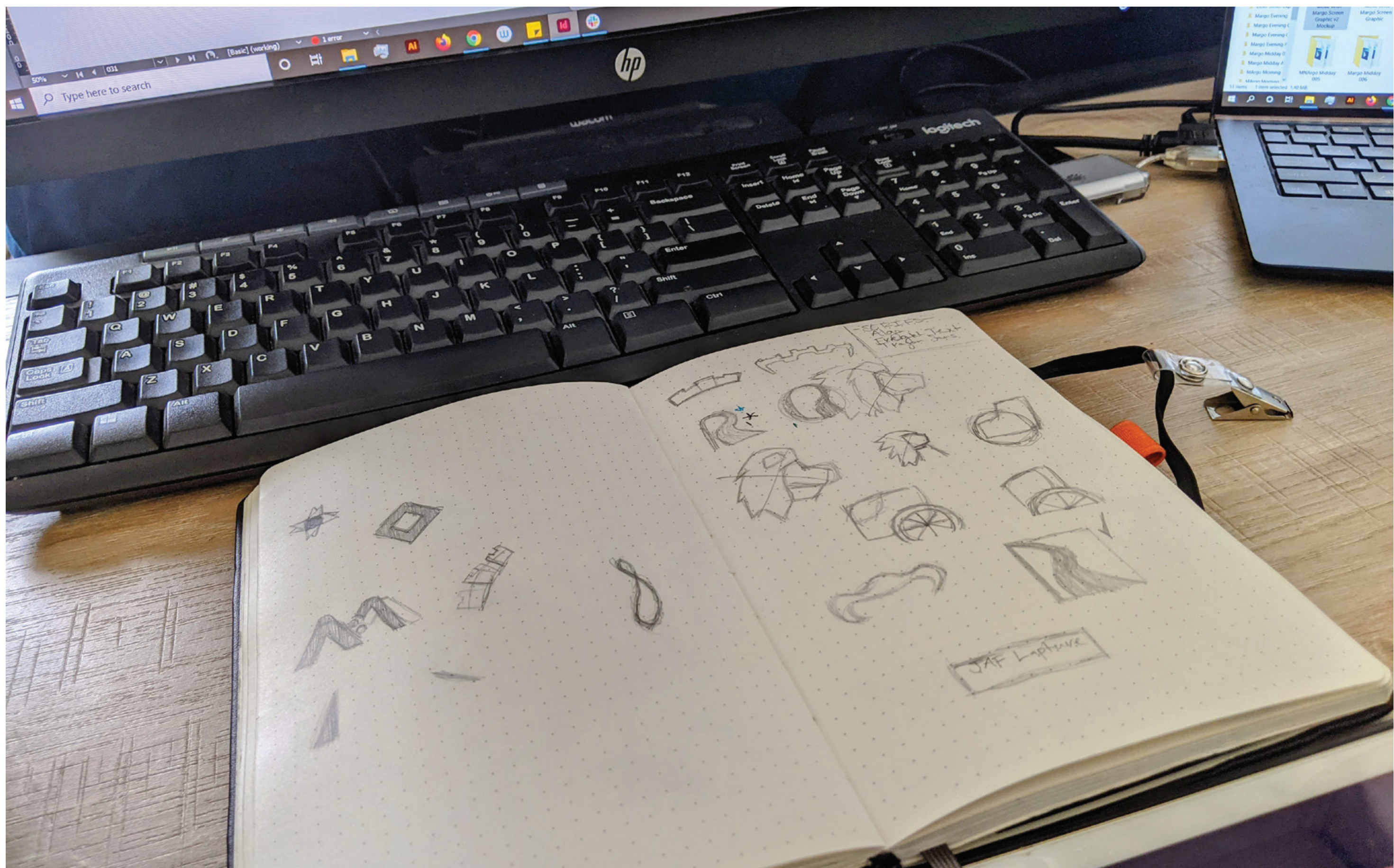
Second Shoot

- Calm with Kianna
- Location Scouting

Final Shoot

- Afternoon Flow
- Evening Flow
- Morning Flow
- Letting Go
- Life's Transitions
- Spring Cleaning
- Inner Alignment

Logo & Branding



Logo & Branding

There were a few things that I worked on in the early stages of the development of our brand identity. My main contributions were helping to choose our initial titling and body fonts, as well as doing basic ideation and design for our logo and brand colors.

One of the things I helped work on was developing our identity as a brand and helping to decide how we wanted our online wellness platform to feel. A large part of finding what Rhea Sphere would be was finding out what we wanted to be about, and with that, we were inspired by the Greek Goddess Rhea, who is the goddess of comfort and ease.

Rhea Sphere (Novel Sans Hair)

Rhea Sphere (Freight Text)

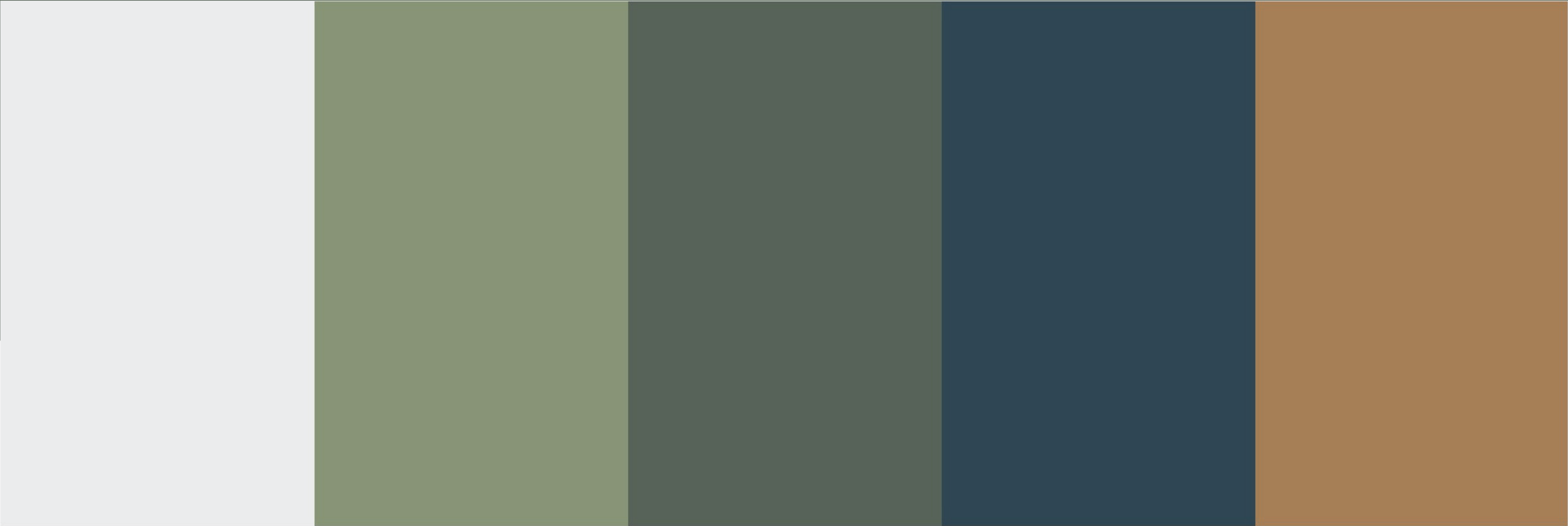
Initial Typeface Decisions

When looking for a font we were looking for something that was simple, yet had strong recognizability. Through this search, we found two typefaces that we felt matched our vision: Novel Sans Hair and Freight Text Pro Book. These were the fonts that we moved forward with initially, however, somewhere along the way, we shifted away from having a Serif and Sans Serif. This was after I had already stepped away from working on the logo & brand identity.

Color Scheme and Iteration

These were a few of the color schemes we played with initially, our goal with these colors was to evoke a sense of calmness which we felt would be reflected in earth tones. Out of these color schemes we ended up taking a combination of a couple of them, and eliminated the brighter colors in favor of more muted tones.





#EAEAEA

#879475

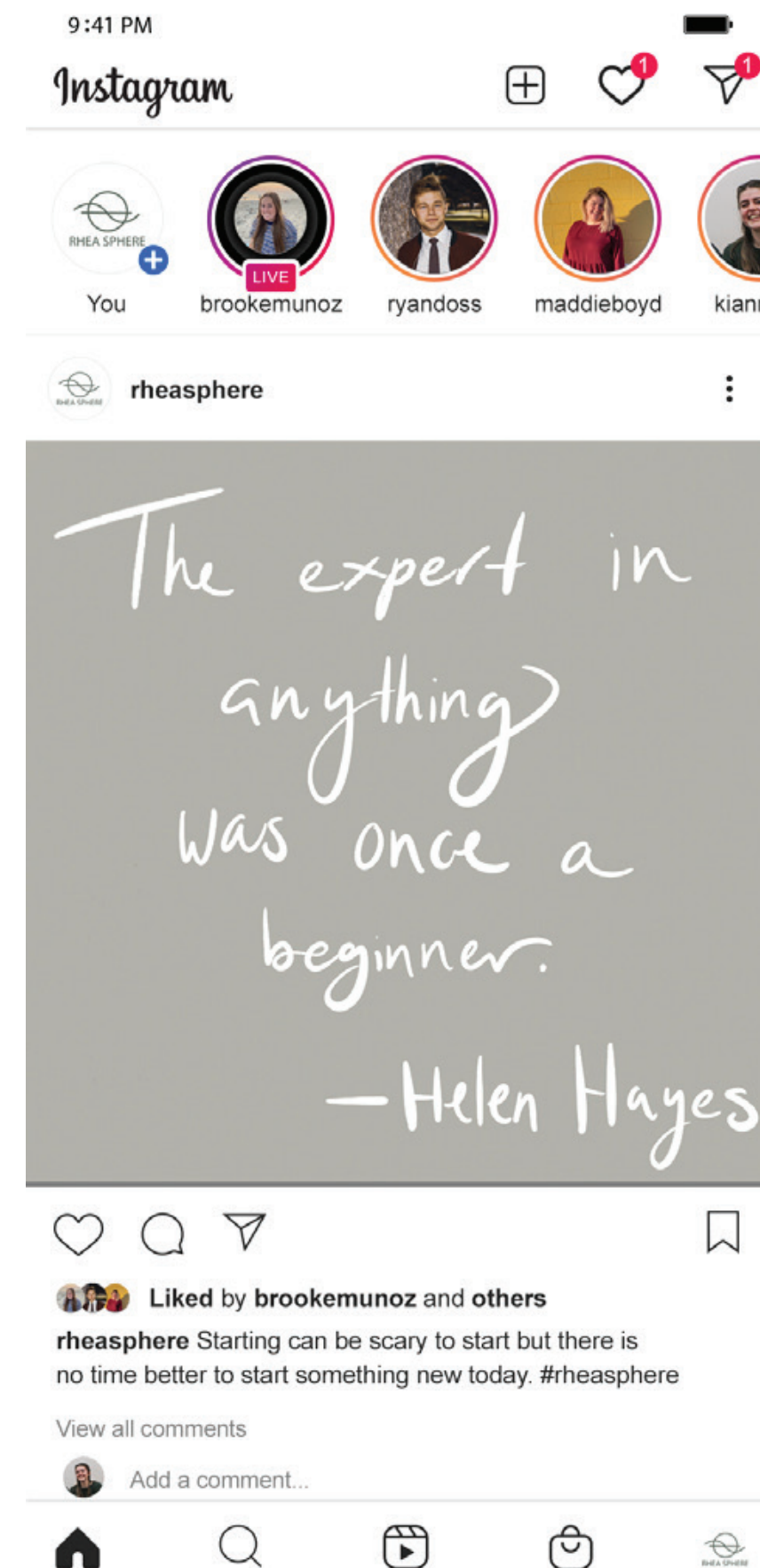
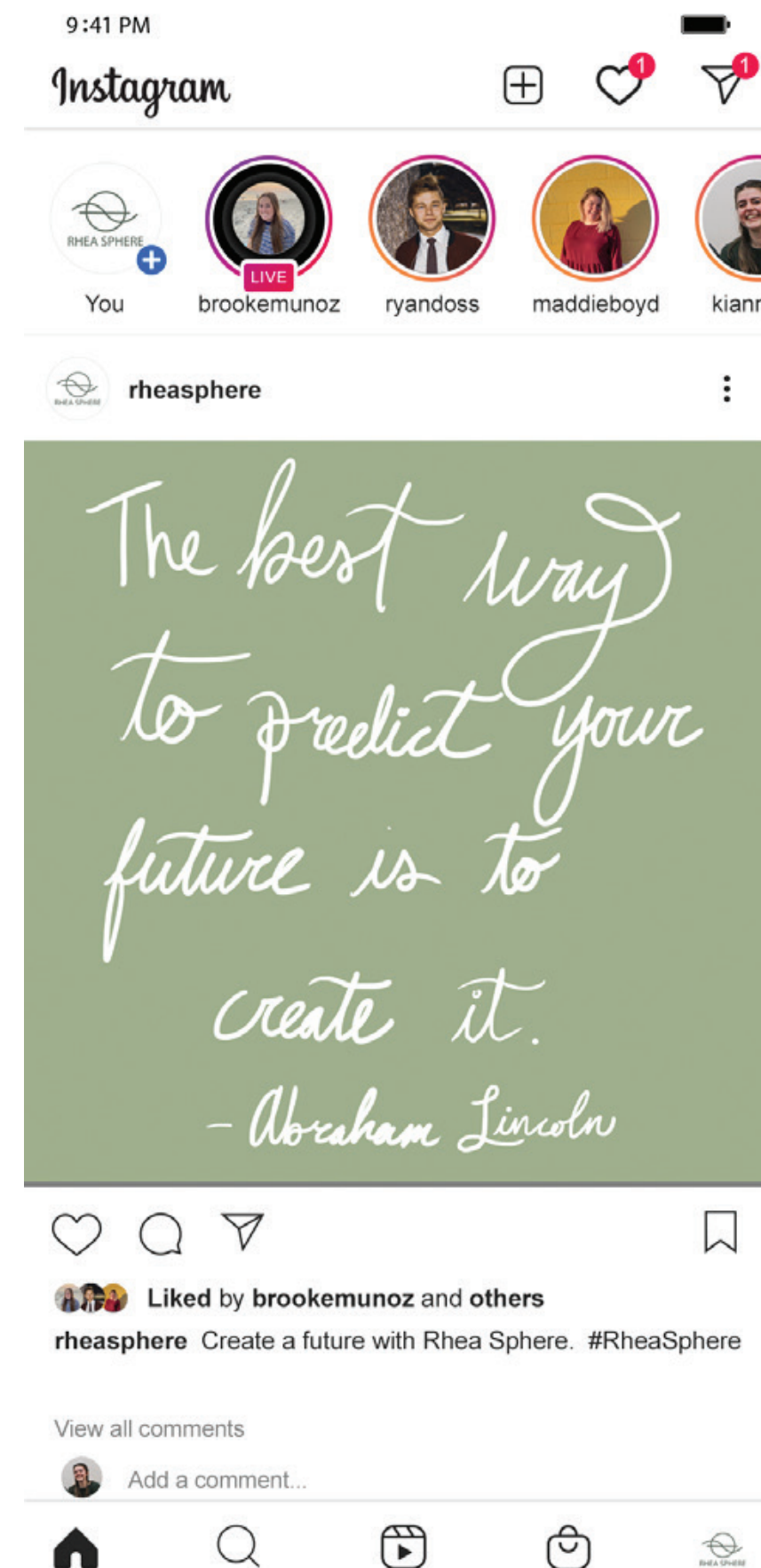
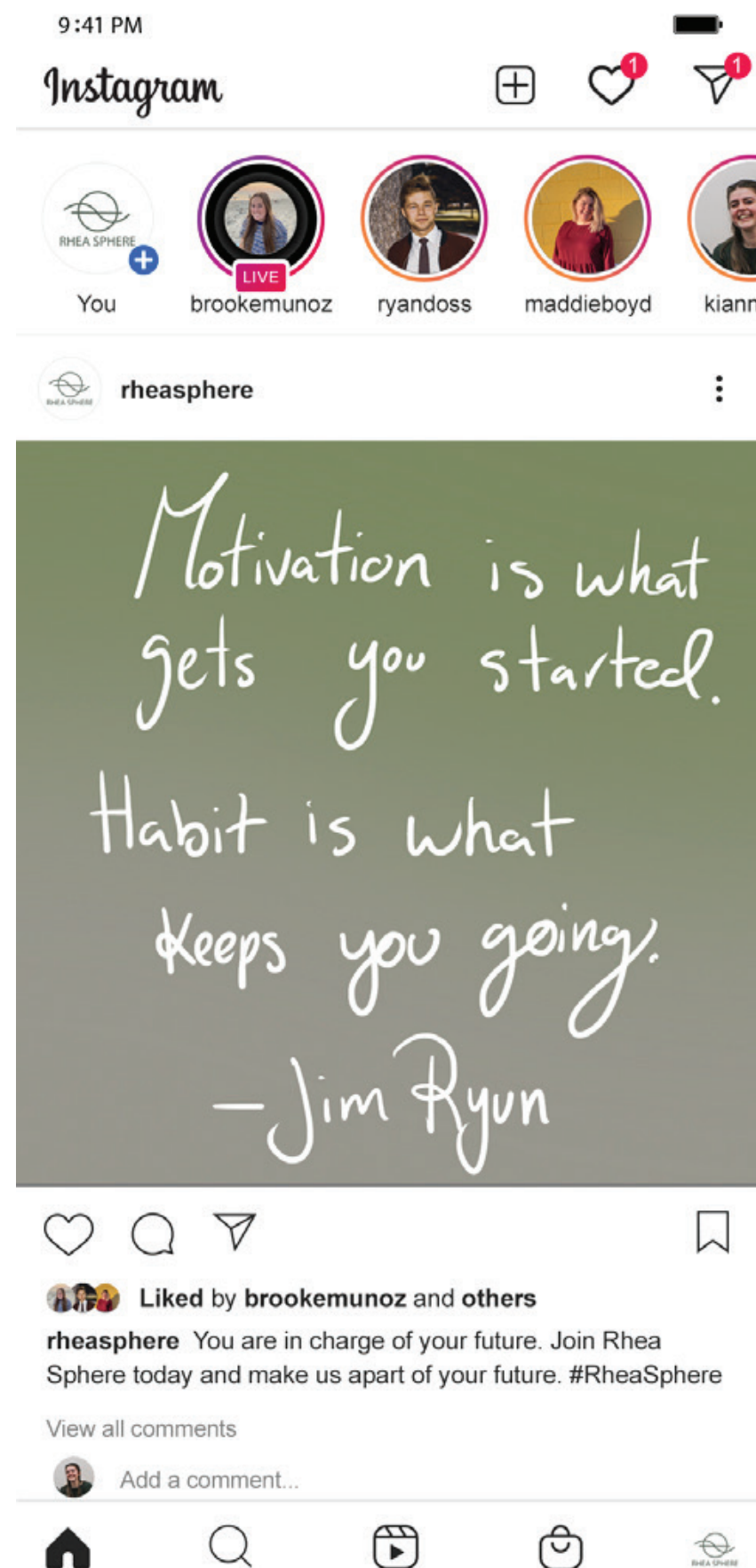
#576358

#314854

#A67E58



Social Media



Concepting

Social media is not my strong suit, nevertheless, I did some work to try and help the team have something to present when it came to social media posts. The concepts I worked on were infographics and quote posts. We originally had handwritten posts which felt a little lackluster, these weren't something that I made but something that I felt could be improved on.

The expert in
anything was
once a beginner

–Helen Hayes



the expert in
anything was
once a beginner



–Helen Hayes

*the
expert
in anything
was once
a
beginner*

-Helen Hayes



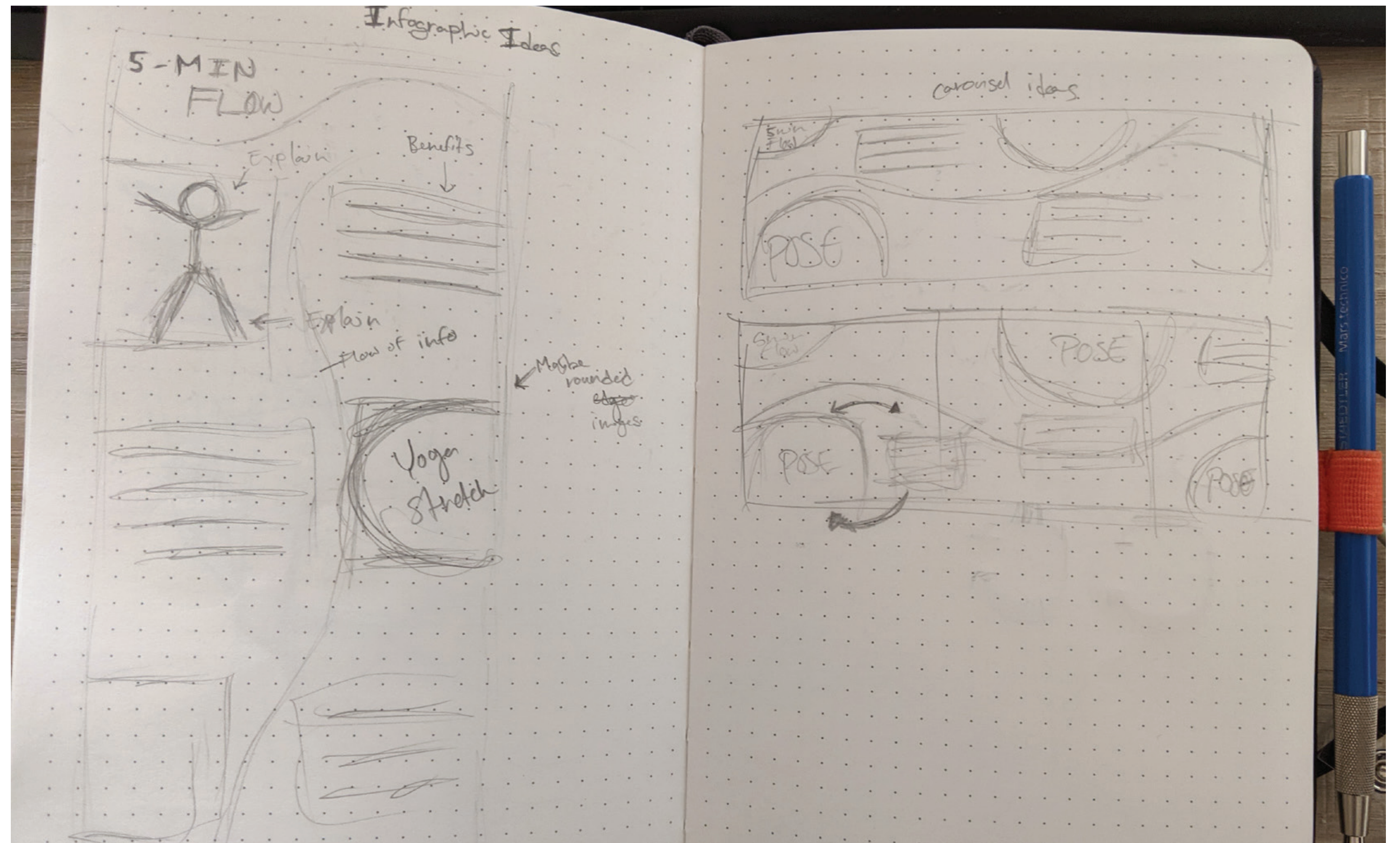
*the
expert
in anything
was once
a
beginner*

-Helen Hayes



Infographics

My work on infographics didn't get too far beyond the concept stage, however, I felt like I had some solid ideas which led to other members of our team creating some great content.



Brooke Munoz

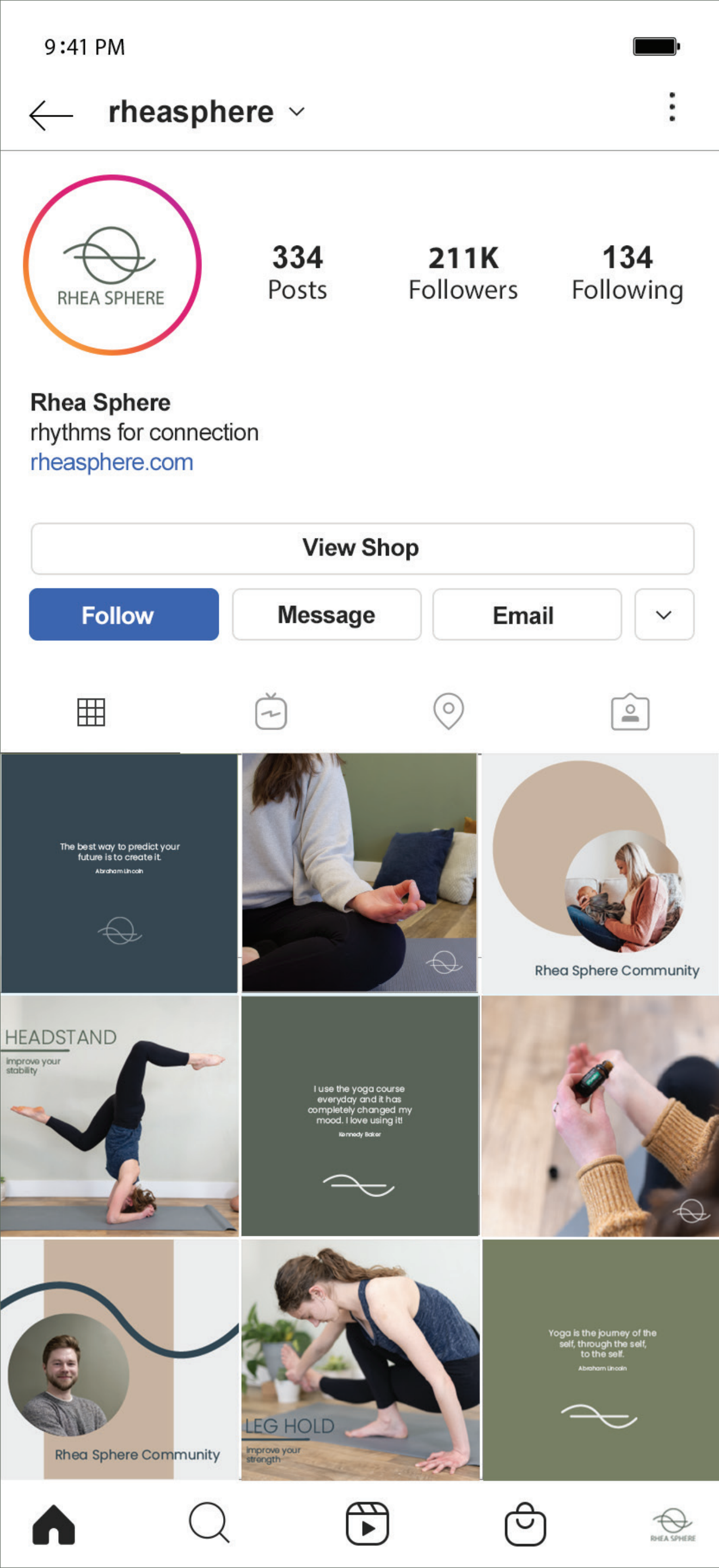
Brooke is a visual designer with a focus on social media content creation. She enjoys being creative in any way possible

Services

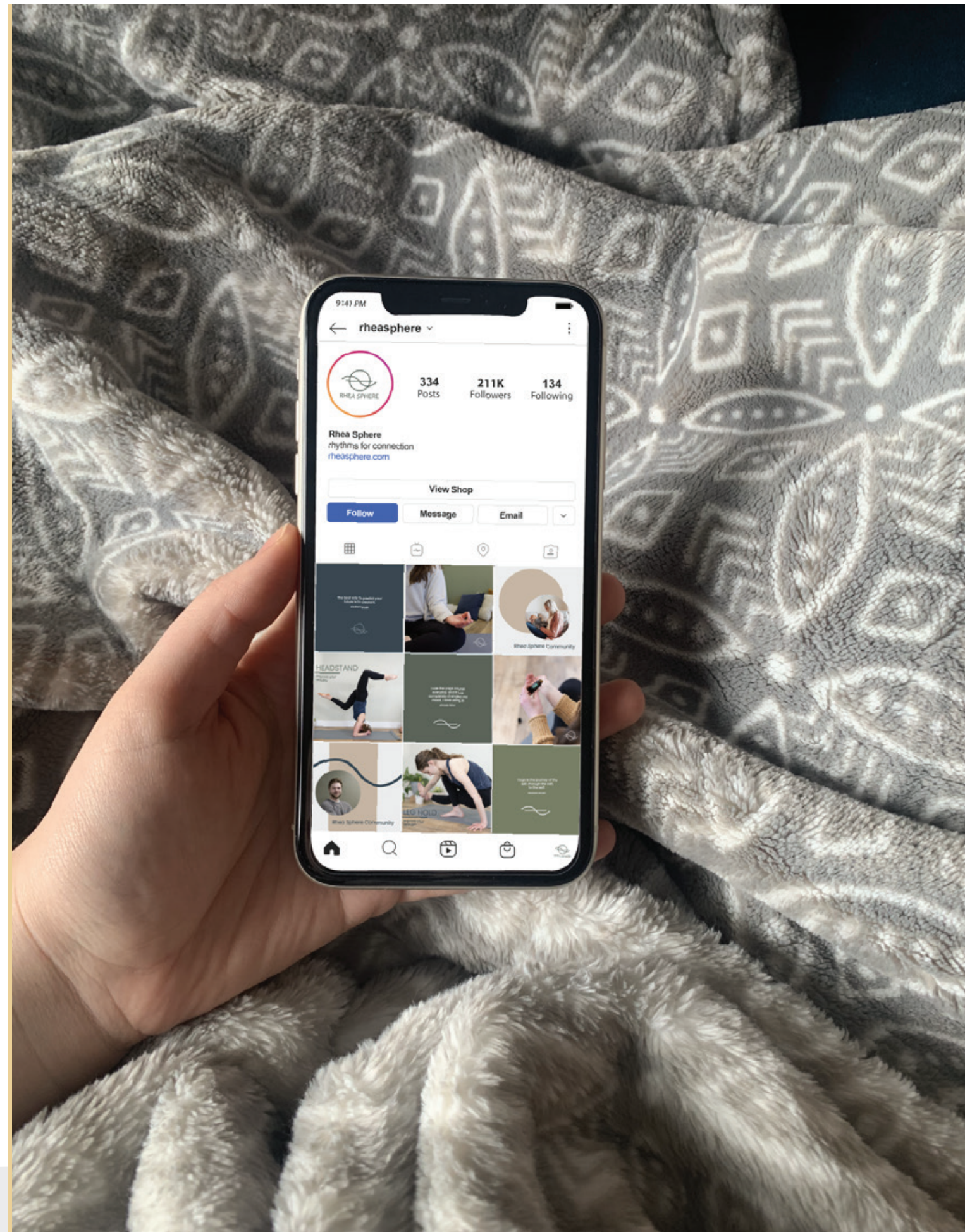
- Social Media Manager
- Content Creator
- Photographer
- Set Designer

Favorite Piece

My favorite piece is this mock-up of the Rhea Sphere social media feed. It's really cool to see all of the content in one spot. I really like how all of the different themed posts flow together. There is a lot of variety, but it still feels unified.

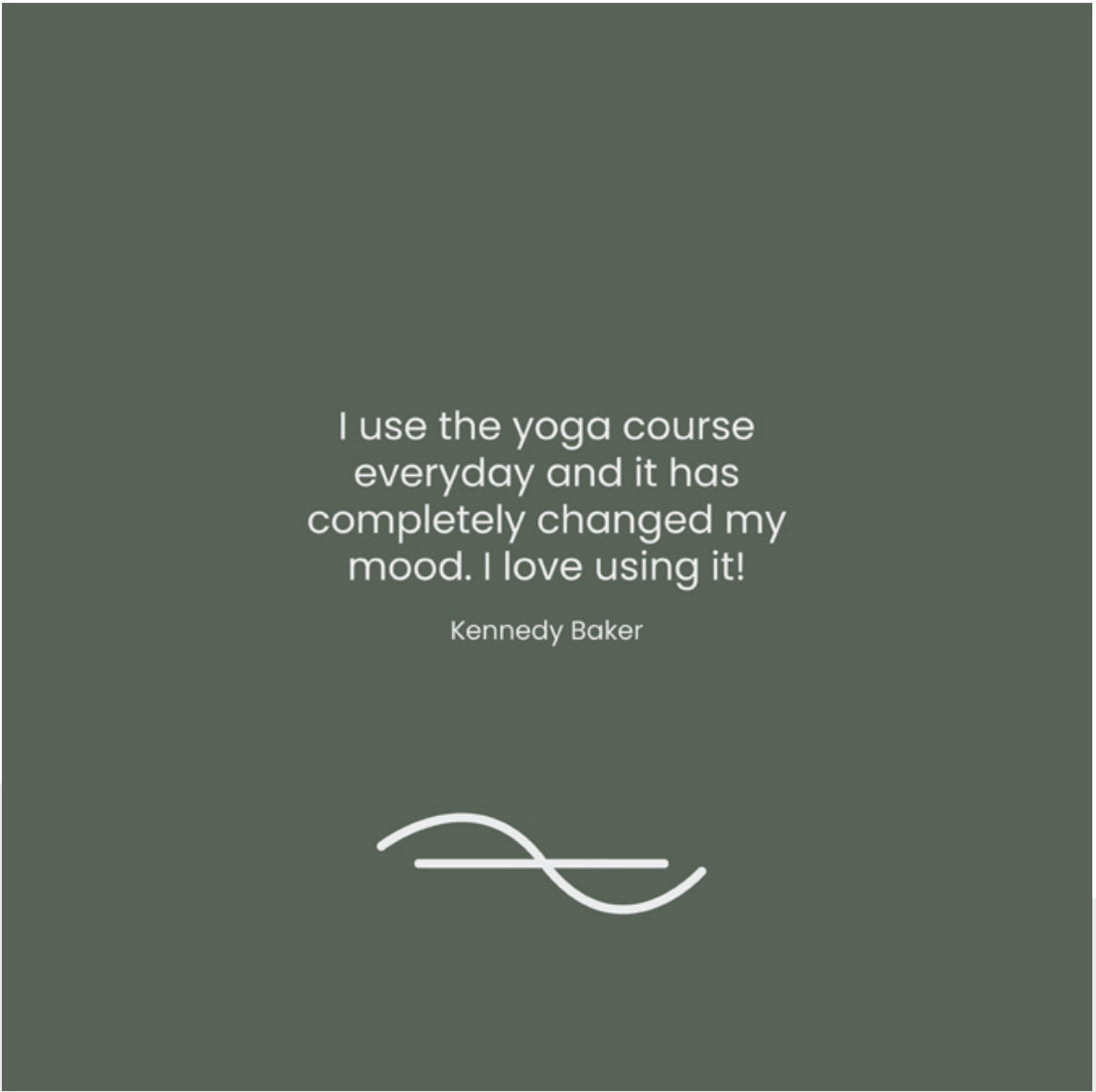
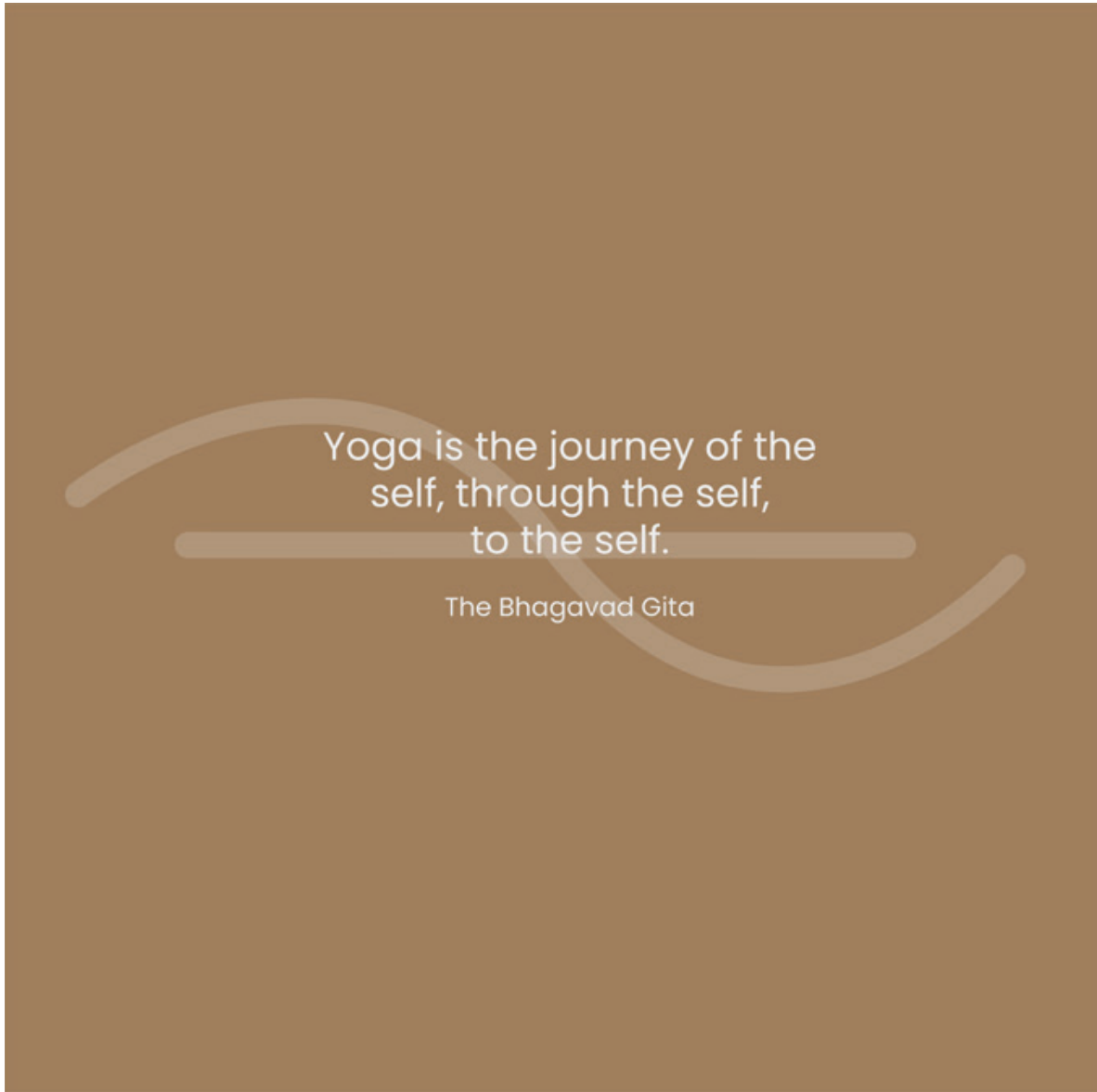


Social Media



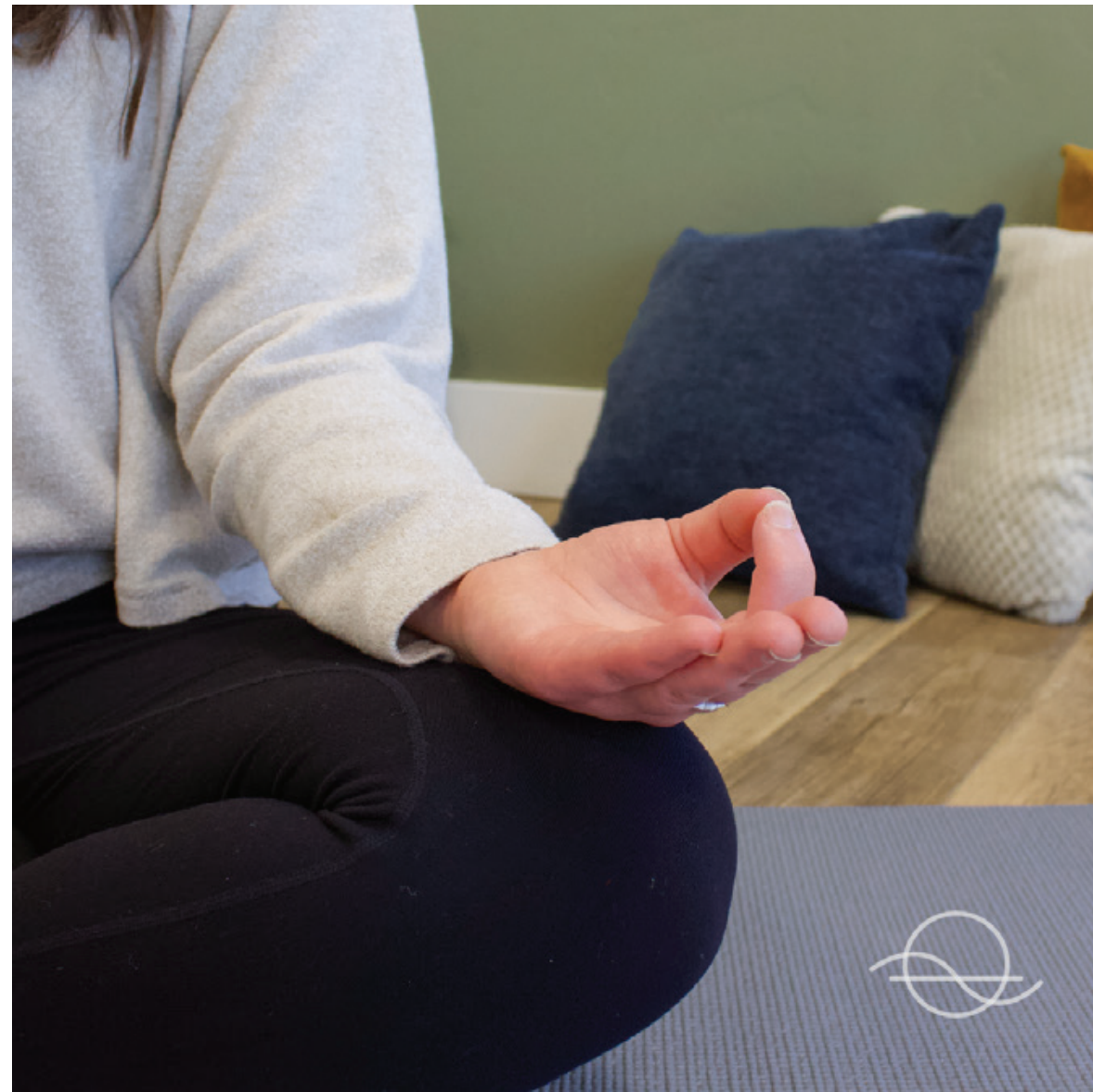
Social Media Creative Brief

There will be 4 posts a week that represent our brand. These posts will include motivational quotes, wellness tips, favorite poses, and people getting involved in the Rhea Sphere community. The content will be posted on it's assigned day at 12pm. All captions and posts will be planned and scheduled out the Saturday before the week starts. All posts will include the brand colors and will use the Poppins font. The captions will include at least 2 hashtags including #rheasphere #meditation #yogilife #mindfulness and more.



Motivation Mondays

These posts will be shared every Monday. They will include a quote about meditation/yoga, a testimonial from someone, or a quote from one of our teachers. The template for these posts will be a solid background with a quote in the middle of the square. The logo will be a third of the way down with a low opacity.



Wellness Wednesday

Wellness Wednesdays will be posted every Wednesday around 12pm. These posts will be about overall wellness ideas. It will include things like journaling, our favorite books we're reading, general health tips, etc. The template for wellness Wednesday is a photo with the rhea sphere logo in the bottom right corner. The photos in these posts will follow the rules of photography in our style guide.





Friday Favorites

For Fridays we will be posting our favorite poses. We can include poses that people can try at home and give explanations on each pose and what they mean. These posts will be a single photo with 1 short line coming in through the side of the square with the pose title right above the photo. Under the line it will have a short description about the pose.



Rhea Sphere Community



Rhea Sphere Community




Rhea Sphere Community



Rhea Sphere Community

Rhea Sphere Community

These posts don't have a specific day attached to them, but they will be posted once a week. (probably Thursday) These posts are to highlight people who are using the video course series. This will help people using the product to get to know each other and build a sense of community among fellow Rhea Sphere users. These posts have 4 templates with a place in each to put a photo in of one of our community members.



Rhea Sphere Community



Rhea Sphere Community



Rhea Sphere Community



QUAD
STRETCH

move with margo

DEEP LUNGE

move with margo



PIGEON

relieve back
pressure



SIDE STRETCH

improve your flexibility



The soul is here for its
own joy.

Rumi



The body benefits from
movement, and the mind
benefits from stillness.

Sakyong Mipham



Inhale the future.

Exhale the past.

Reminder:
Take a deep
breath.

After using the meditation
series, I always feel more
calm and ready for my day.

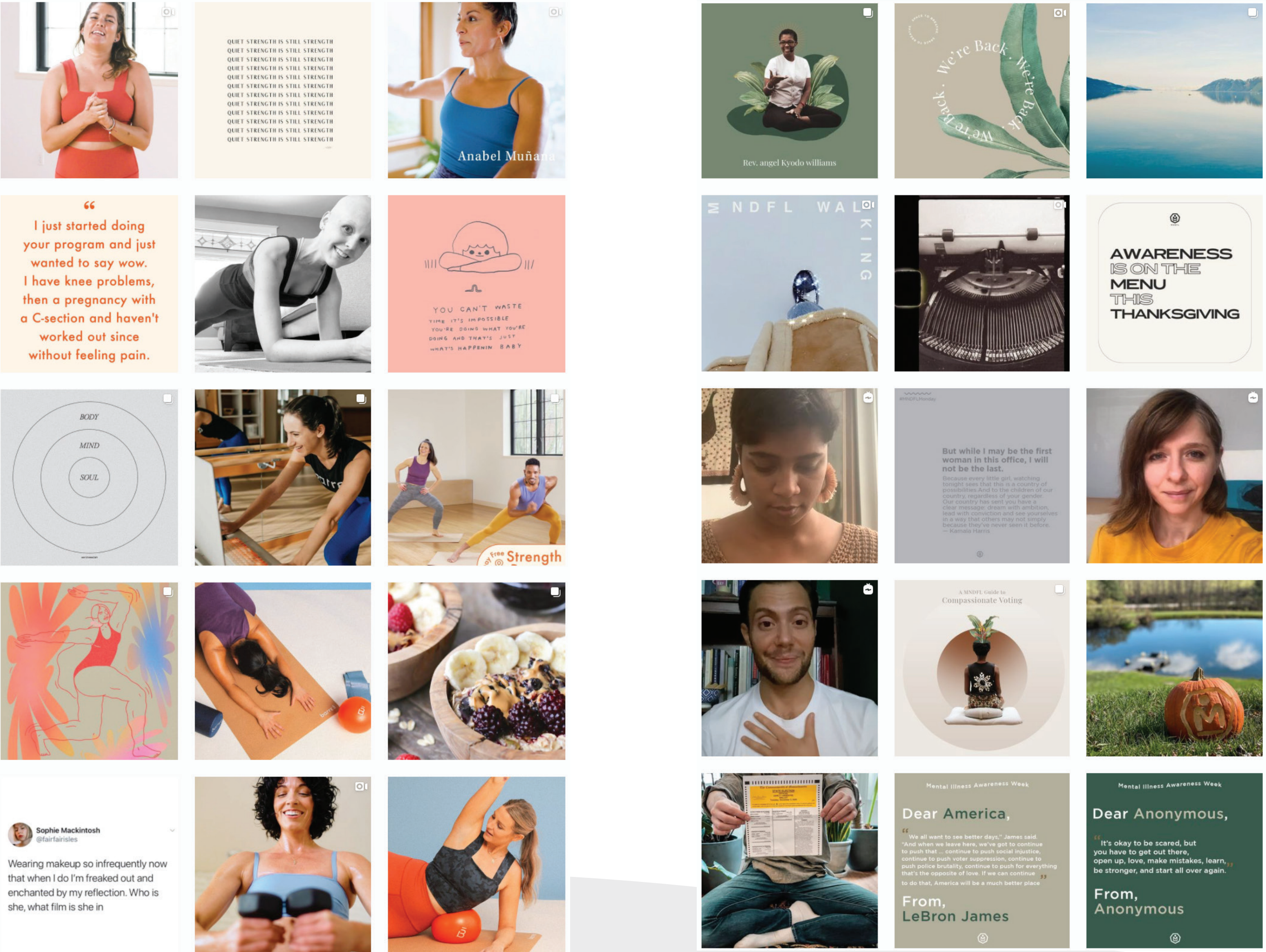
Payton Ball





Instagram- sketch

This section is about the brainstorming and sketching process behind the social media. Before creating any content, I sat down and tried to sketch out some ideas. The sketches on the left were the first ones that I did. I was just trying to get some ideas out. The sketches on right came later after I started to change directions in the social media design. The sketches on the right are more simple which helps the overall Instagram feed to feel more cohesive.

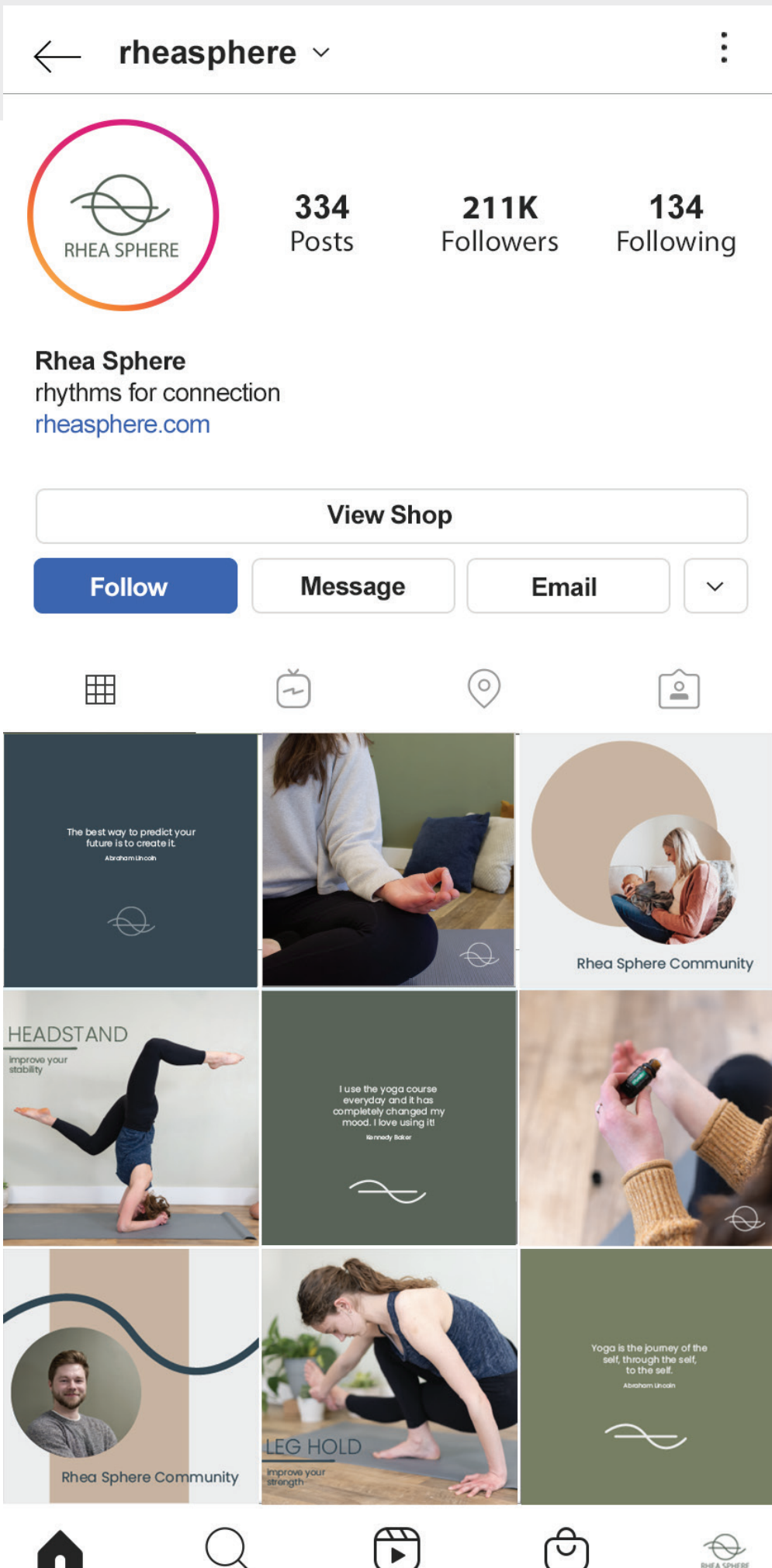
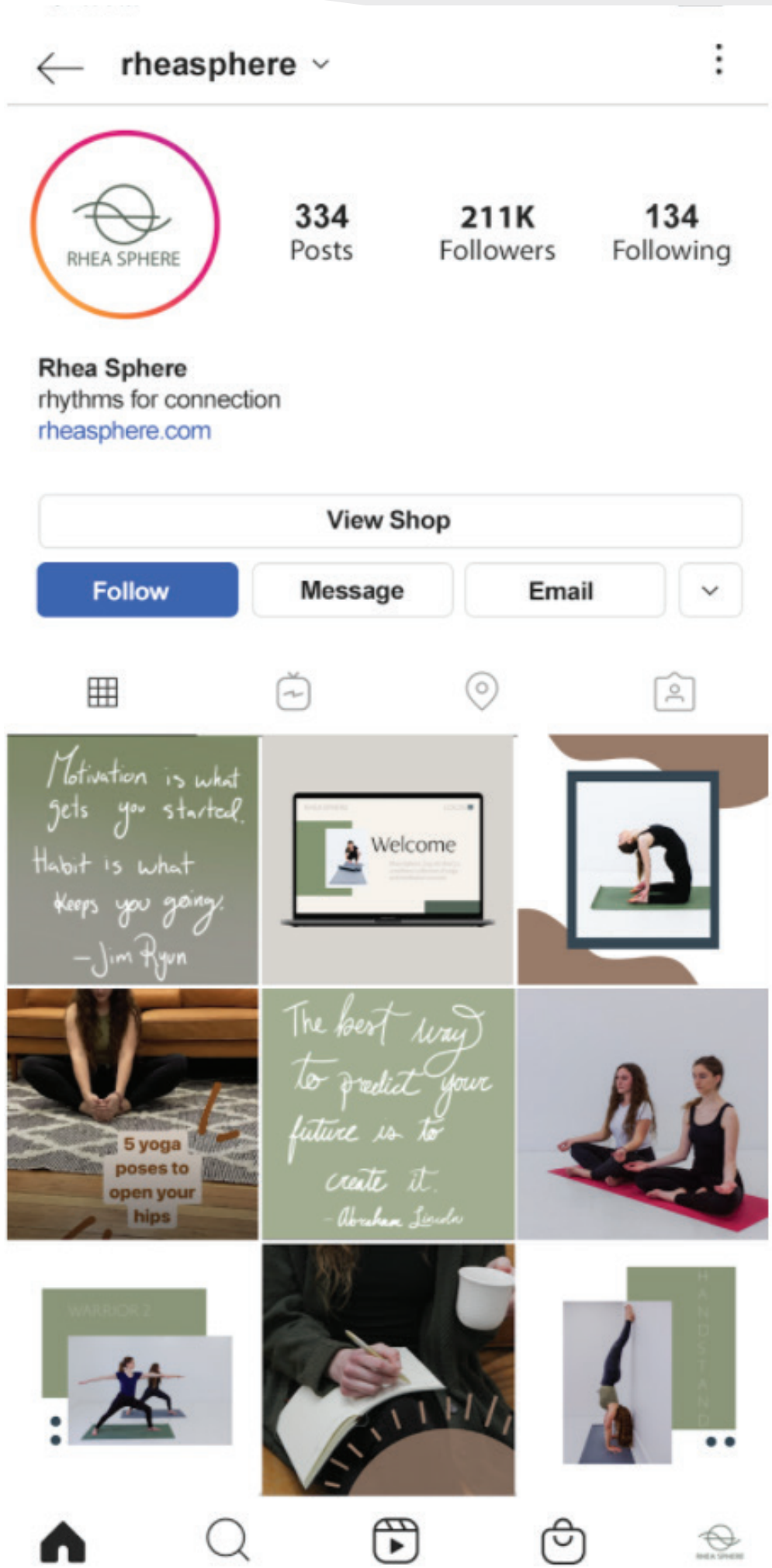


Inspiration

I looked around at other Instagram accounts that were focused on yoga, wellness, and meditation to get some inspiration and to see what the competitors were doing. I noticed a lot of photos of people practicing yoga and meditation, and inspiring quotes.

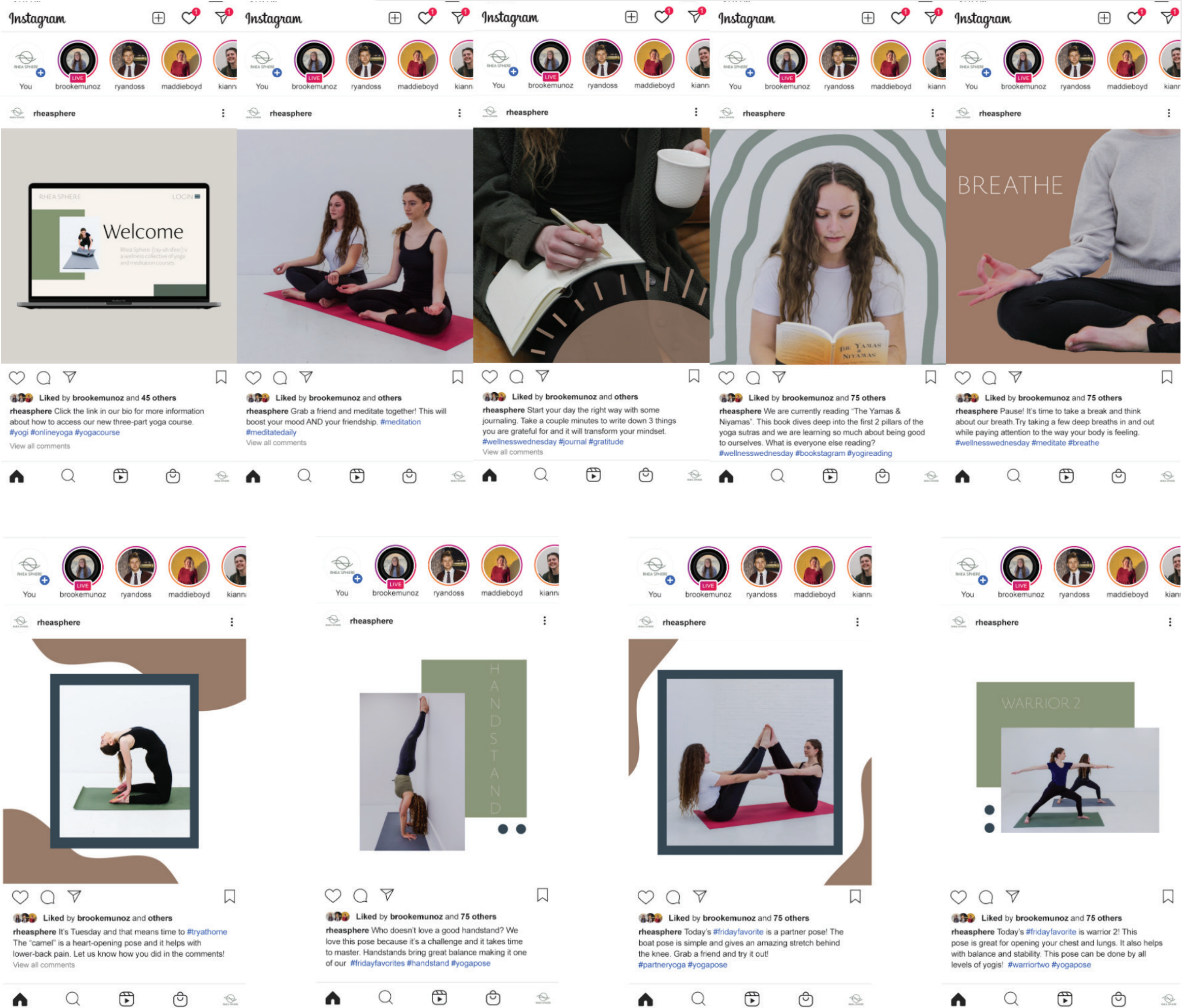
Feed- Before and After

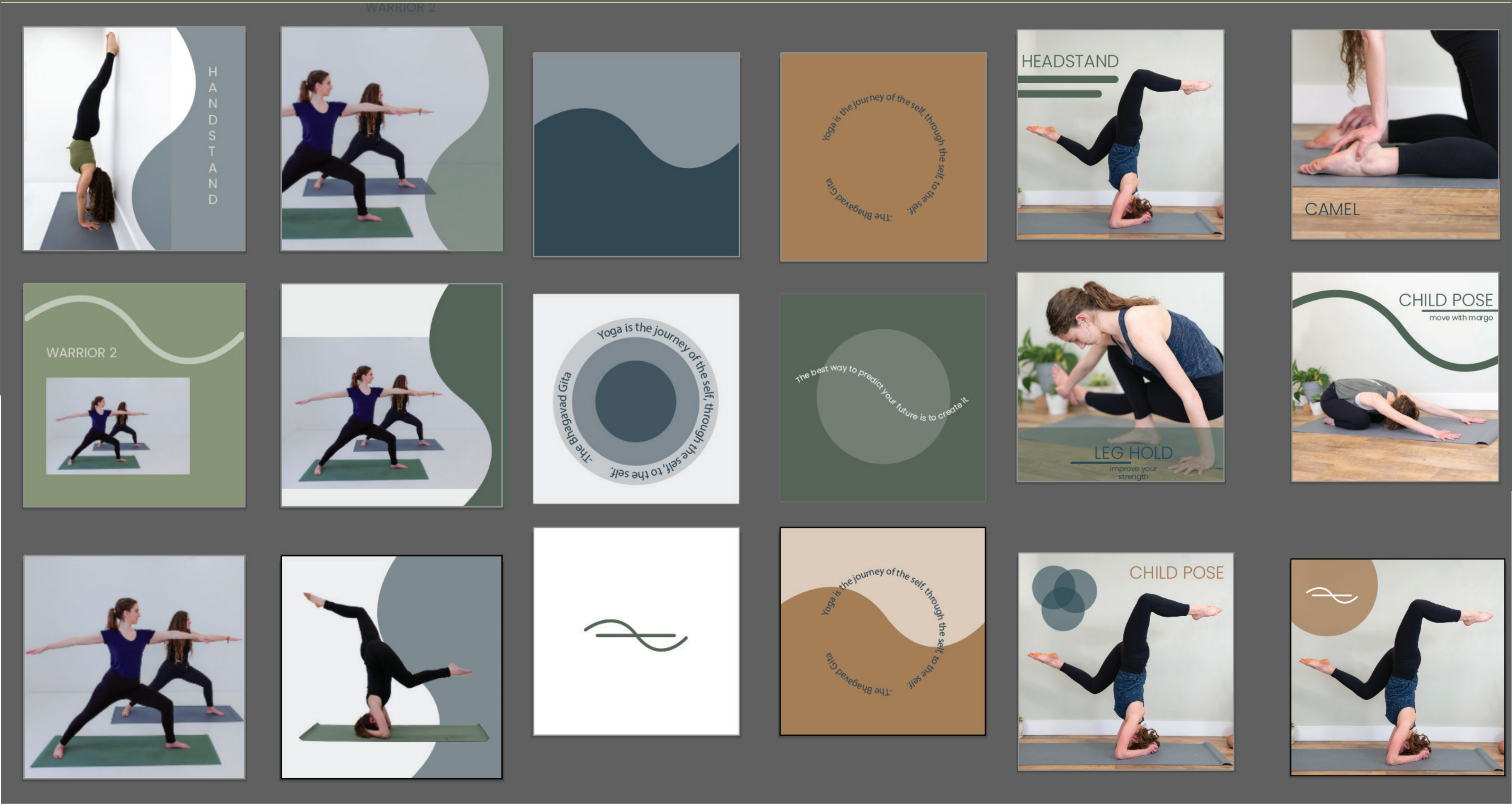
The image on the left is the first attempt at social media. I really wanted there to be a lot of variety, but I was going off of so many different inspirations. The image on the right is the finished social media feed. It feels much more cohesive. The photos are all more unified and use the brand colors. The text is more refined and clean. Overall, the feed on the right is much more clean, simple, and unified. Everything is aligned better and it all feels like it belongs there. After receiving critique I was advised to stay away from rectangles and hard lines because our brand is all about gentle flow and there are a lot of curves included in our logo. With this critique I decided to include elements from the logo in the social media designs. In some posts I included the whole logo set at a low opacity, while in others I just included the curve or stroke that are placed through the middle of the circle.



Process

As I began to work on the content for Instagram I looked around a lot to see what other big yoga and meditation companies were doing. I wanted to get some ideas and figure out how I could make our content different from what is already out there. These are some of the first posts that I made. Looking back these look a little chaotic, but there are still elements that I pulled from to make the current content. On the second row of posts, I really liked the curved lines that represented movement and flow. I also liked using the photos with some kind of vector graphic around them. This was brought into the final designs in a different way.





5
mantras to
begin your day

1. My mind is brilliant.
My body is healthy.
My spirit is tranquil.



2. I create my own path and
I walk it with joy.

3. I will have a good day,
because it's my choice.

4. I listen to my body and
give it what it needs.

5. Every cell in my body is
alive and beautiful.

Instagram Reels

I made four reels for Instagram. I was new to these short videos so I did some research and began planning. These reels include a breathing exercise, someone using the online course, a yoga video promo, and a series of poses you can use to open your hips and improve flexibility. Eventually, I decided to just keep these reels as drafts and to focus the critique on bettering the course videos because they included a lot of the same elements. One of the big things I learned after making the reels is the importance of set design and framing. I took this new knowledge to our video shoots and applied it there by preparing props, setting them up, and adjusting them according to the frame of the shot. In the next slide, I have included photos to illustrate that.





Photography

Search All Photos



Edit

Auto

B&W

Profile

Color

Light

Exposure

0

Contrast

0

Highlights

+ 20

Shadows

+ 15

Whites

+ 30

Blacks

+ 12

Tone Curve

Color

White Balance

Custom

Temp

+ 2

Tint

- 6

Vibrance

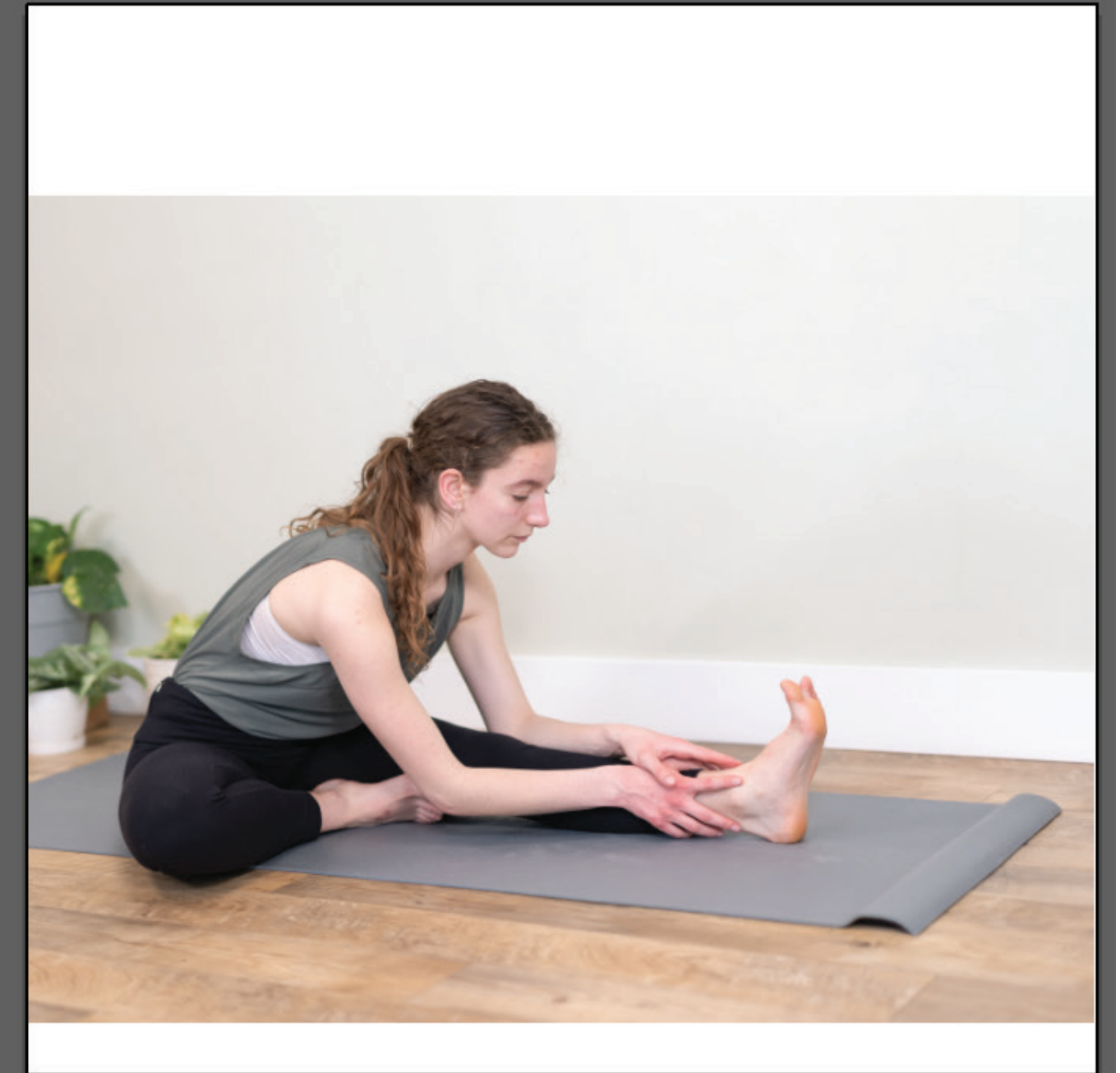
0

Photography

I took photos at every video shoot and photo shoot that we had. Previous to the shoots, I found inspiration for photos and sketched out photos that I would want to take that day. I also tried to plan and think about where I would want the model to be in the shots to make it easier to crop the photos into a square for Instagram.

I worked with a fellow team member, Kianna, on editing the photos. We both edited our own and then came together and tried to make them more similar to the other. Over the course of all the shoots, I took over 300 photos. On the right are some of my favorite photos taken.

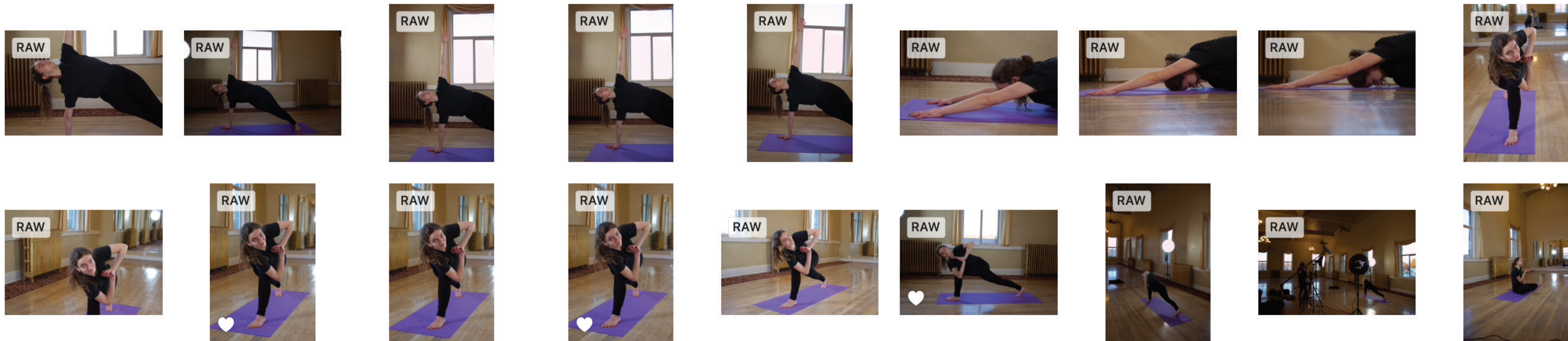
Since the best format for Instagram is a square, I tried to take a lot of photos that would fit that size. There were some photos that I really wanted to use, but they were harder to crop into a perfect square. I used the content aware fill to get the photos to fit better for the layout of Instagram.



Before & After

When editing these photos, there were a lot of small edits made. On most of the shots from this photo shoot, I increased the highlights and shadows to make them a little bit brighter and to get rid of the shadows. I also did a lot of spot correction to get rid of the weird marks on the walls, the window sill, and the red yoga mat. I warmed the photos up a tad and increased the reds to give the models color in their skin so they don't look washed out. The next slide shows more of the photos I took.





Shoots

As part of the photography team I attended all video and photo shoots. This included setting up and taking down equipment, taking photos, monitoring audio equipment during filming, etc.



Logo Design

Logo Design

These are the beginning stages of the logo design. We started with a lot of brainstorming, word webs, and sketching. After several rounds of this process, I jumped into Adobe Illustrator and got to work. These designs were created to reflect the ideas of grounding, flow, and stability. We thought about how a river would represent this well. This was why I was working with the “R” from Rhea Sphere and trying to combine it with a river of water flowing. I also thought about how flowers and plants could represent growth. This related to our yoga and meditation courses because as the user participates in these courses they will grow just like a plant. After more collaboration we chose to use a different design, but we still stuck with the idea of the circle to represent the brand. The circle gives the idea of wholeness which is achieved after completing our video series.



Ryan Doss

Ryan is a wildly curious designer who loves mobile and web UX and UI design. He hails from the North West out of Portland, Oregon.

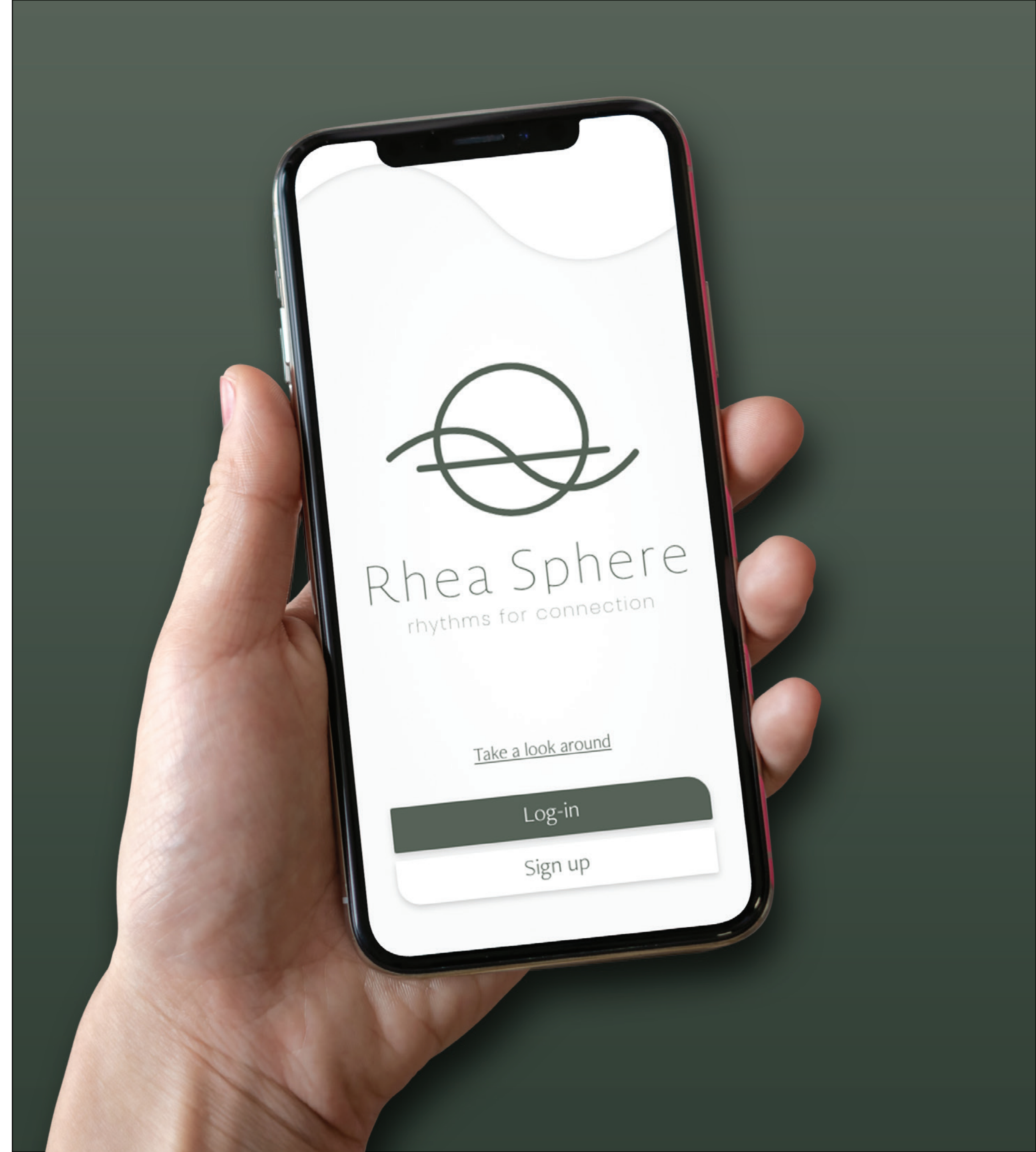
Services

Logo Sketch
Web Draft
Mobile App
Walkthrough

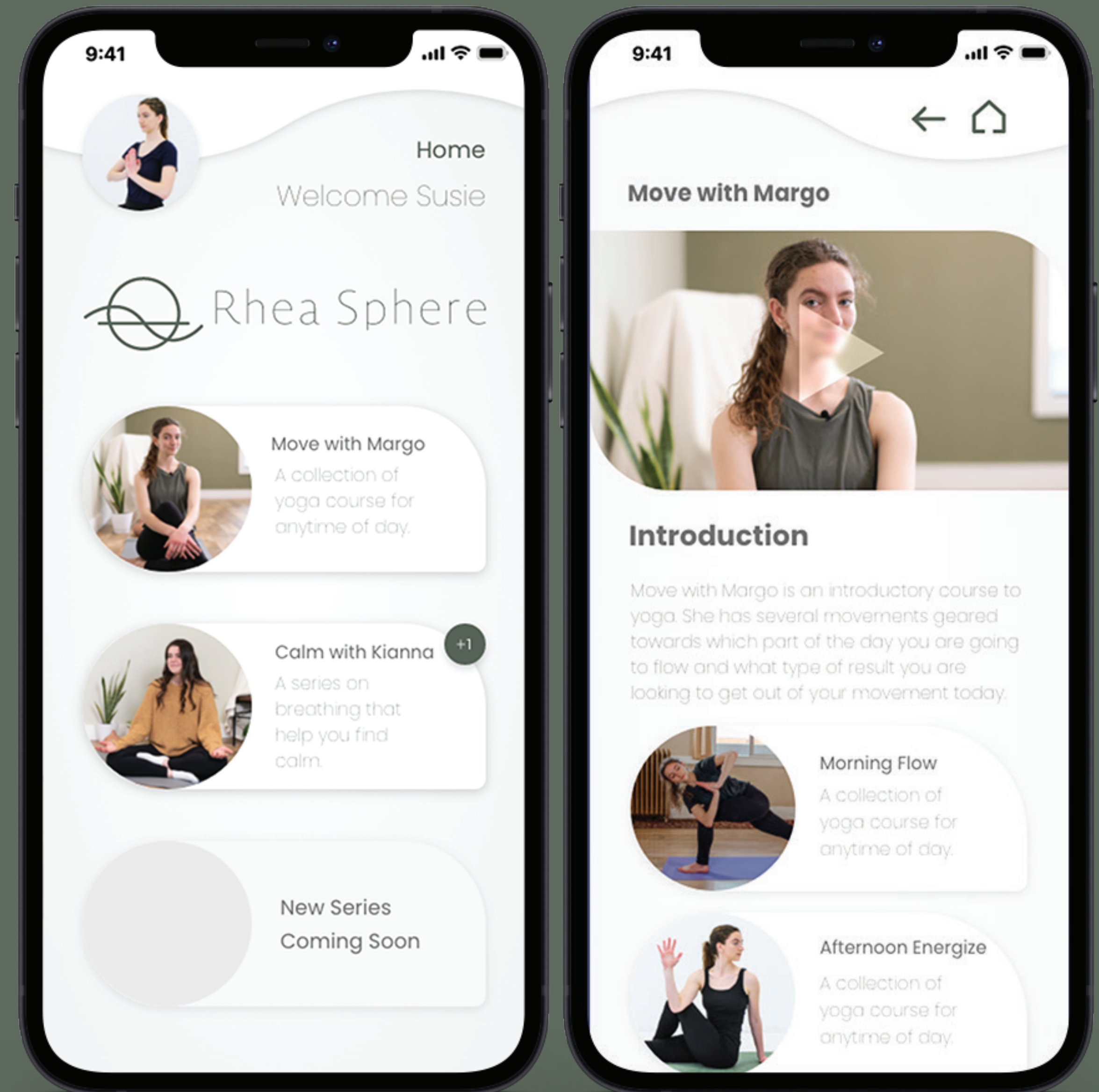
Planning
Grip
Case Study

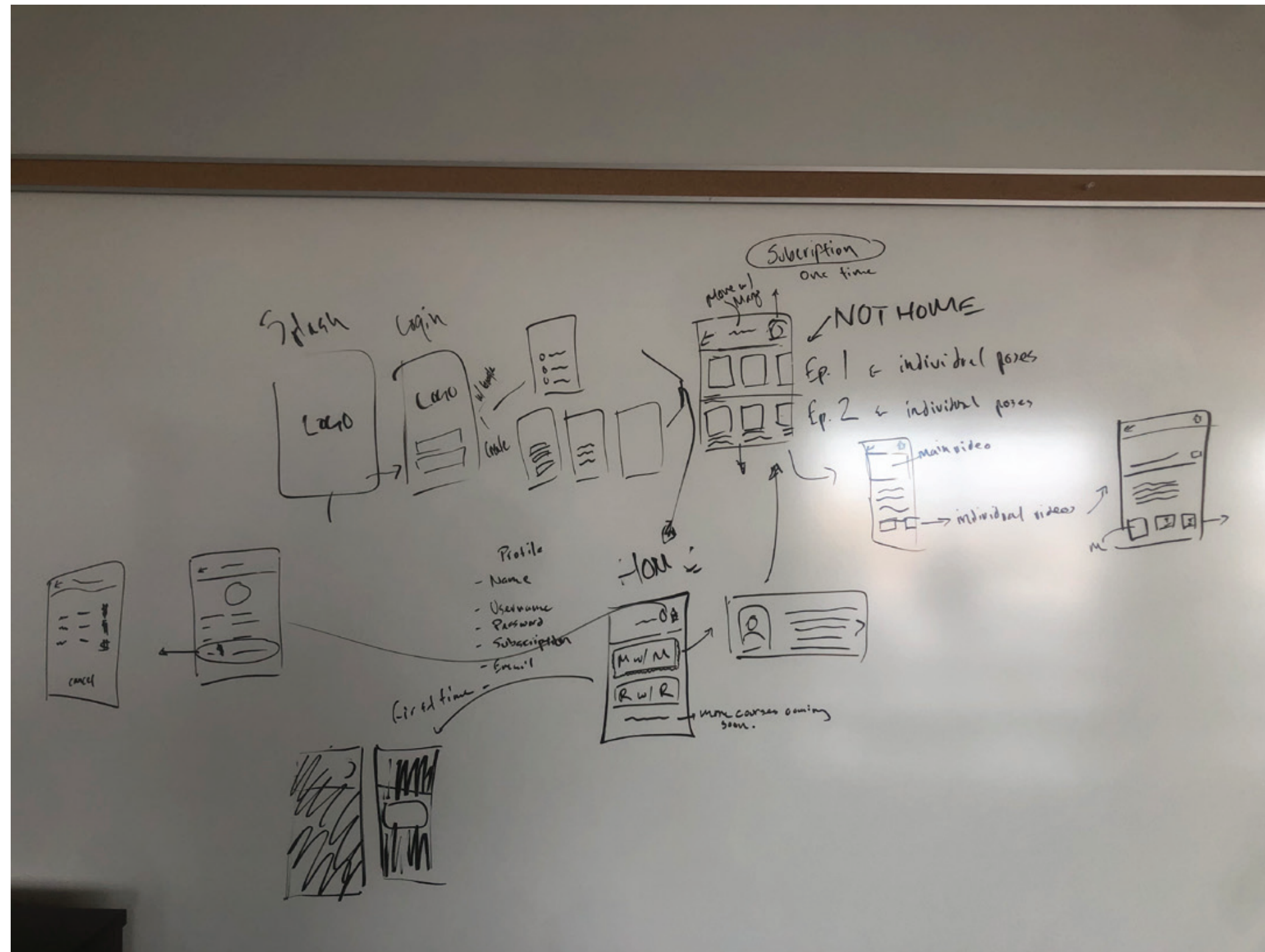
Favorite Piece

I love this first screen that pops up as you log in for the first time. This screen always represents the beginning and sets up the visual expectations for me.



Mobile App





App – Wireframing

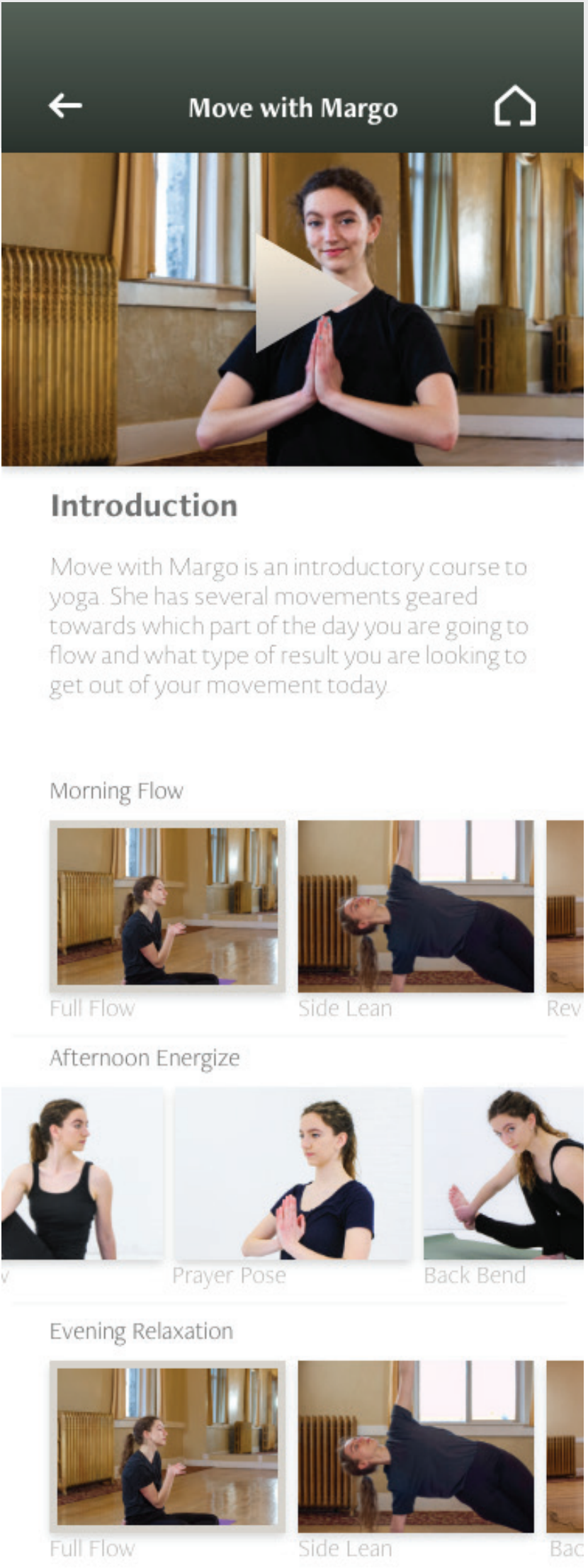
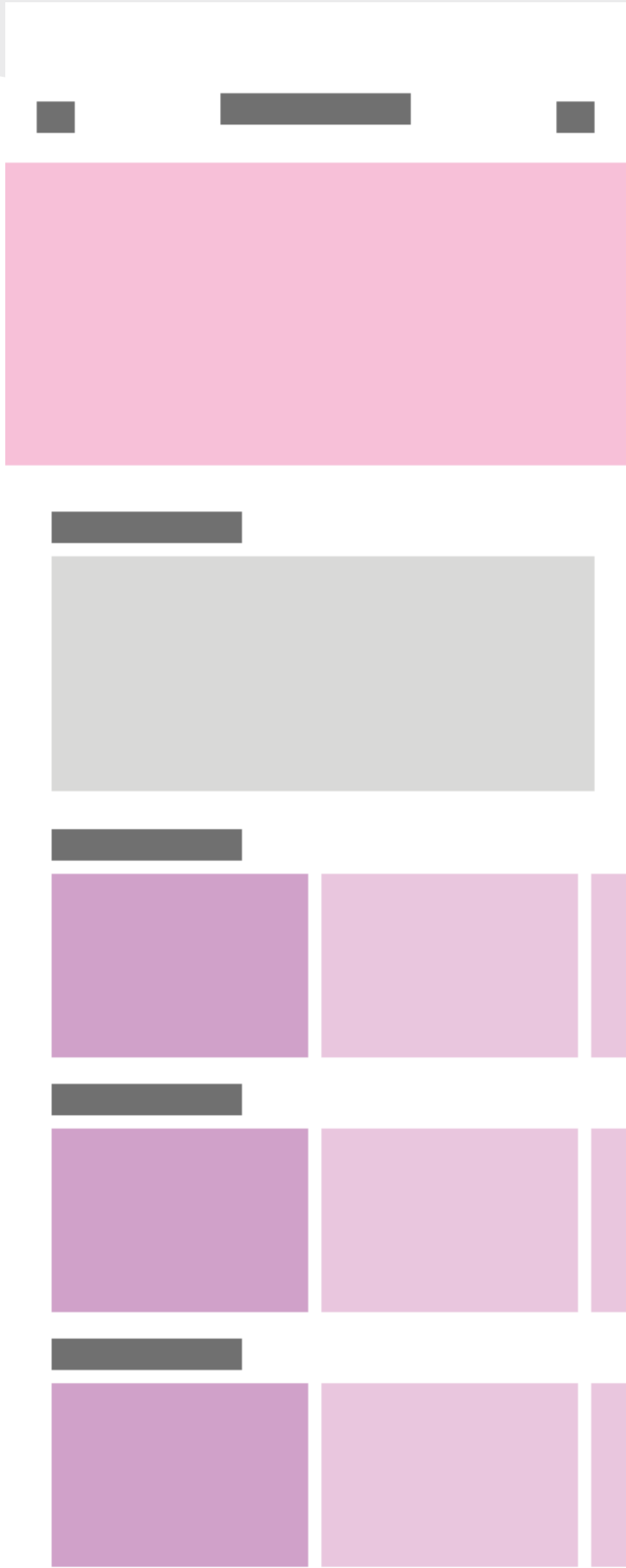
The initial pitch for this idea to create an online wellness instructional site sparked my interest. I quickly gathered a few statistics to show the need for a mobile app to stay competitive in the market. From here I took what our idea generally sounded like and went straight to the whiteboard and began doodling a few screens that could begin to answer the visual problem.

Some of my first thoughts were abstract. How many ‘whats’ do we have in each ‘thing’ and how many ‘things’ are there? Then I labeled the vague pieces. We would have a couple of breakdown videos for each lesson or main sequence. Then there would be several lessons per series. From here, I went to the team to gather more detail. Margo would have a whole section to herself, she would put together a morning, afternoon, and evening lesson. Each of these lessons would have a couple of breakdown videos to demonstrate a particular movement. Then there would be a similar grouping of videos for another series for a different

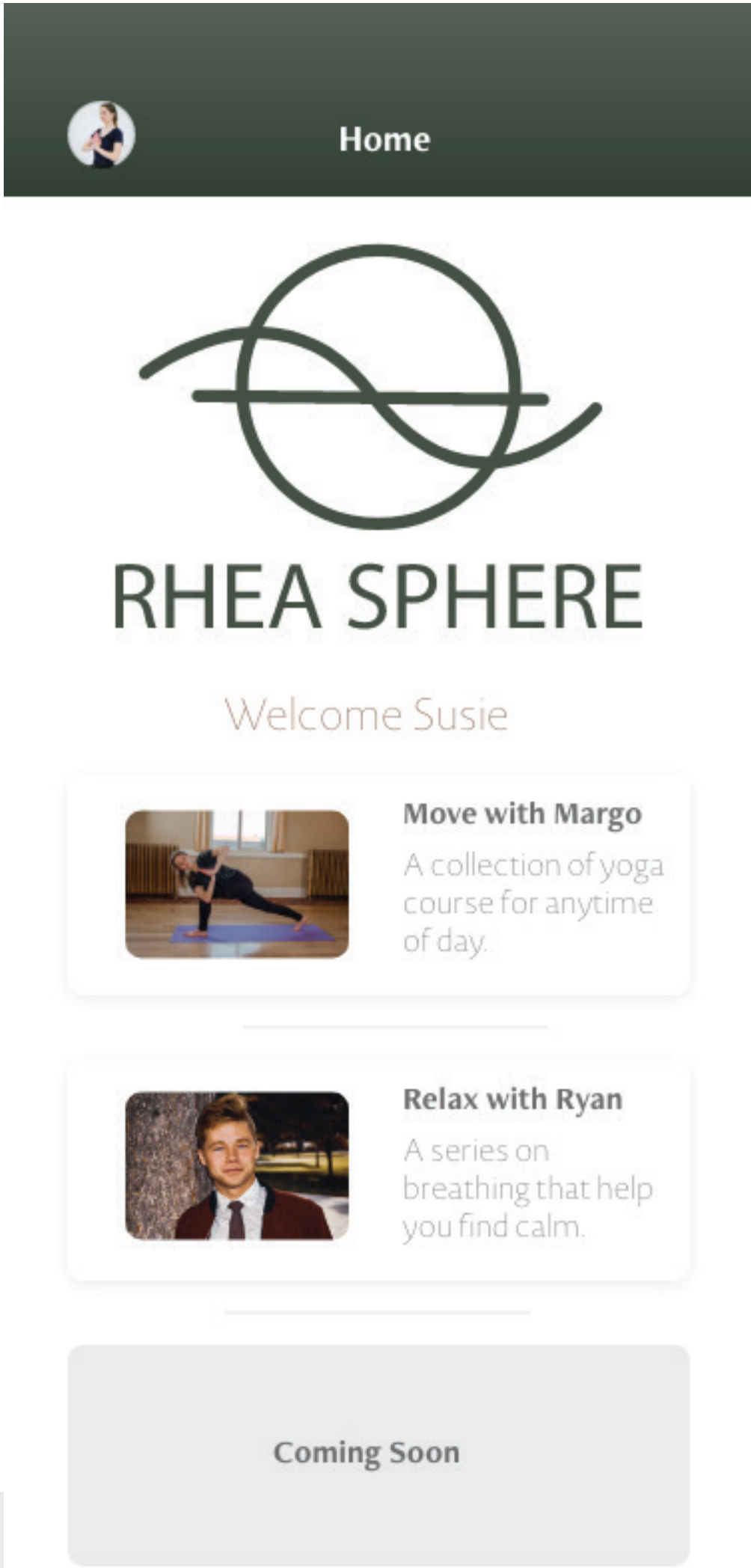
App – “Swimlanes”

I took my whiteboard ideas and made a digital version to be able to talk my team through my idea and receive some feedback on the direction. This is where I start to solidify the idea of using swimlanes to navigate through the different breakdown videos throughout the app. A swimlane is represented by the purple squares that would swipe left and right but move collectively as a single lesson up and down. A common use of this is in the Netflix movie selection.

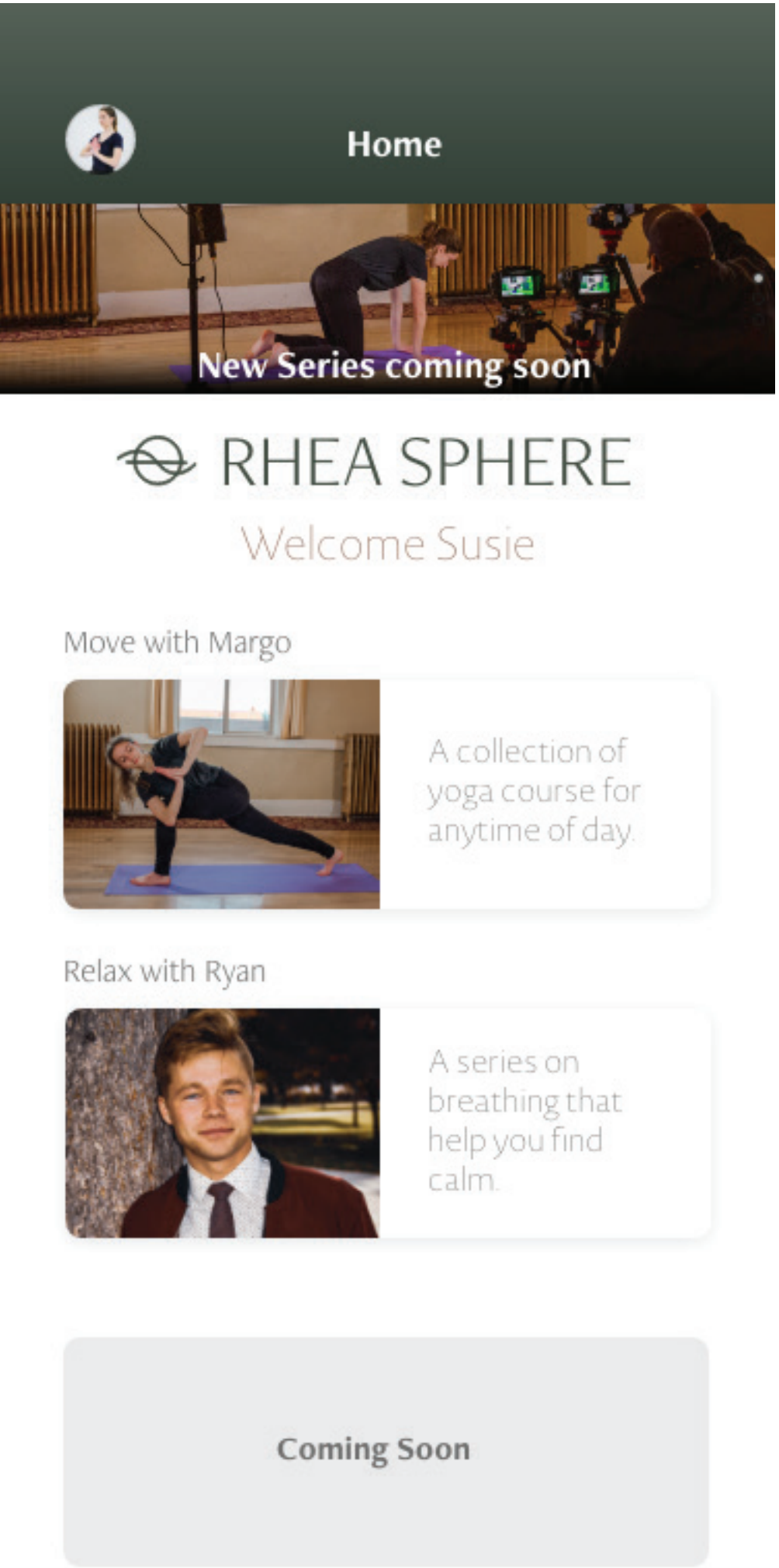
This page shows early designs for the Move with Margo series, more example designs using the swimlane pattern are found on the next page.



initial style



Second Style

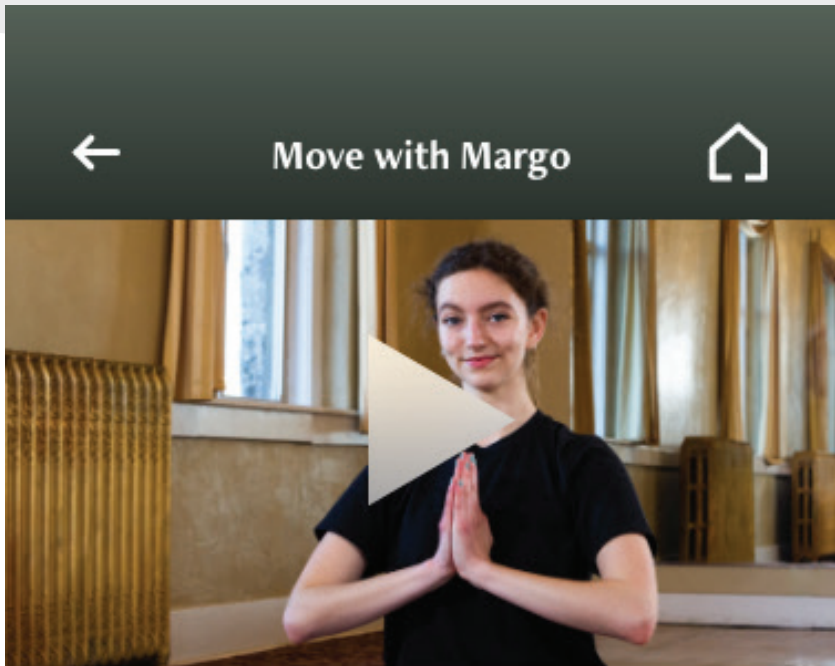


Initial Card Designs

Right off the bat, I began to create a card style for the homepage to select between the different series. I wanted to be able to show off a photo of the instructor and a quick text glimpse of what the series would be about. I wanted to make sure we included some of the brand colors and fonts. While I liked this initial style shown on the left, I felt I could do much better. I decided to split the card in half to give the photo more weight and clean up the space of the card. I moved the title to the outside of the card to create a little more separation, and free up some space for the description on the card.

More Cards, Less Swimlanes

After completing the second style with an updated card layout and receiving positive feedback, I decided to incorporate this design back into the design throughout the different screens in the series. I exchanged the swimlanes for a single card. I feel this cleans up the screen and brings the design more in line with the principles laid out by the brand. The new-look became clear, uncluttered, and open.



Introduction

Move with Margo is an introductory course to yoga. She has several movements geared towards which part of the day you are going to flow and what type of result you are looking to get out of your movement today.

Morning Flow



Morning time movements to wake up to.

Afternoon Energize

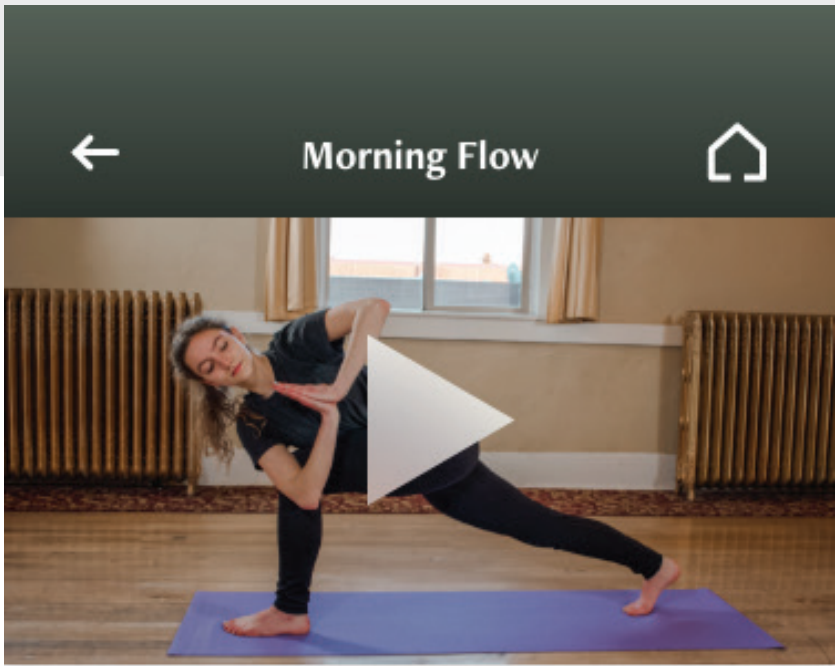


High energy flow for a mid day boost

Evening Relax



Morning time movements to wake up to.



Description

Introduction about some things that Margo believes about the videos and how they will benefit you. Also what to expect in the series, or how they differ.

more ▼

Break down videos

Side Lean



Closer look at balancing on your side.

Hip Twist

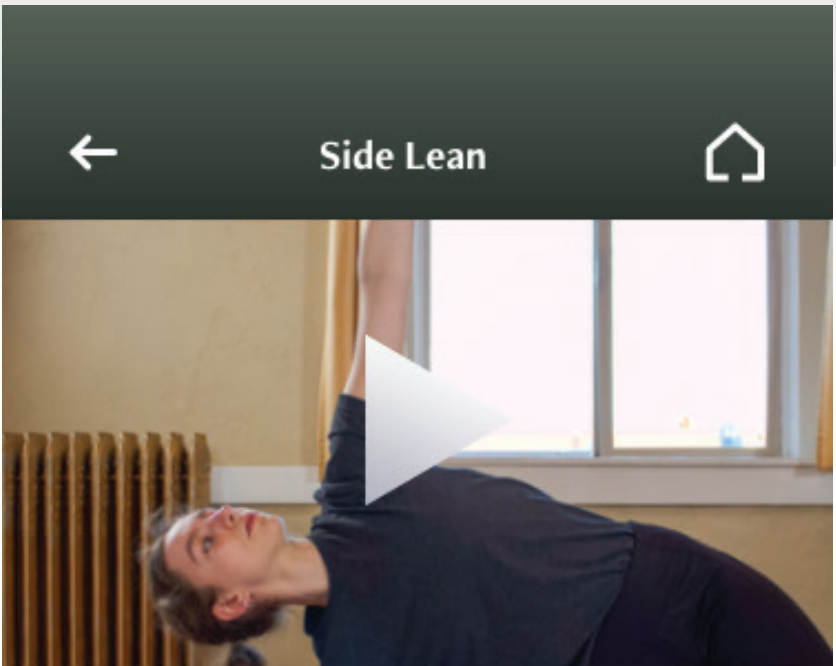


Examine how to stretch the hips.

Crow's Foot



More basics on the crows foot.



Description

Introduction about some things that Margo believes about the videos and how they will benefit you. Also what to expect in the series, or how they differ.

more ▼

Related Videos

Full Flow



Closer look at balancing on your side.

Hip Twist

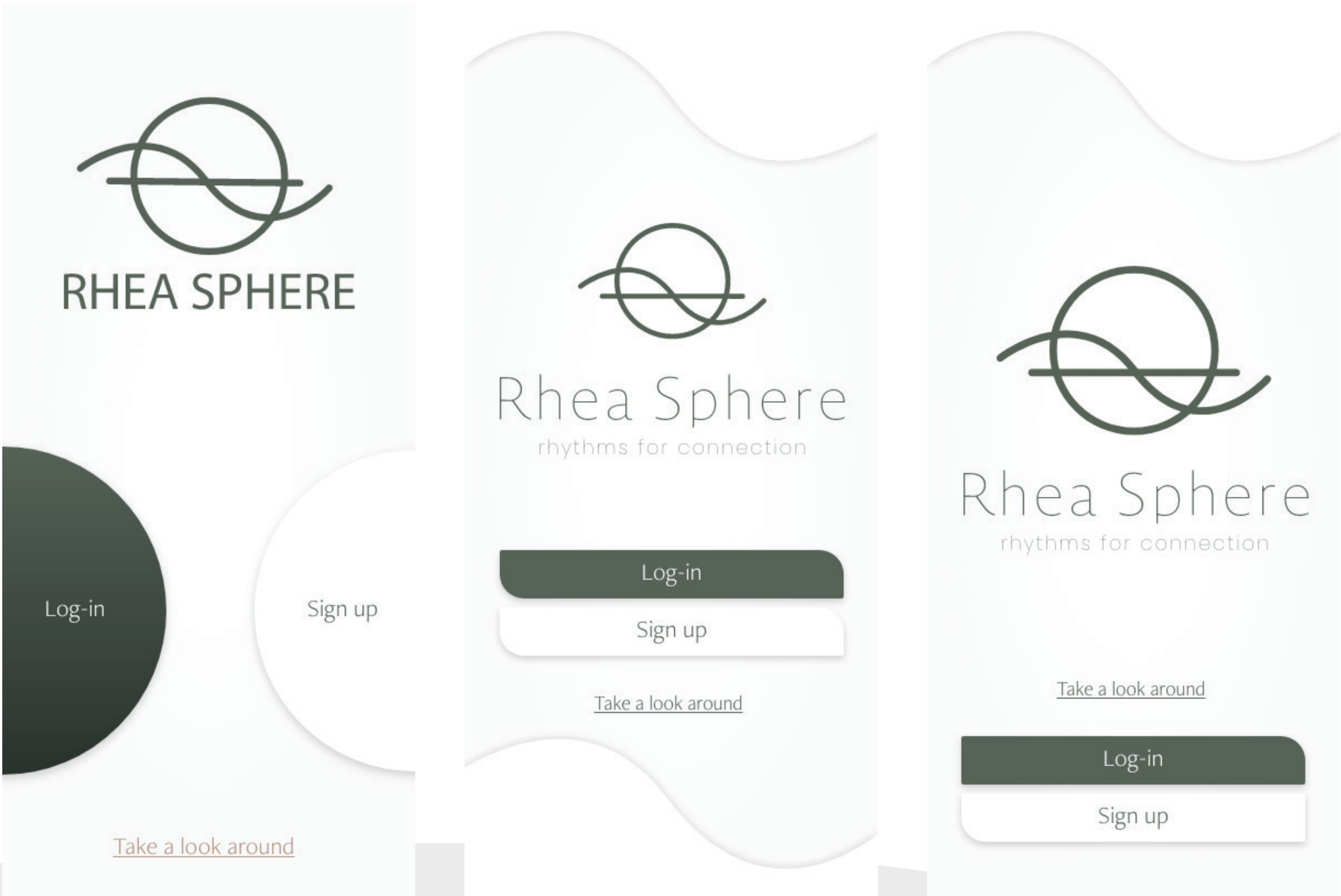


Examine how to stretch the hips.

Crow's Foot



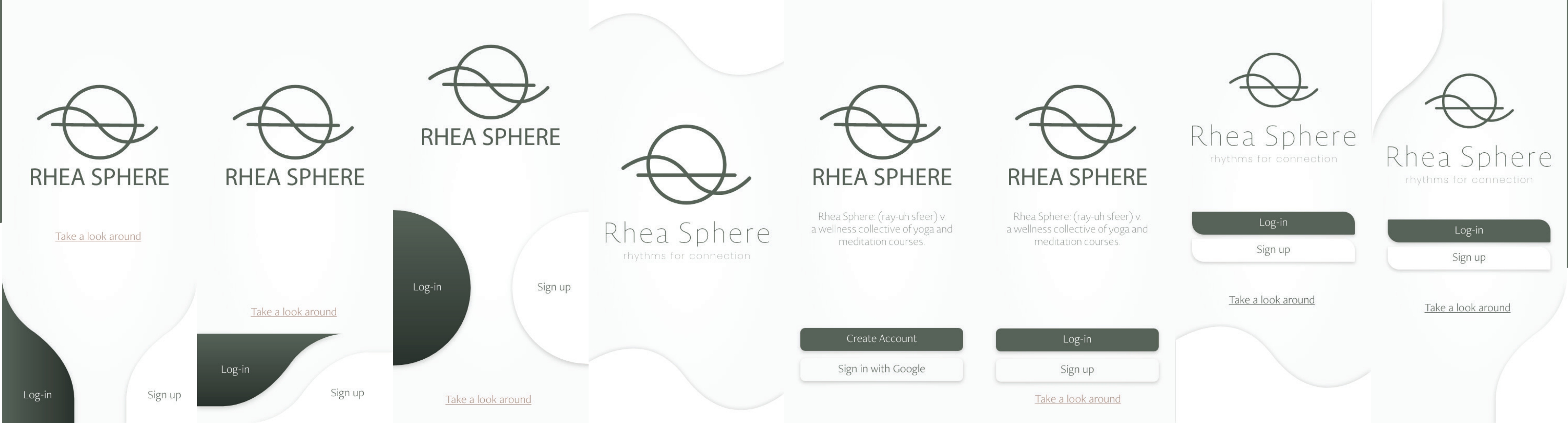
More basics on the crows foot.



First Impressions

I received feedback that I hadn't been thinking far enough outside of the box. I had made a clean and predictable design, but it wasn't very exciting and didn't incorporate any brand designs. With this, I started to look first at the splash screen and login. These would be the first couple of screens the user would see and needed to set expectations for our brand. Ultimately I and the visual director decided on this design because of the button placement close to the thumb, and the subtle curve at the top which could be repeated throughout the app.

I experimented with the curve from the logo in several different sizes, directions, and colors to create a couple of layouts. Shown here are two unique designs and the chosen design, the following page includes several other designs.

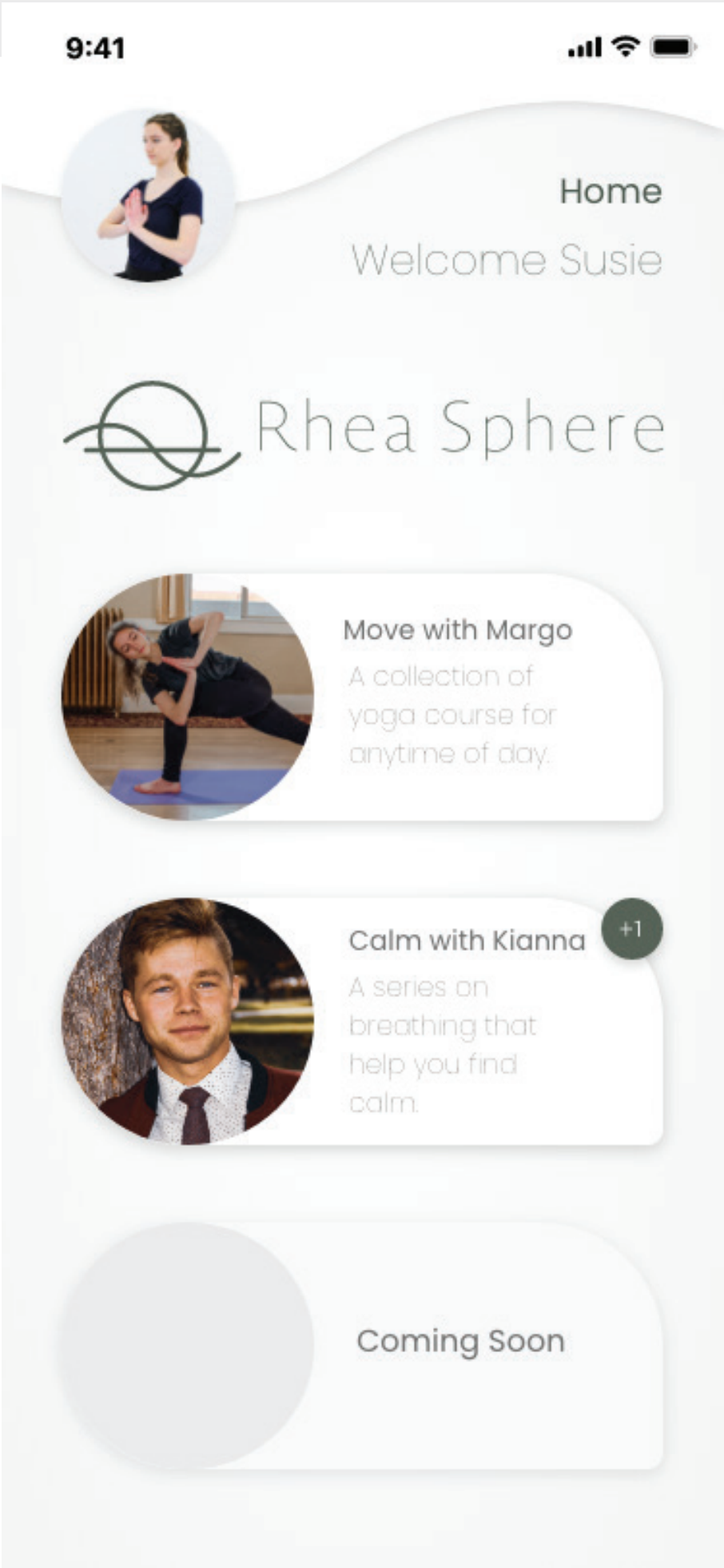


Connecting Styles

The next step after reimagining the splash and login screens was to apply similar design elements to the main parts of the app. I started off by playing again with this curve, and creating a variety of headers, and then moving to the card shape. This slide shows the login side by side with the chosen style, the following page shows a variety of styles that I created to explore different elements including the background color.

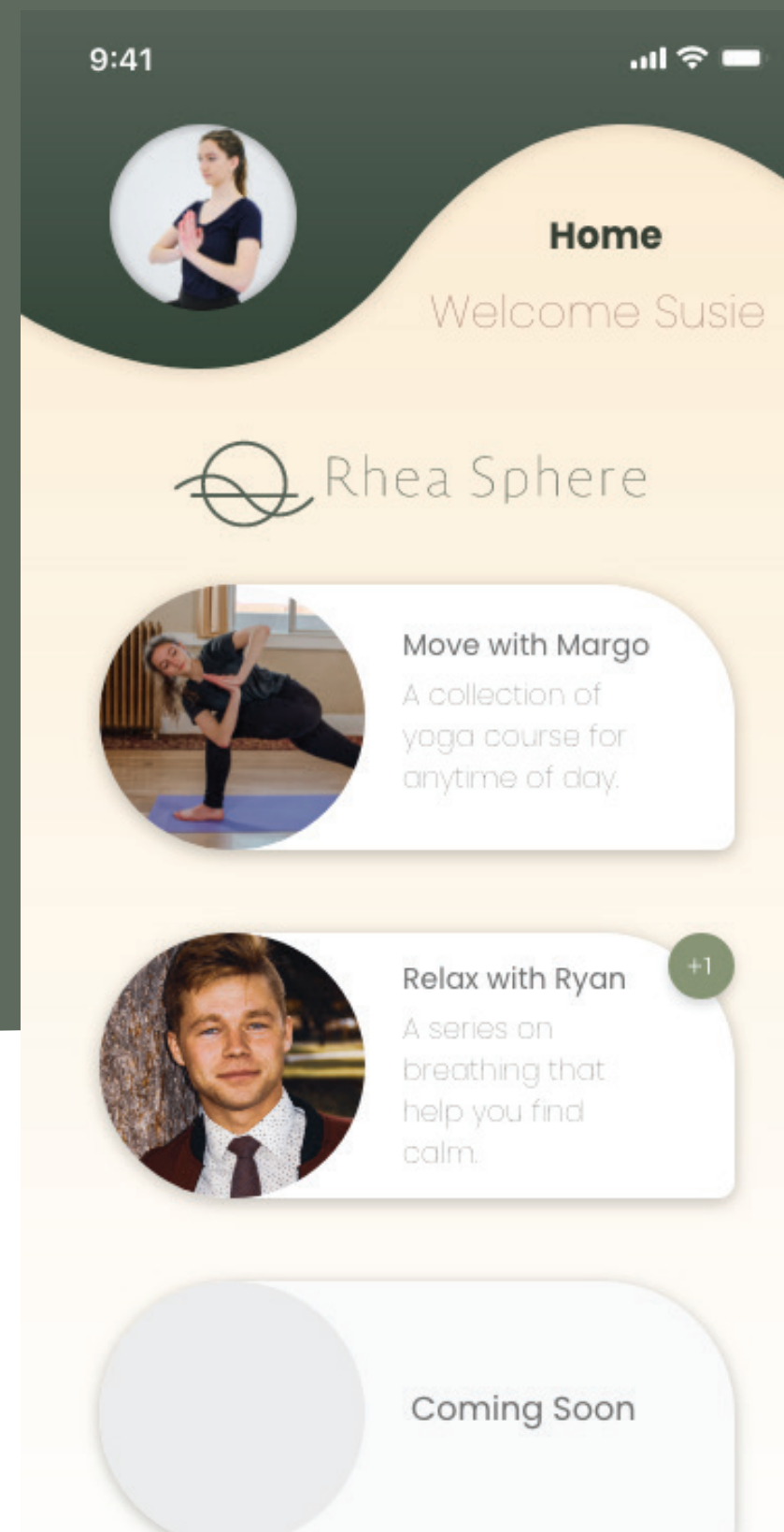
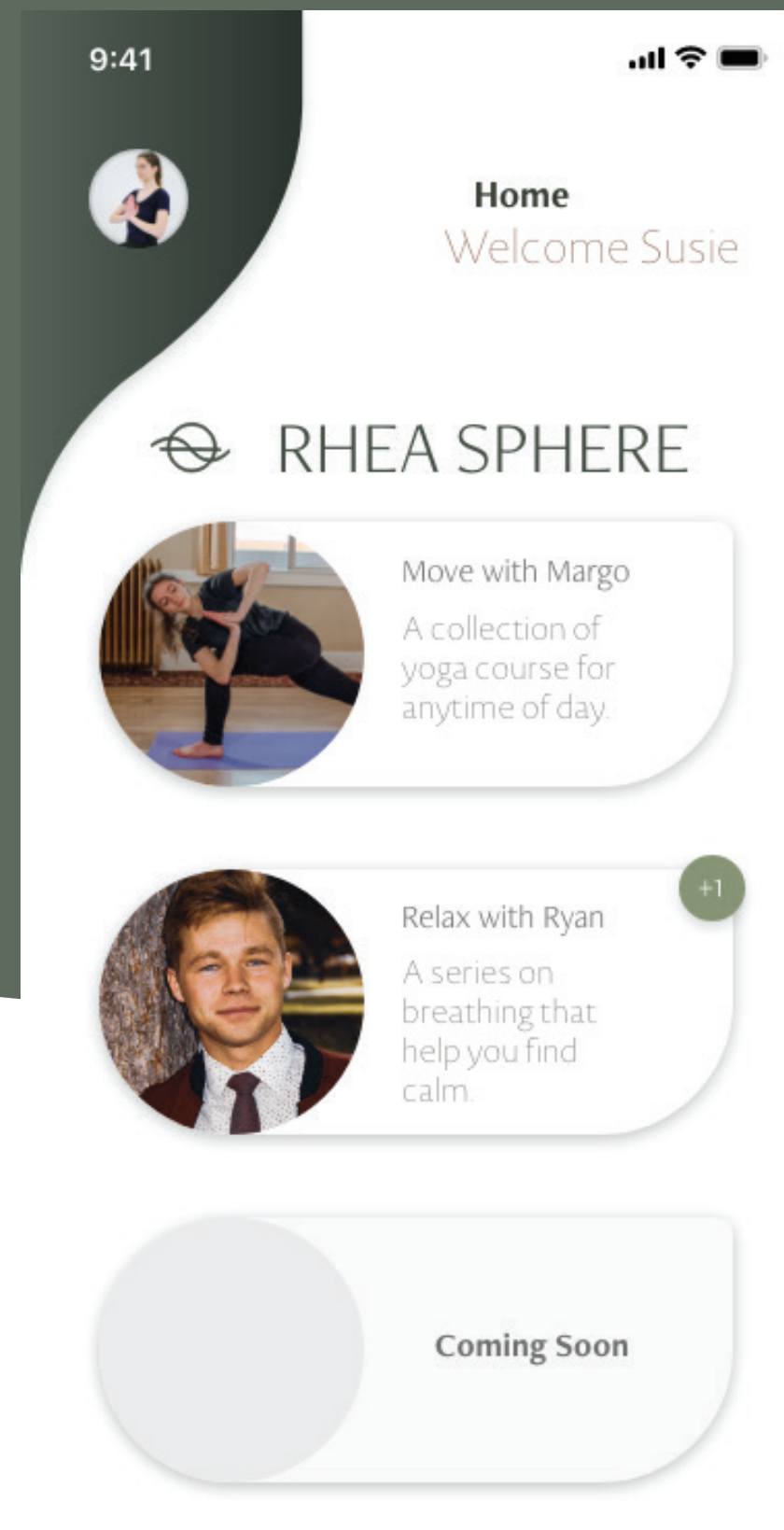
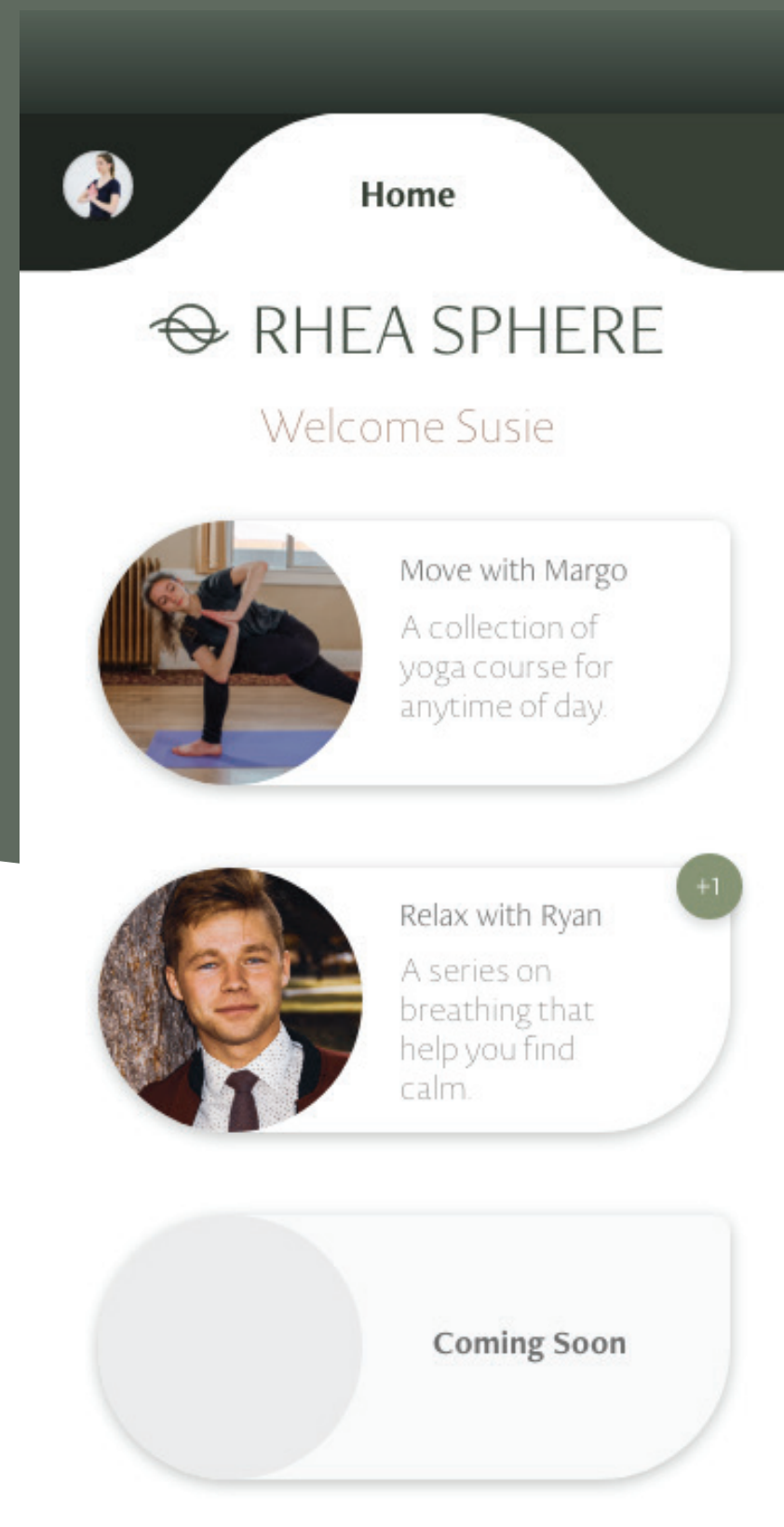
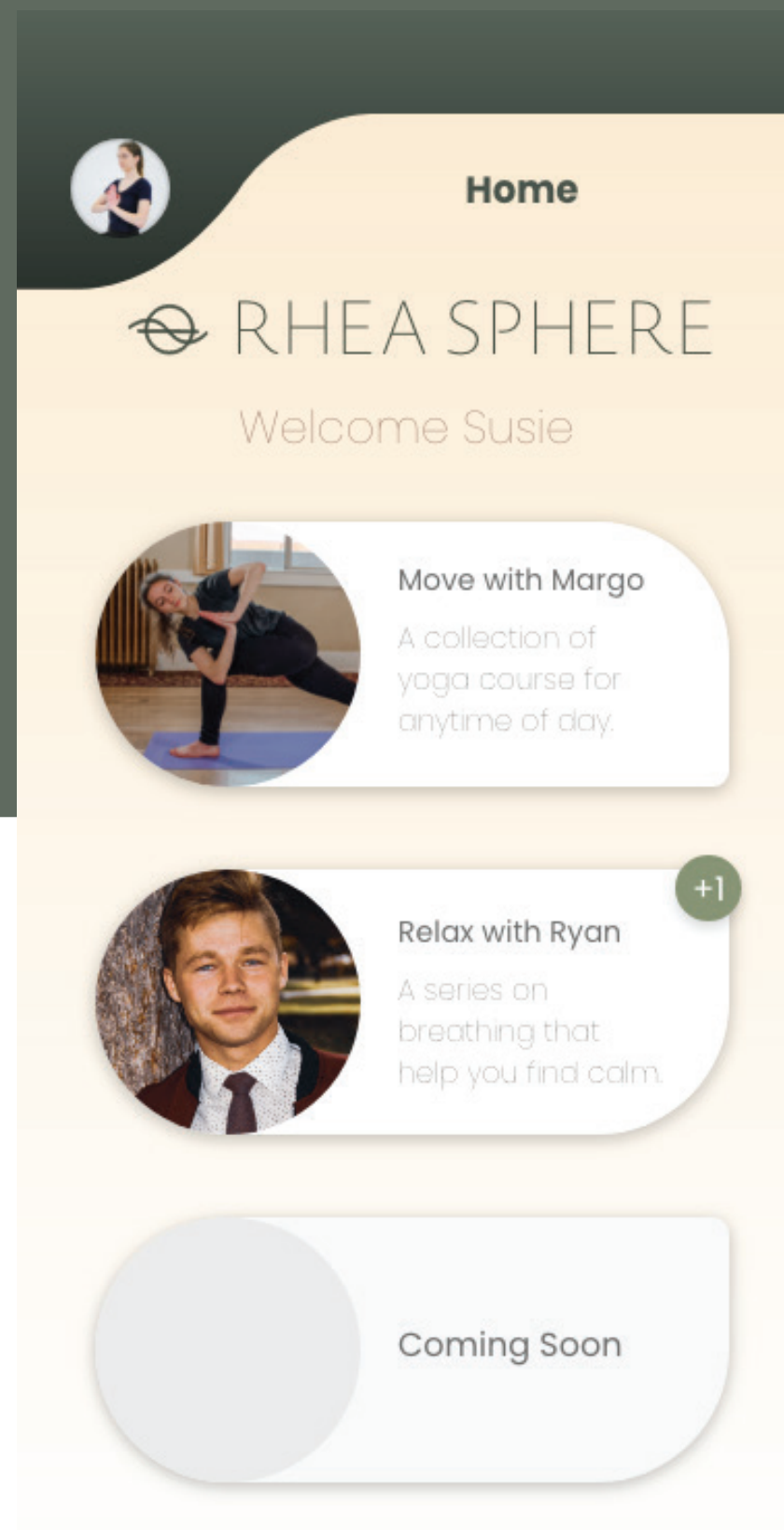
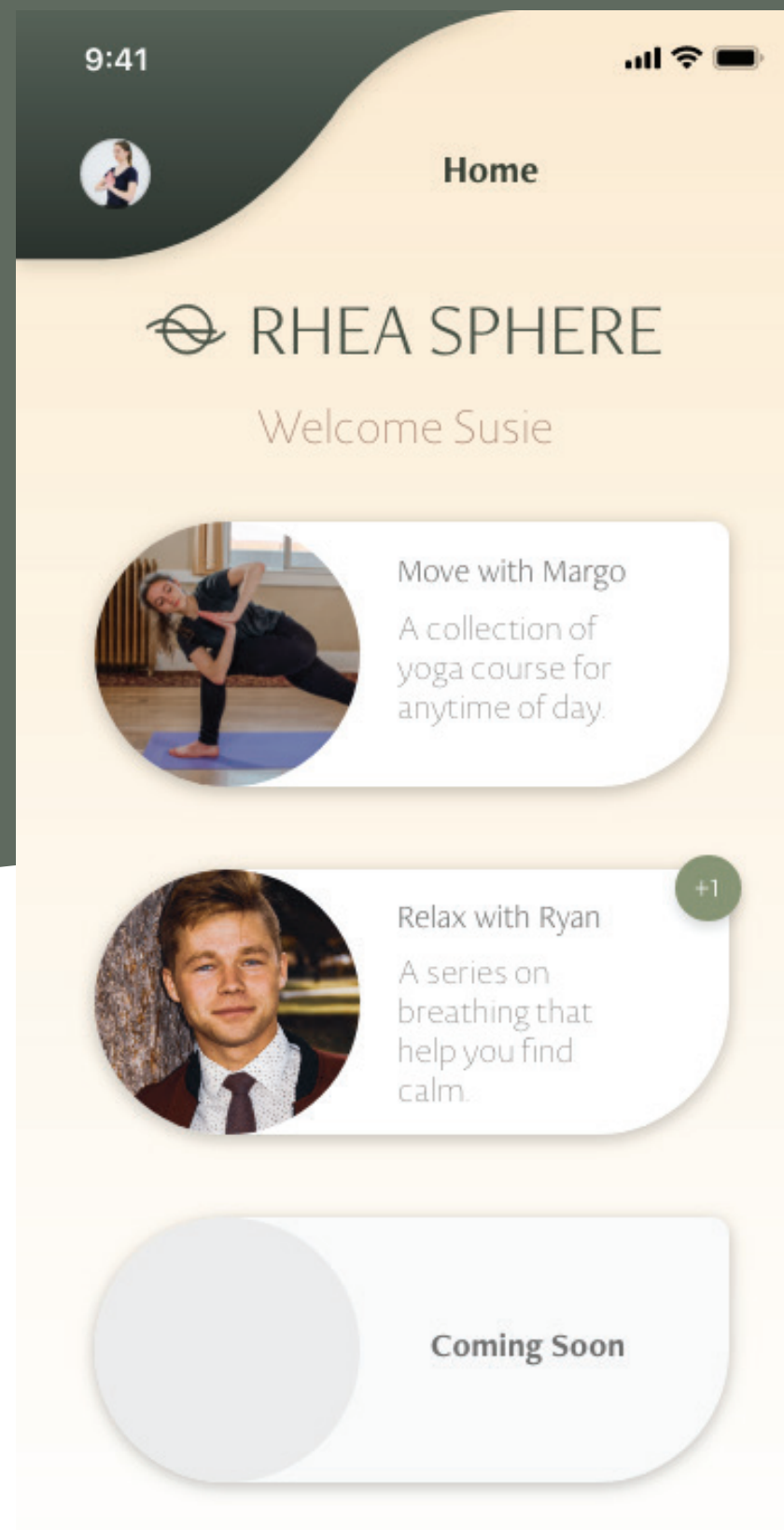
While working with these newer designs the first immediate problem I came across was account for the notch in both newer iPhones and Android phones. This created a shift in how I thought about the top portion and prompted me to add the time and status bar into the designs.

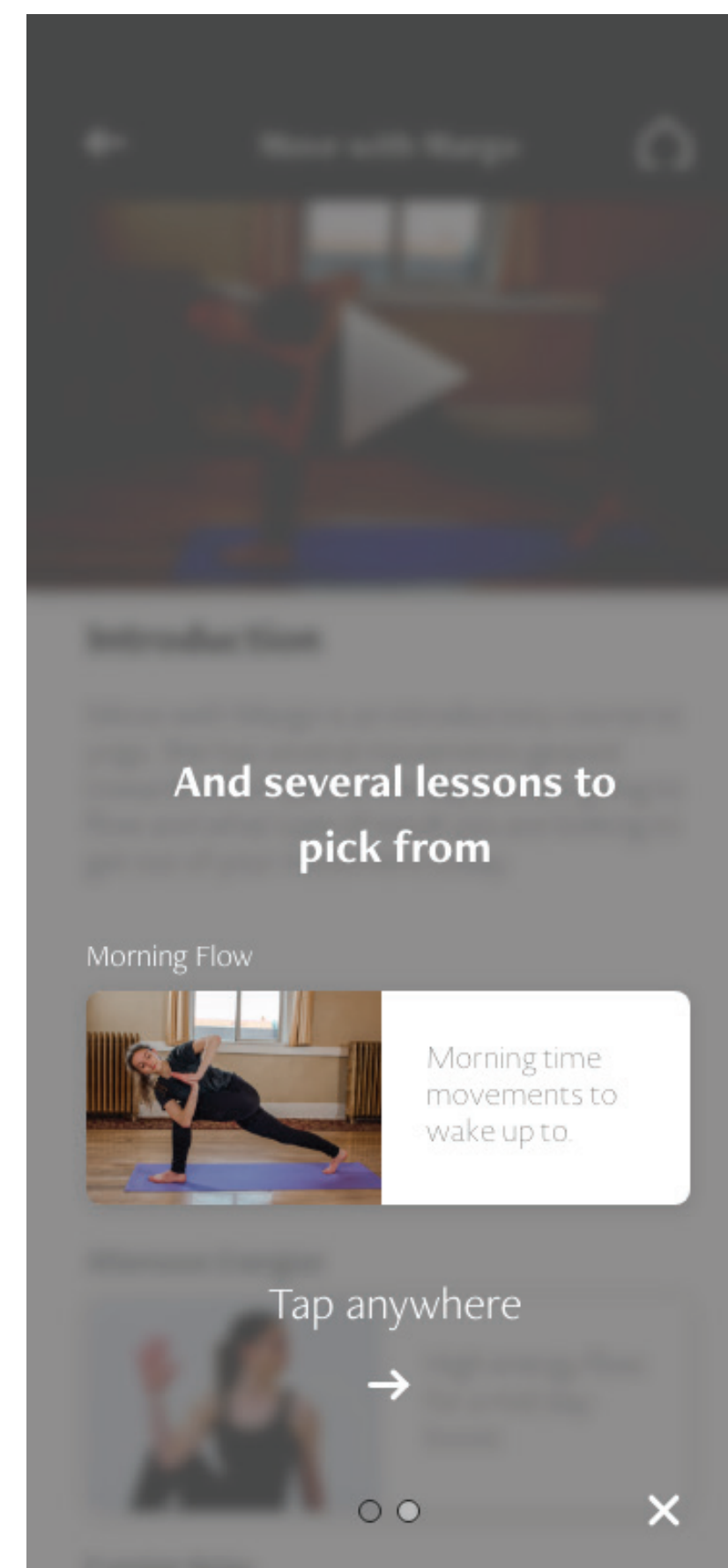
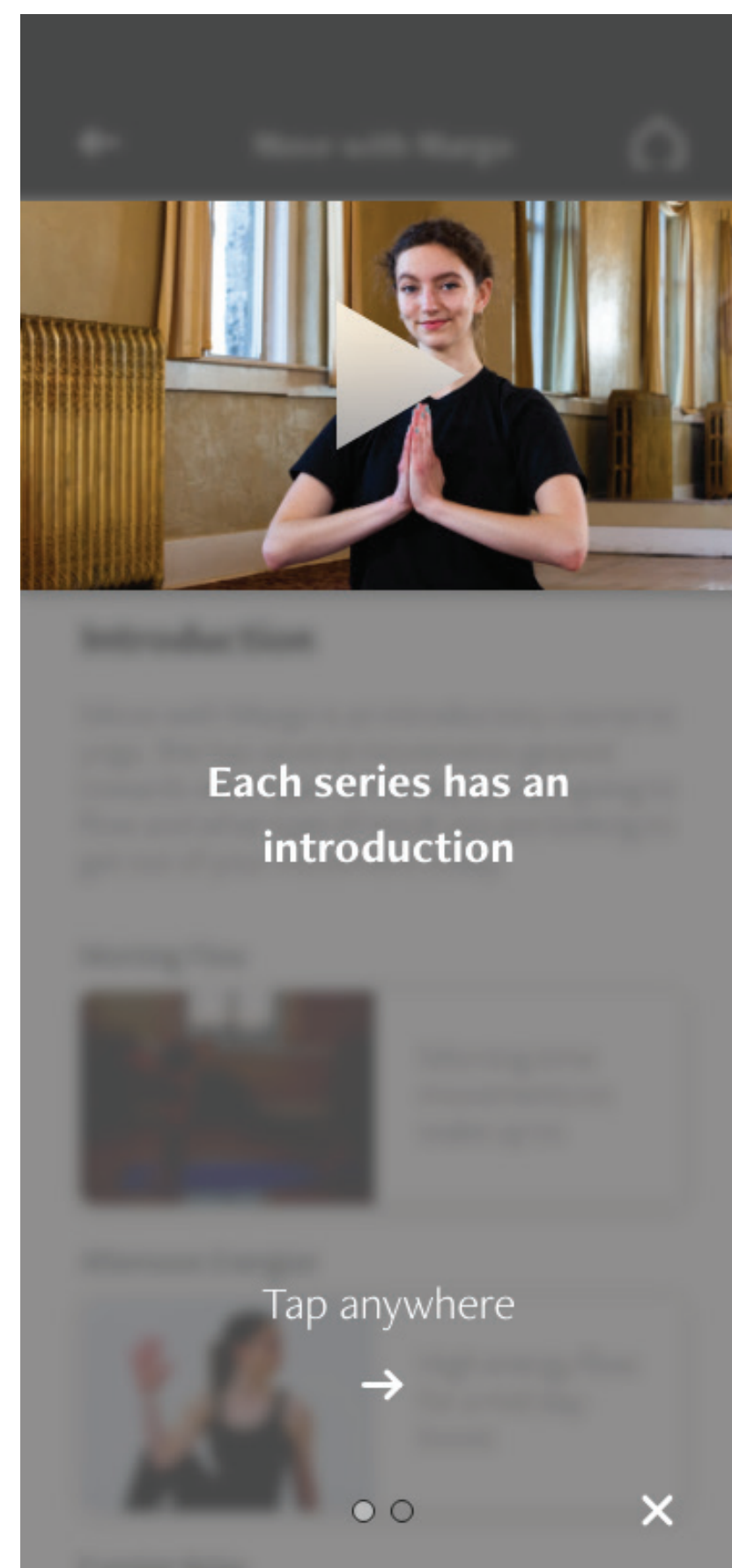
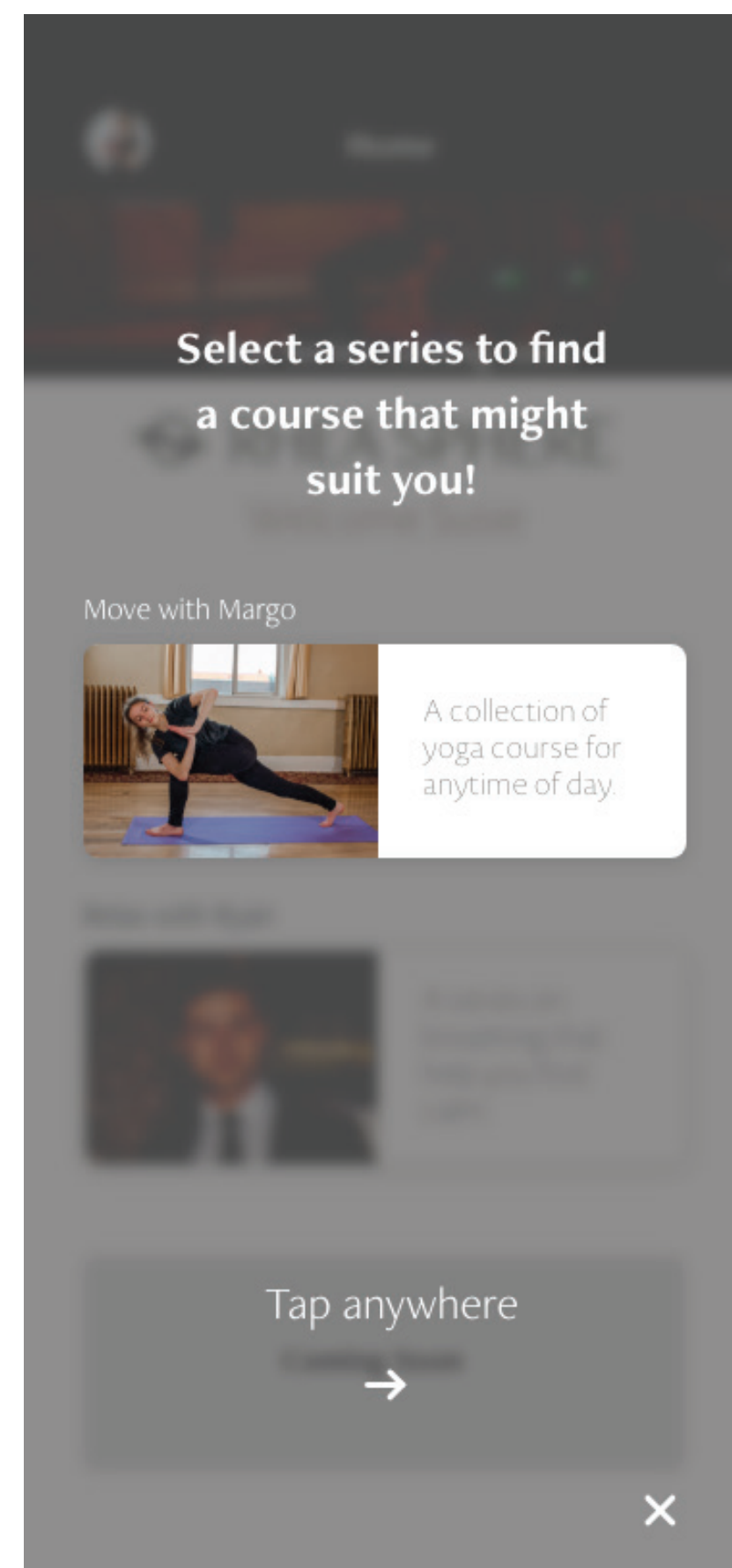
Chosen Style



Login Screen







Onboarding

My initial thought for onboarding is to move the user directly into where they can get to our most useful content. Using simple overlays and brief text to show the user how the content is organized and pushing them gently toward a single video.

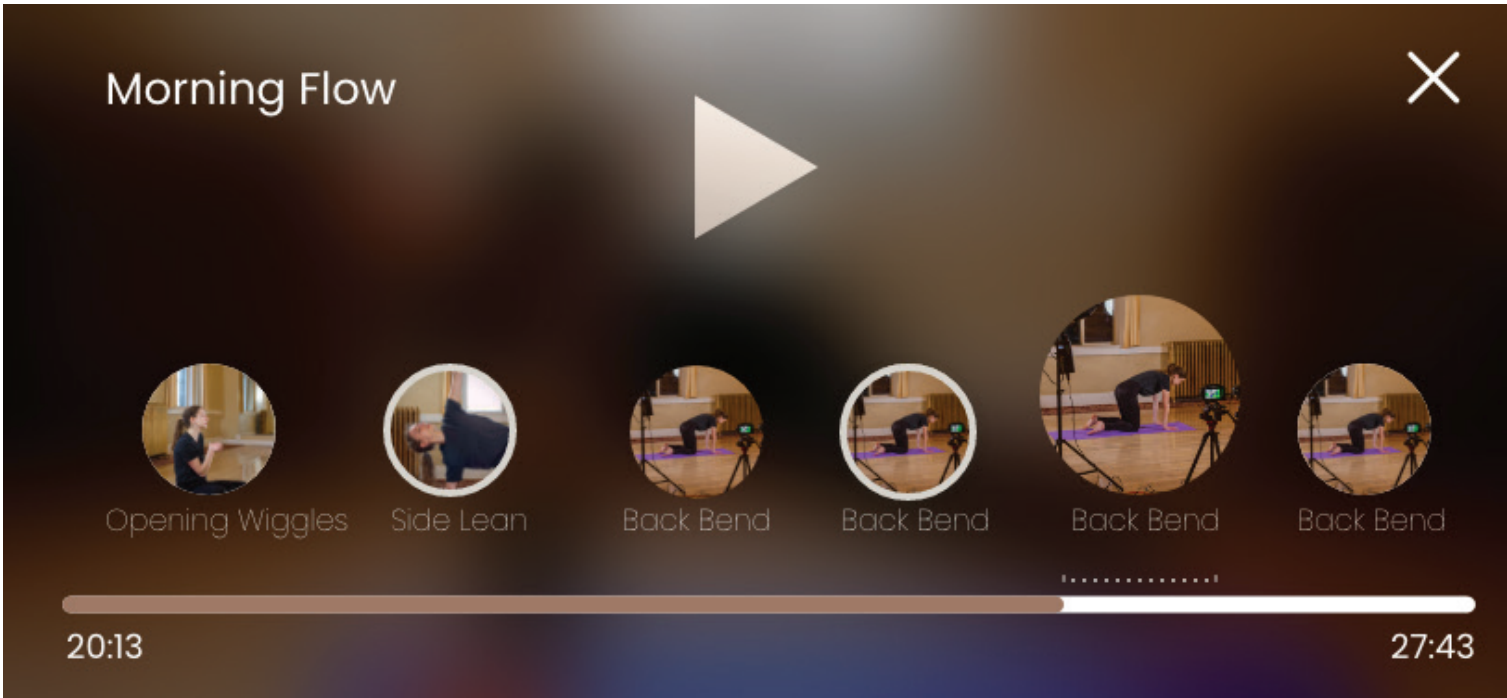
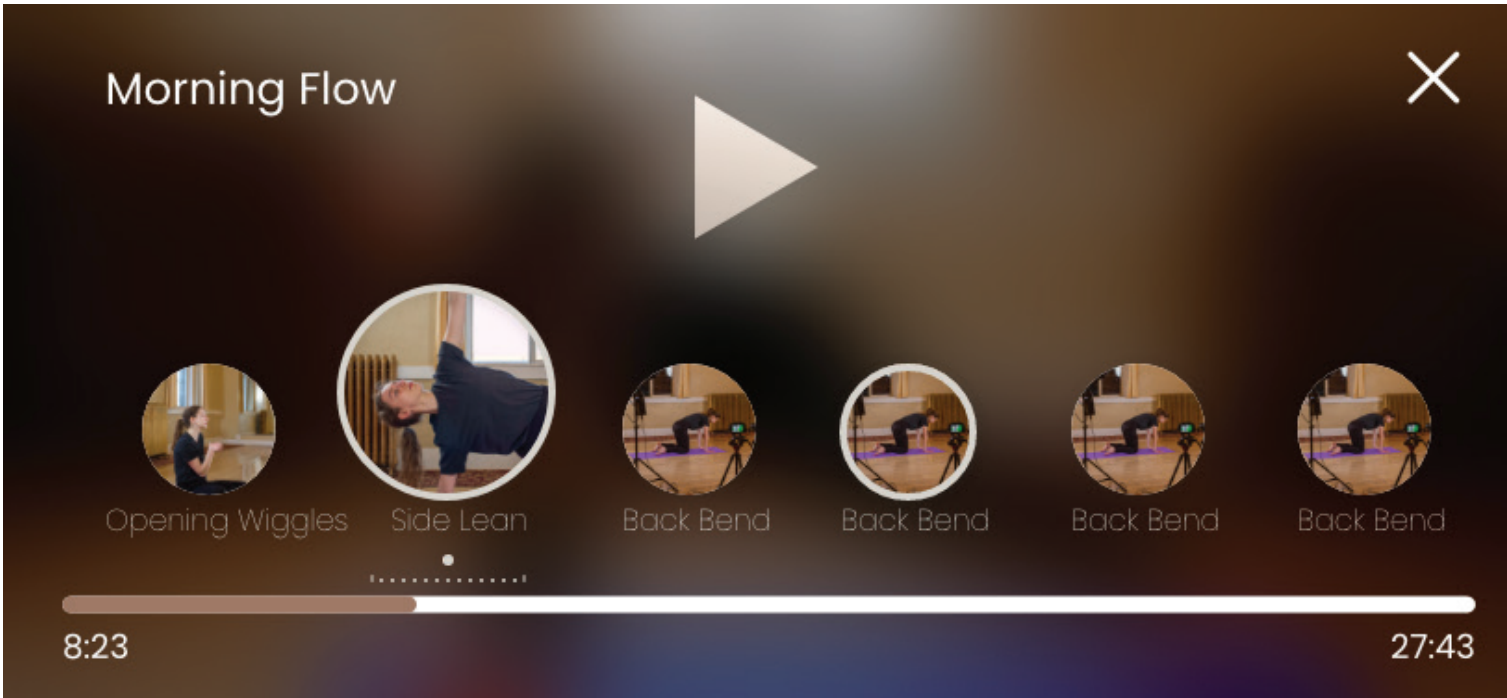
Playback Features

We wanted to incorporate some features into the playback and pause screen. One notable feature that we wanted to include was highlighting the main movements throughout the flow and give users the ability to jump ahead to a different movement. We also wanted to highlight movements that had a subsequent breakdown video that could be watched.

Play Screen



Pause Screen



A



Move with Margo

A collection of yoga course for anytime of day.

B

Move with Margo



A collection of yoga course for anytime of day.

C



Move with Margo

A collection of yoga course for anytime of day.

D



Move with Margo

A collection of yoga course for anytime of day.

Final Card Design

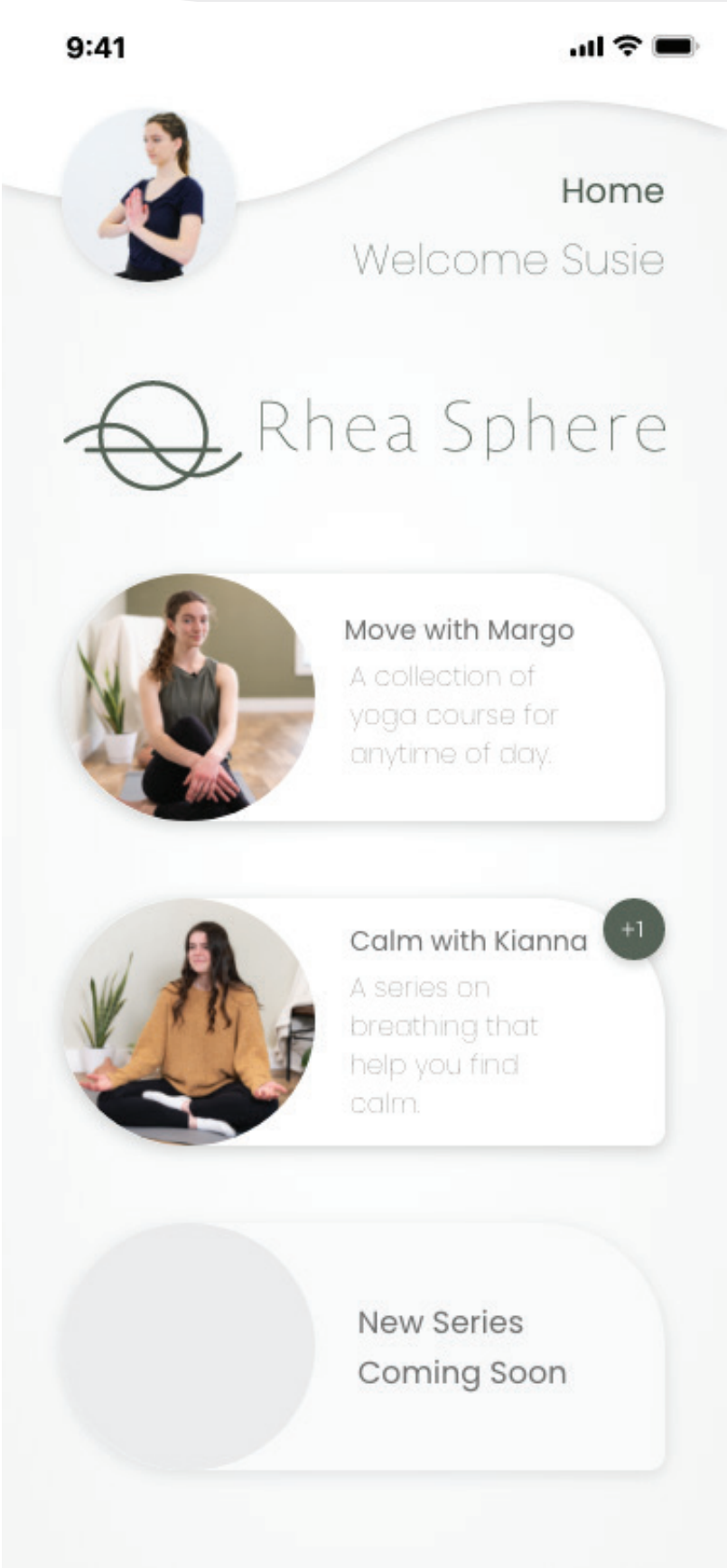
From the first design to the last, we received a lot of helpful feedback. During the initial design (A) I hadn't put a lot of effort into the layout, I was attempting something simple and the movement to (B) is to say I was better able to execute something simple. Then there is a distinct leap to (C) where the entire team shifted to focus more entirely on the elements of the brand. I included the circle and tried to make one curve more dramatic than the other to have a swooping flow effect. Eventually, we decided on a button that had the more dramatic curve on the top right and bottom left and this caused the final design to look like (D).

Final Style

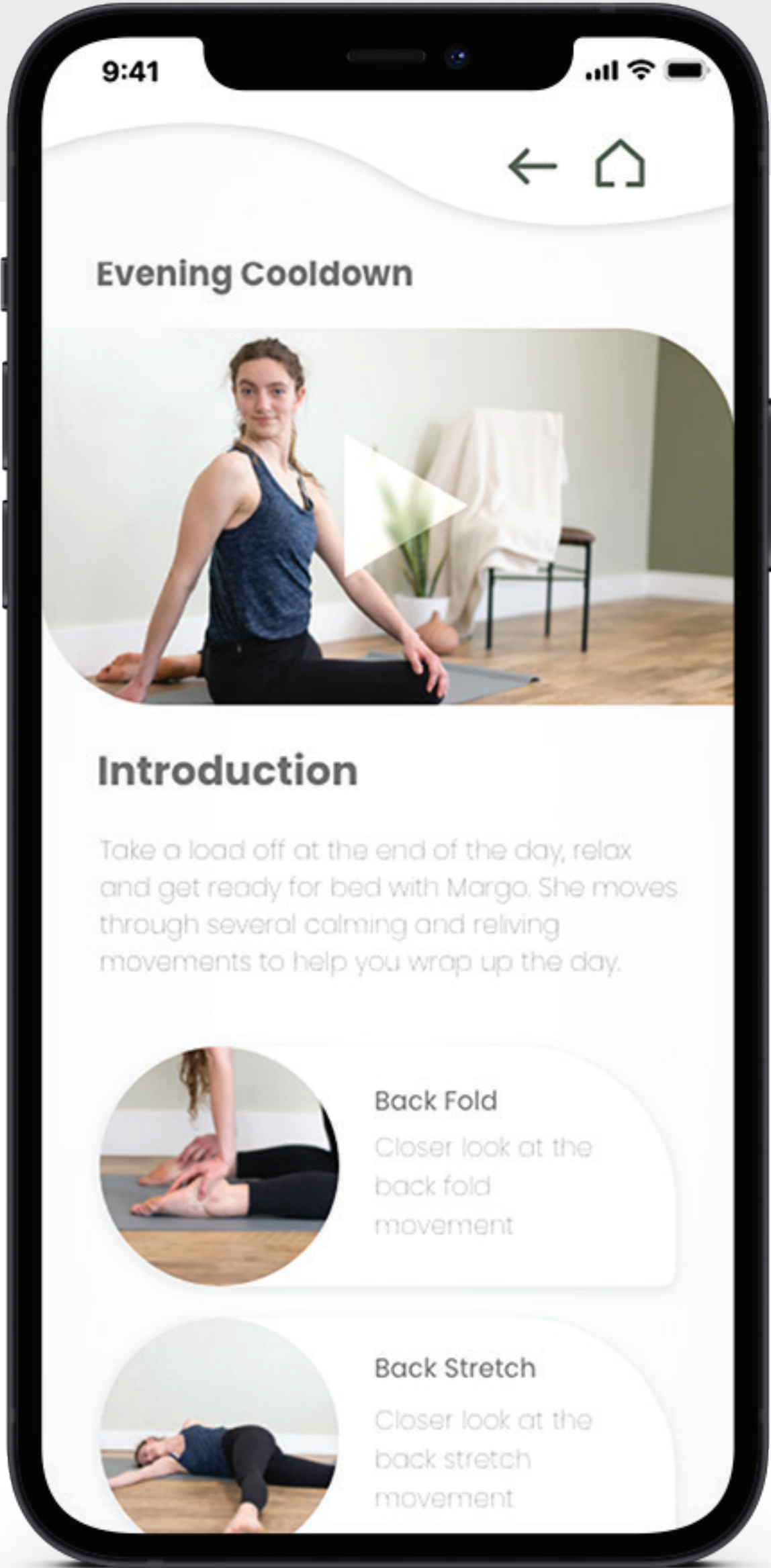
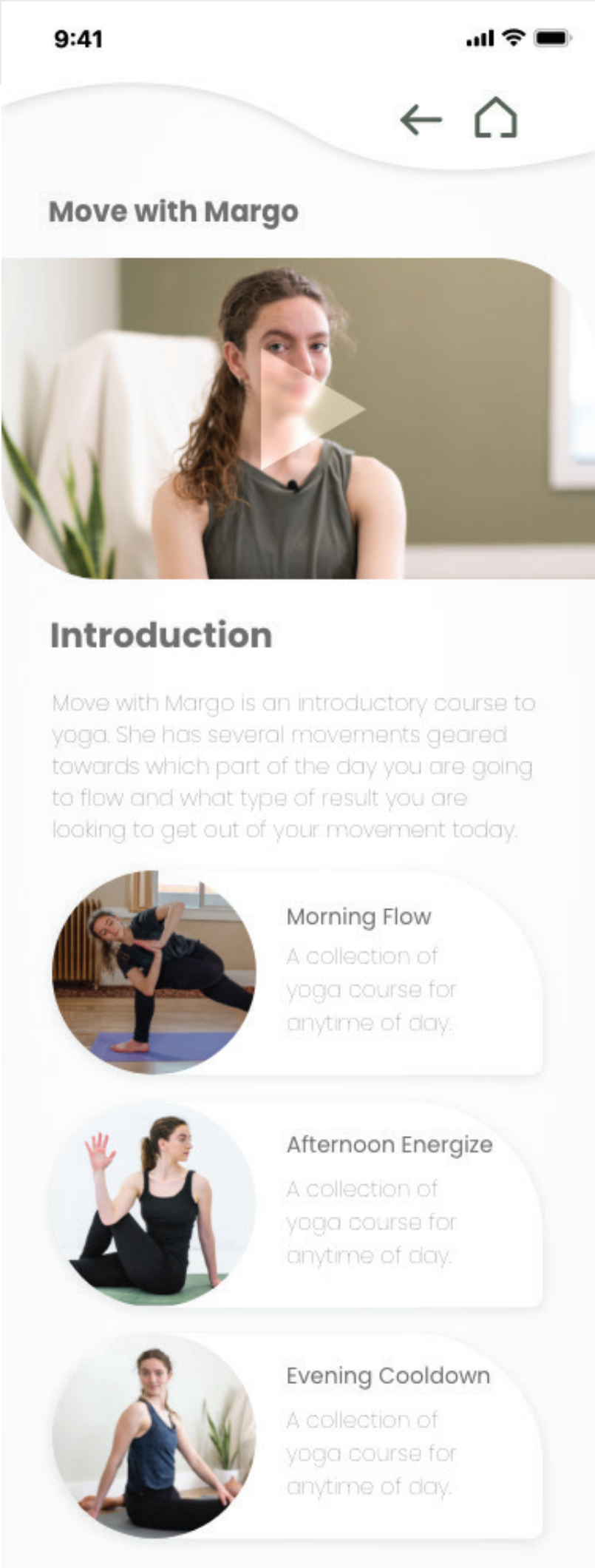
Through changing the splash and login screen, which made a huge shift in the header design, and then creating a new card style, the face of the app had entirely changed. I through different feedback and experiment with different visual styles had finally landed on a design

 70+ screens were created

Home Page

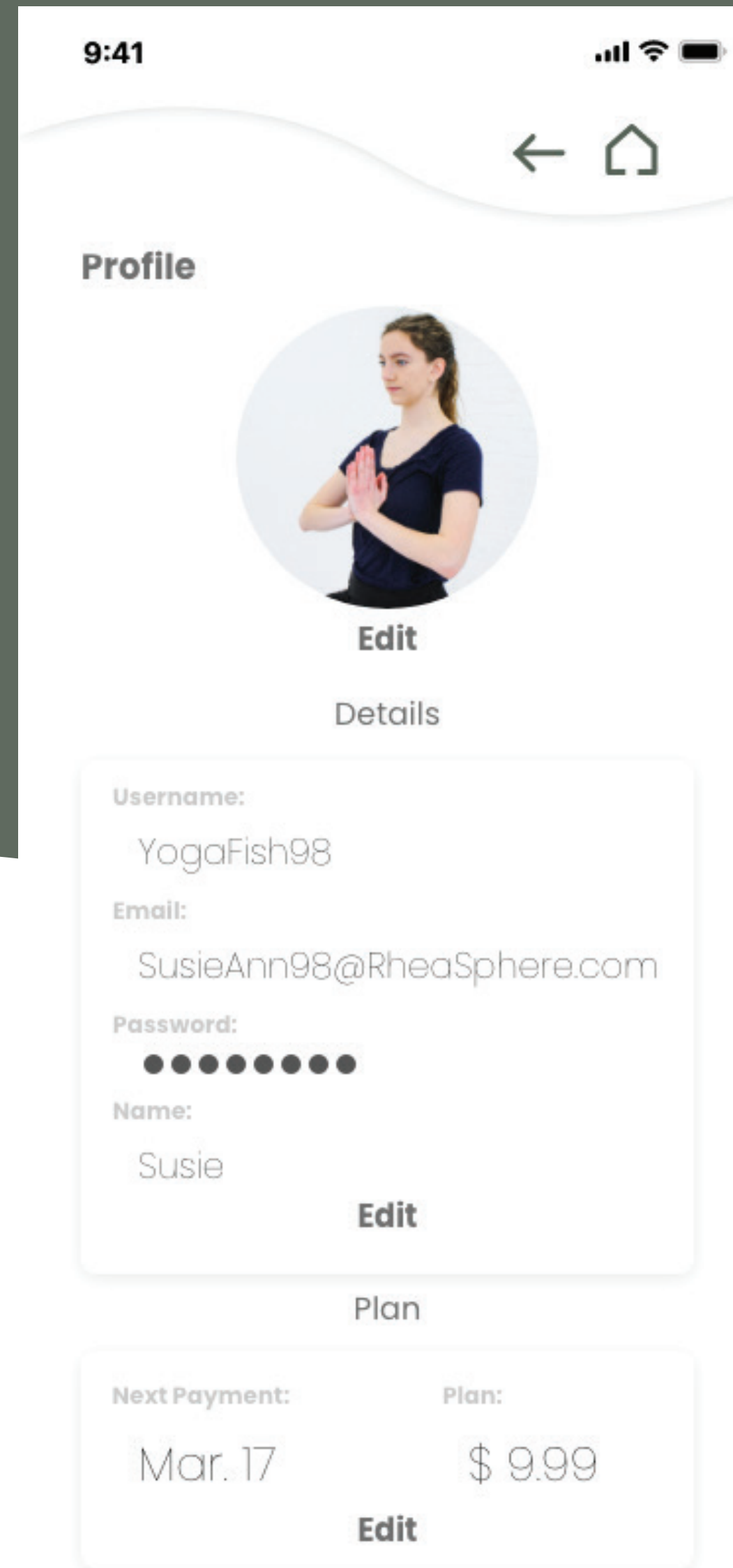


Series Page





Splash Screen

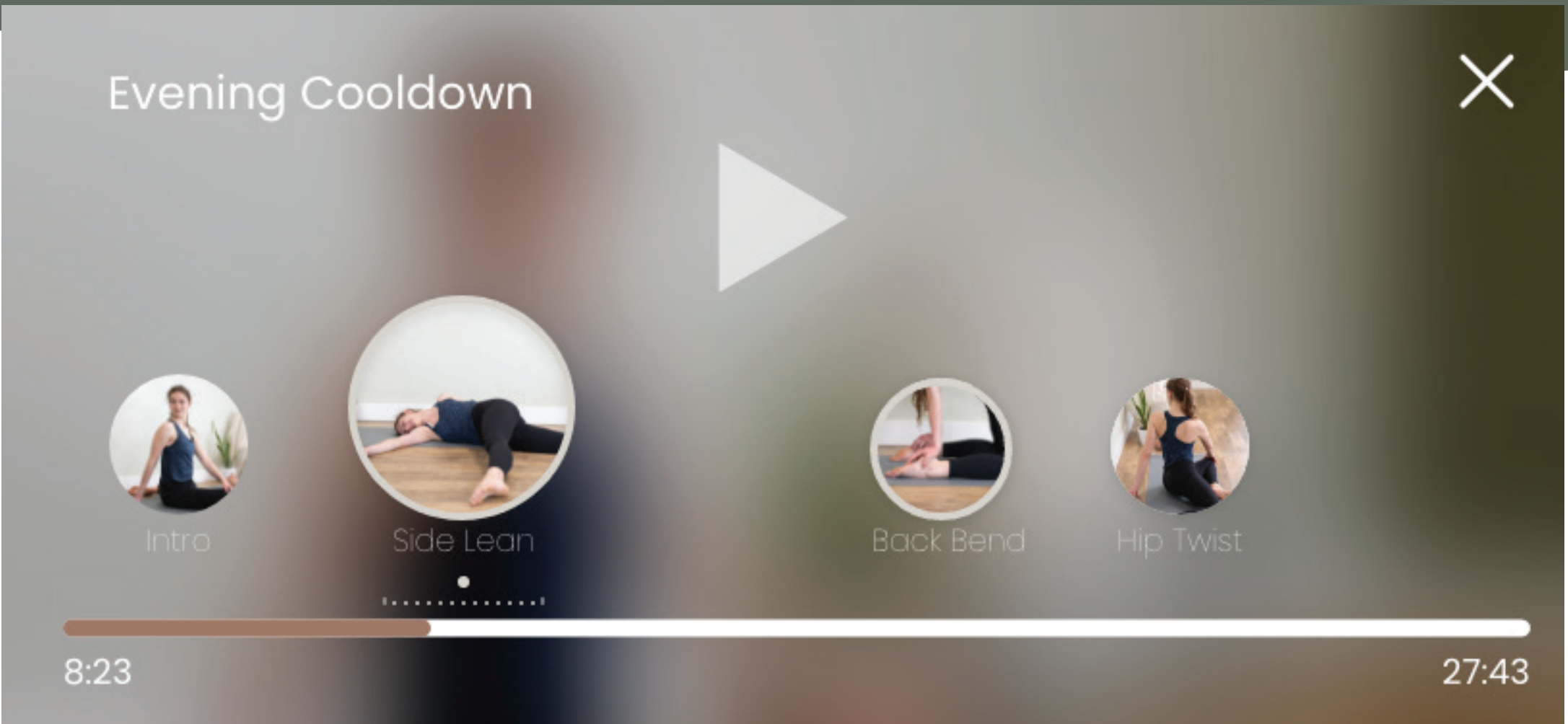
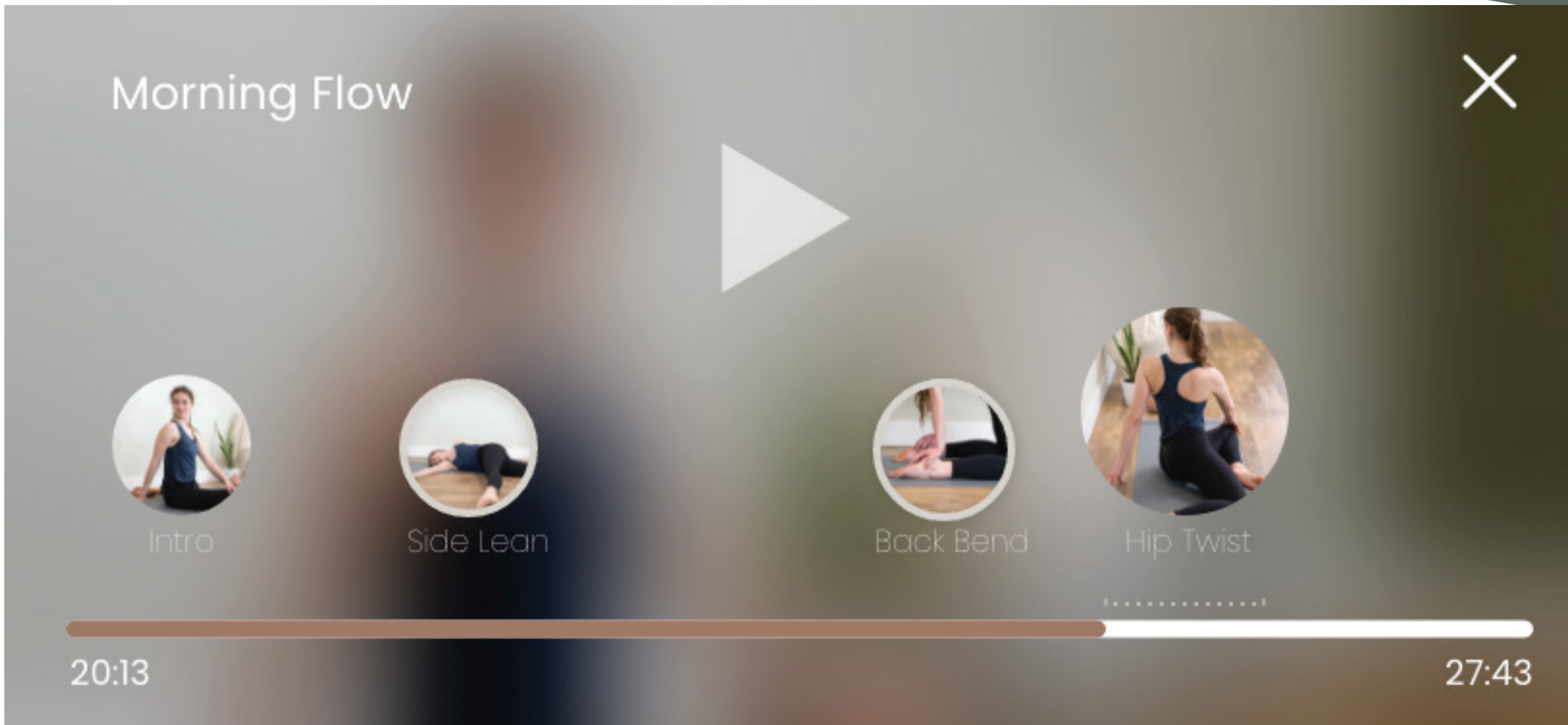
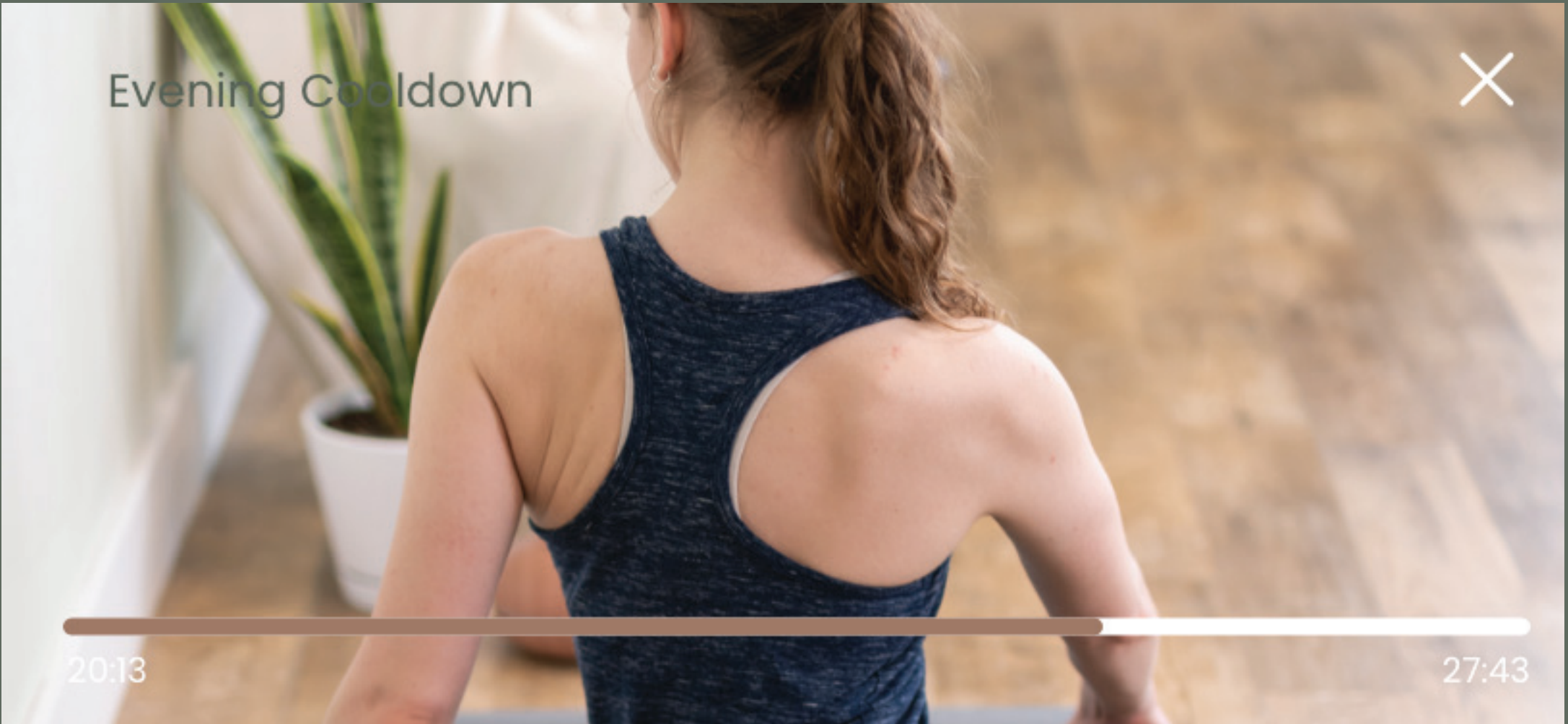


Profile

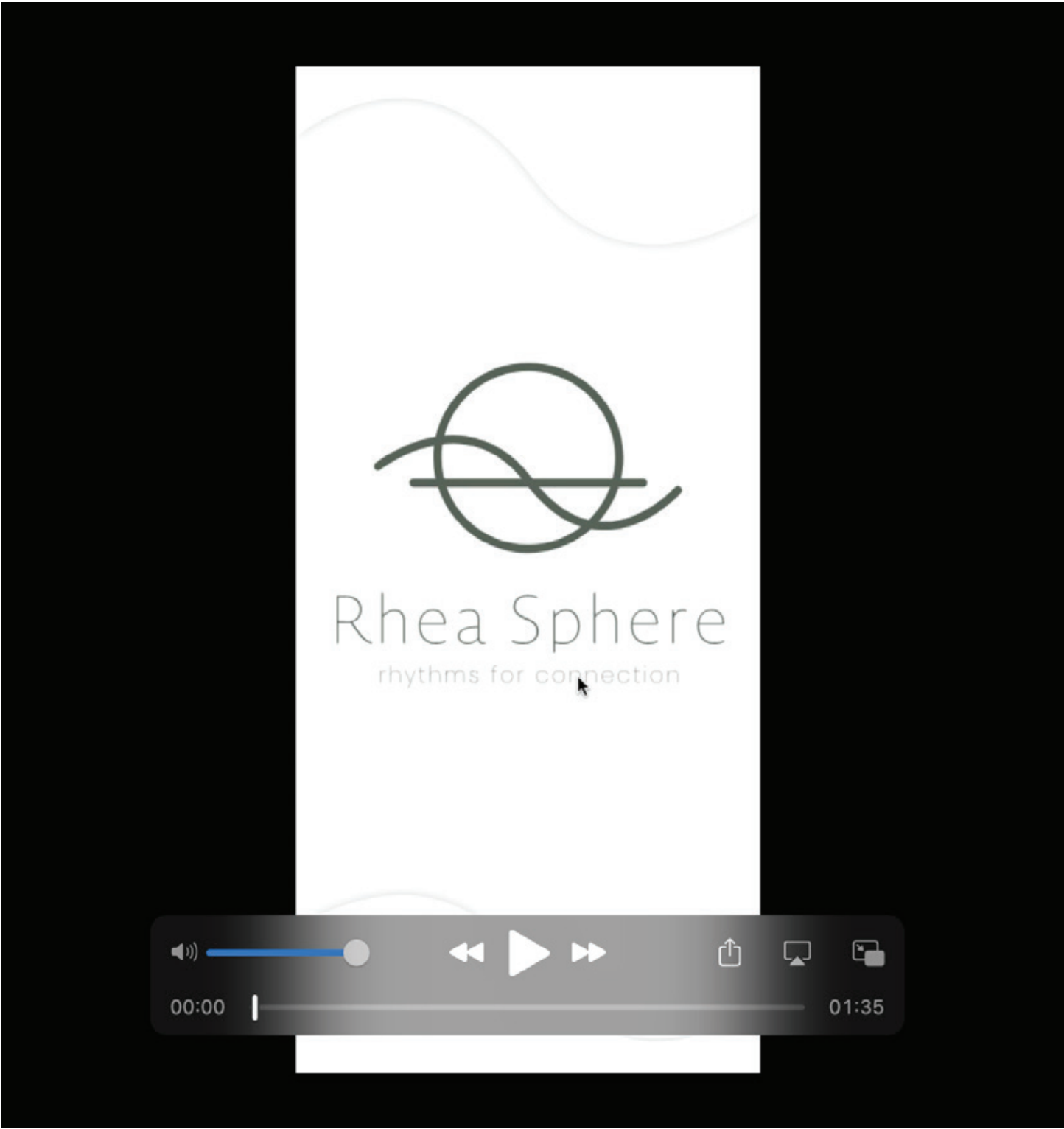
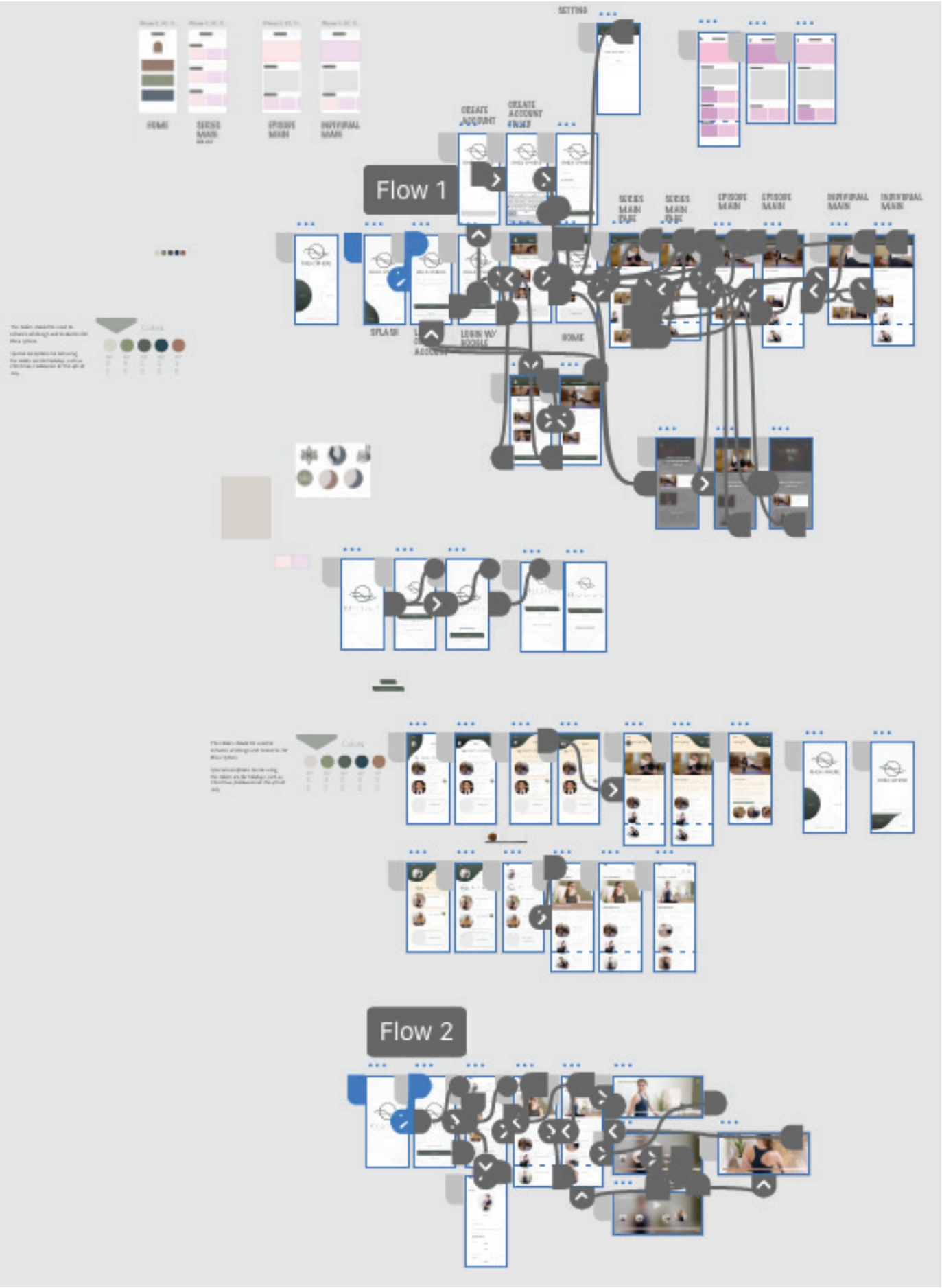


Login

Playback



Pause Menu



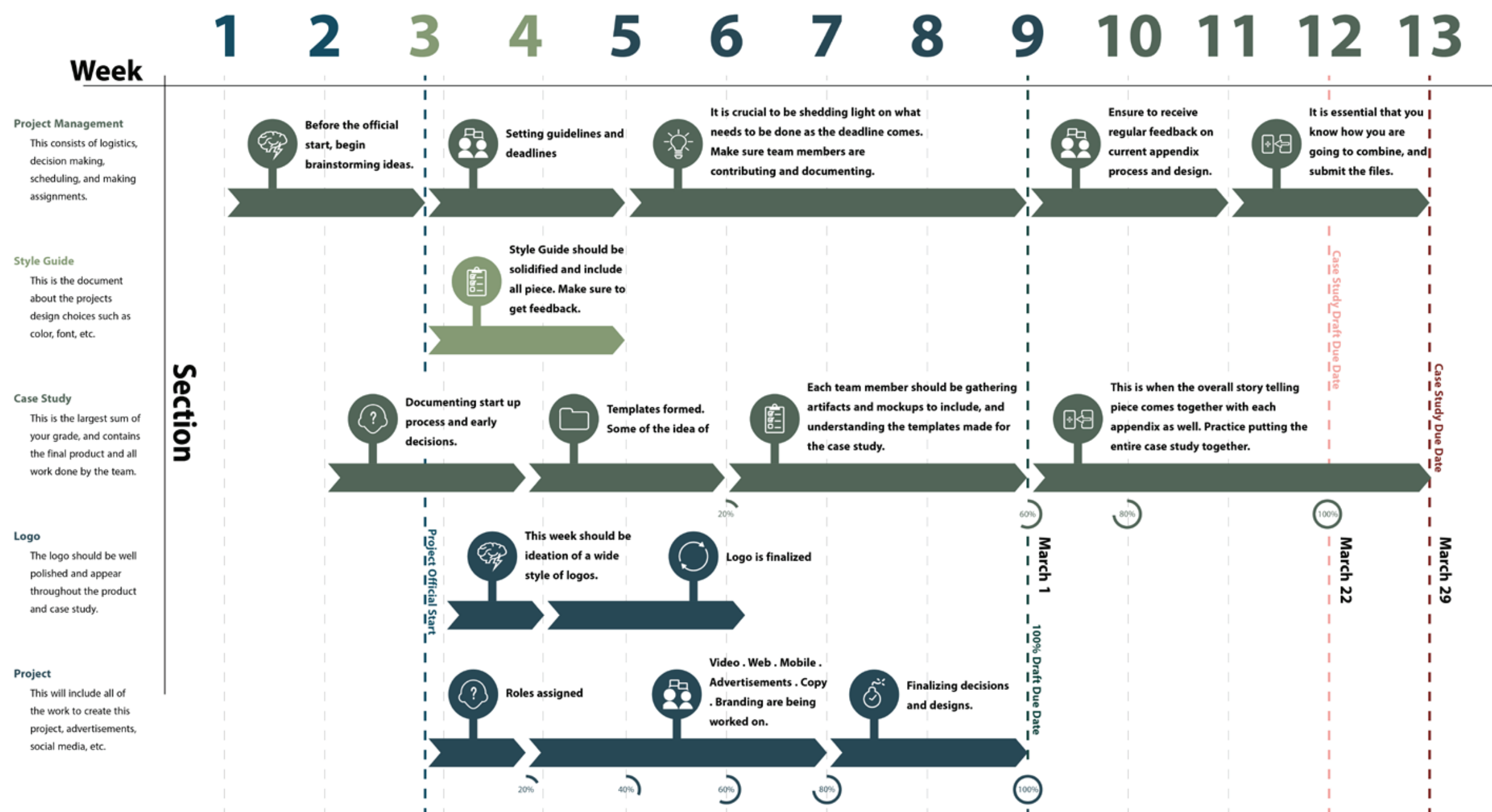
Prototyping

Through the process, I created a prototype of several of the main screens to demonstrate how the app would work. I did this both in the beginning and then again at the end. The first flow proved helpful for receiving feedback and asking the rest of the team for content that would be helpful to complete the project. The second flow helped me to show off the design, and create a walkthrough I could speak over to give an introduction to the app.

Walkthrough Video

App Prototype

Project Management



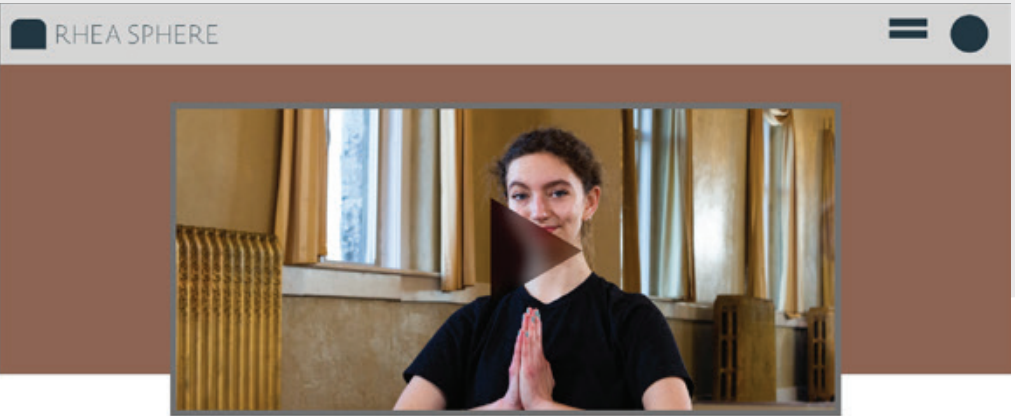
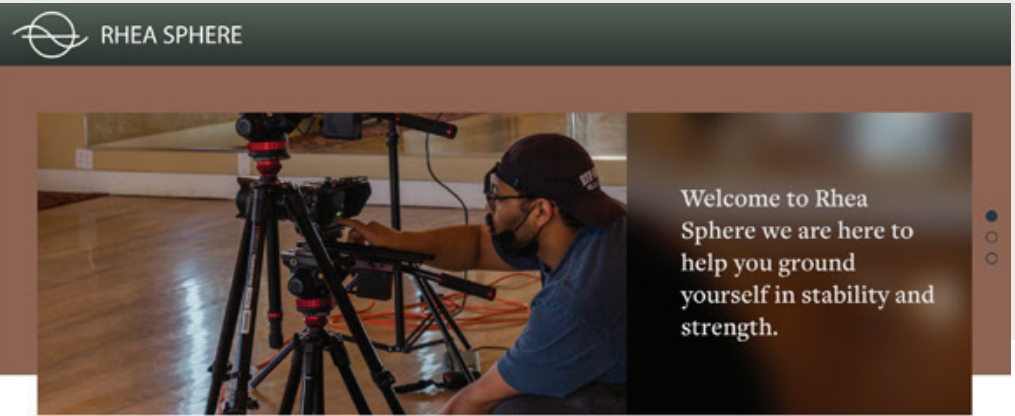
Gantt Chart

When the project started I wanted to get a good jump on making sure we prepared for our deadlines properly and understood what sort of time we had to work with. I put together a Gantt chart for the team and worked on making sure through team meetings, check-ins, and being observant that we had a solid pace towards our goal. Another piece I was adamant about was making sure that we were in to get critique from mentors and otherwise.

Web Mock

Feedback

One thing I ran into working with a team is a good way to provide feedback and help it be well seen and understood. From experience working with visual people, it has always gone better when I have had a visual to point to and reference. During the ideation phase of the web designs, I created a web layout to help explain some of the concerns I had.



Featured Courses

Move with Margo

Yoga classes
Lorem ipsum gna
almolestie
consequat, veenit
augue duis dolore te
feugait nulla facilisi.v

Relax with Ryan

Meditation
Lorem ipsum gna
almolestie
consequat, veenit
augue duis dolore te
feugait nulla facilisi.v

Breathe with Brooke

Breathing Excercises
Lorem ipsum gna
almolestie
consequat, veenit
augue duis dolore te
feugait nulla facilisi.v

All Courses

What our users have to say

Yoga classes
Lorem ipsum gna almolestie
consequat, veenit augue duis dolore
te feugait nulla facilisi.v
Lorem ipsum gna almolestie
consequat, veenit augue duis dolore
te feugait nulla facilisi.v

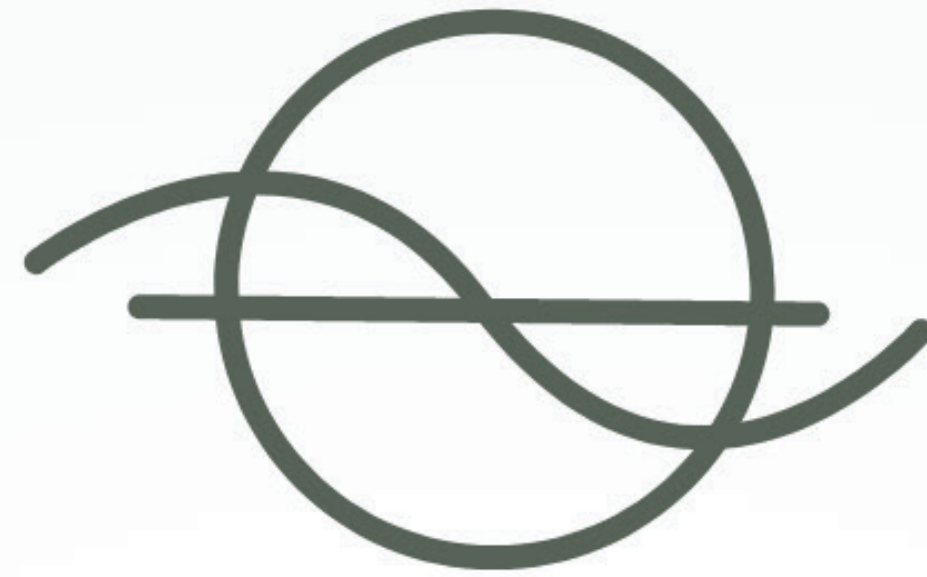
Yoga classes
Lorem ipsum gna almolestie
consequat, veenit augue duis dolore
te feugait nulla facilisi.v
Lorem ipsum gna almolestie
consequat, veenit augue duis dolore
te feugait nulla facilisi.v

You may also like

Move with Margo

Relax with Ryan

Breathe with Brooke



RHEA SPHERE

Rhea Sphere: (ray-uh sfeer) v.
a wellness collective of yoga
and meditation courses.

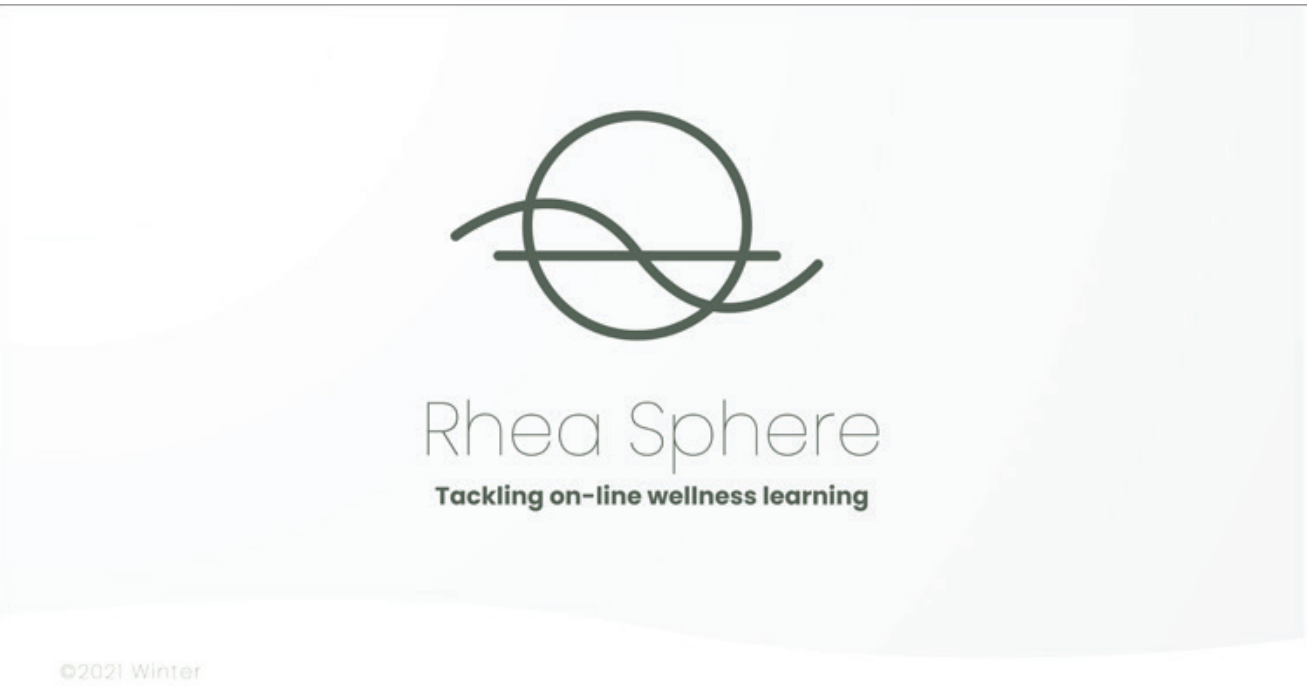
[Take a look around](#)

Log-in

Sign up

Case Study Design

Title Slide



Overview



Initial Designs

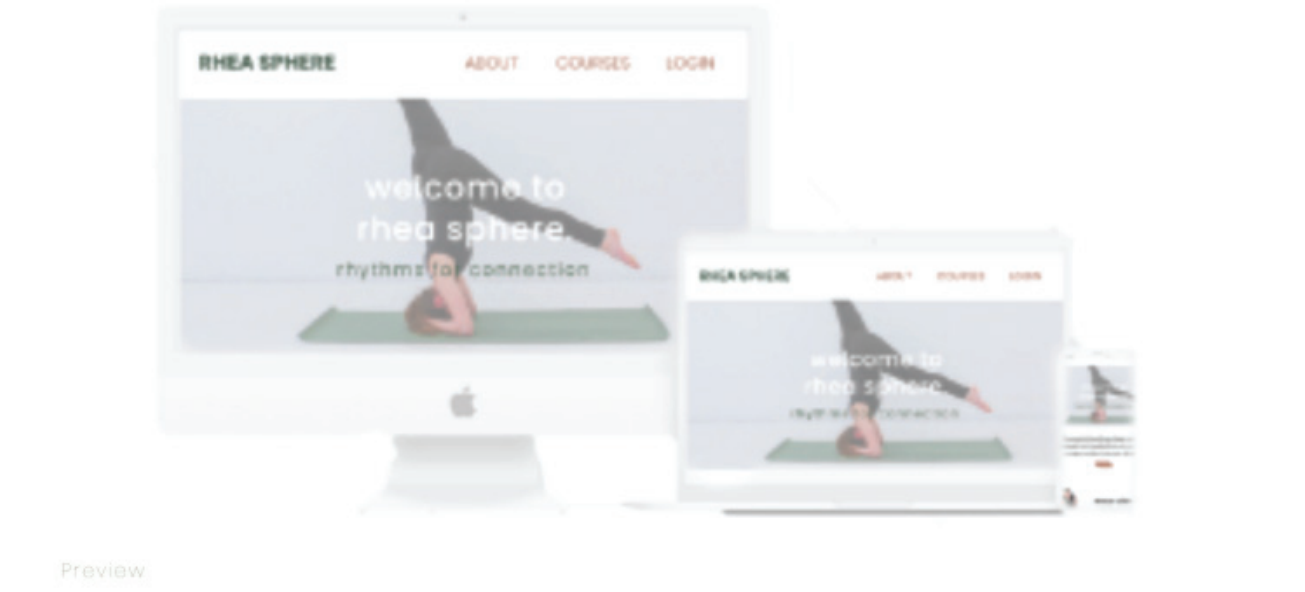
I knew off the bat we needed to include the curve from the logo and began to work it in simply. From here I started generally by looking at what pieces were needed to create a story. To the left are a variety of designs I used to gather feedback and give direction to the style.

Off the bat, the contents seemed disorganized and needed hierarchy, The overview page needed to have a little more breathing room, and I had not defined a solid grid.

Contents	
Setup	001
Overview	003
Process	005
Outcome	010
Visuals	013

Appendices	
Kianna	001
Allie	003
Sean	005
Brooke	010
Ryan	013

Table of Contents



Visuals

Title Slide



Table of Contents

Overview

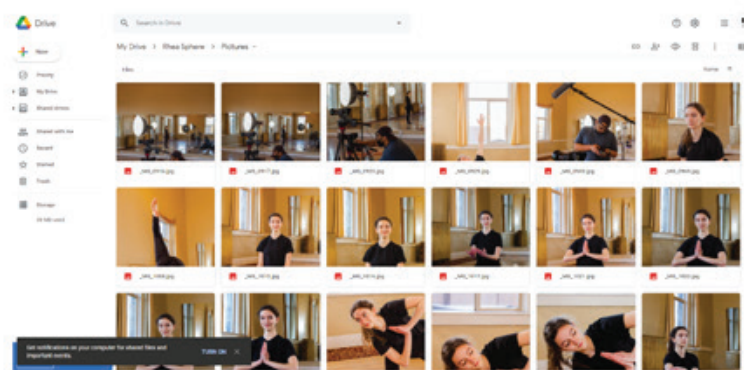
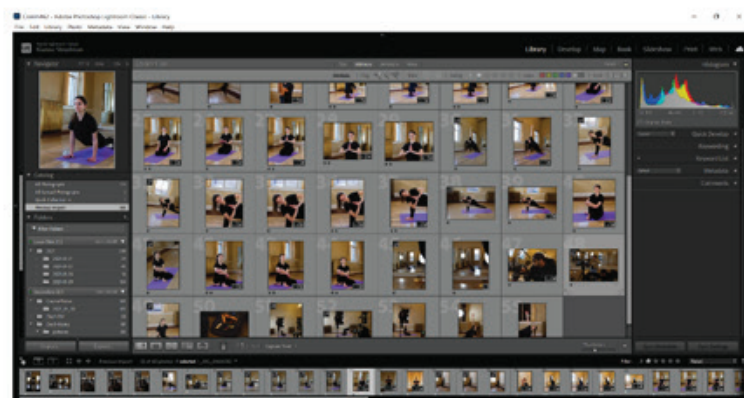


Visuals

Main Body Pages

Once I began to put content onto the main pages I tried splitting the page into thirds, and for curiosity's, sake did so both horizontally and vertically. Ultimately I went ahead with the horizontal split and expanded the grid to sixths over thirds. The spacing for visuals was then set to a 45-pixel gap which would be half of the margin to maintain some consistency. From here I needed to create transition slides, and image-only slides to showcase content on a larger scale.

The following page shows more ideas and image layouts that were explored.



Photography

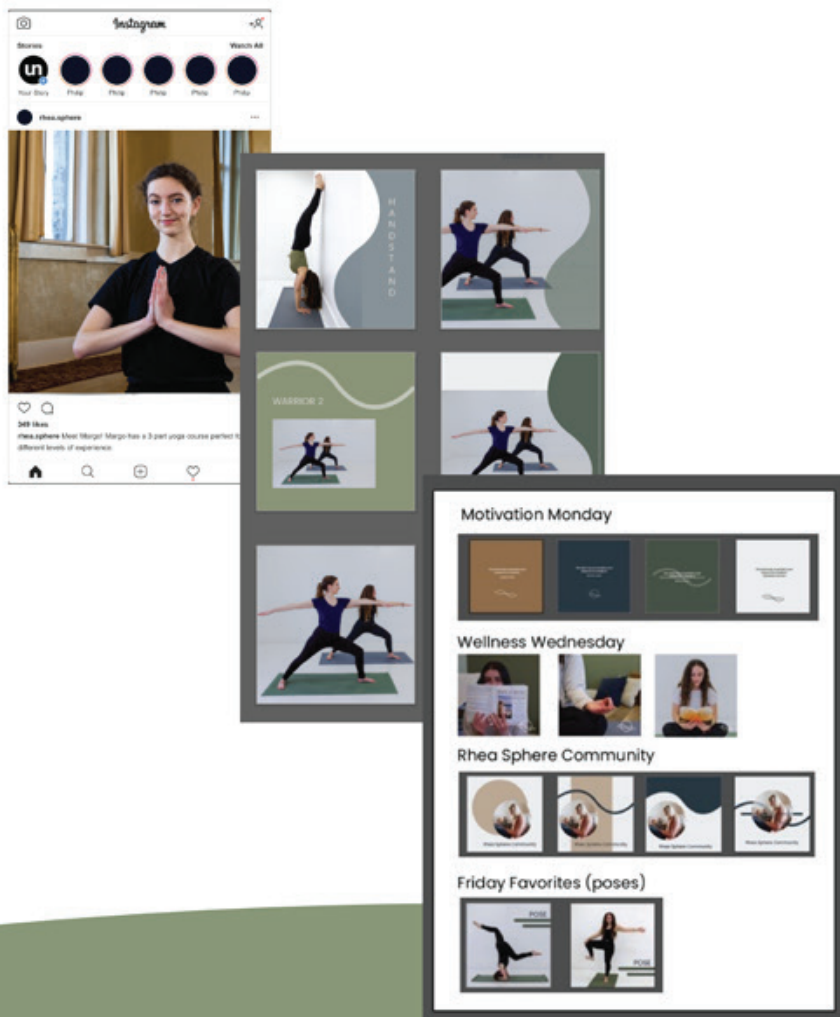
When it came to the web design, we knew that we wanted to create something that felt light and airy to complement the ideals of rhythm and flow that were foundational in our brand identity. From the beginning, we focused on keeping things clean and simple, with minimalist layout and earth tones throughout.

As time went on and new iterations of the web design were created, we drifted further and further away from that original concept. In pursuit of keeping things simple, we relied heavily on boxes and strict lines to create contrast and hierarchy, but we eventually realized that we had strayed too far from the concept of rhythm and flow.

It was in that moment that we knew drastic changes needed to be made. We knew that staying true to our brand message was more important than continuing on our current path. Our entire team met together the following night to strategize a new direction and determine ways that we could keep our tone consistent throughout.

The most impactful decision that we made was to incorporate the flowy line from our logo into our other deliverables. Incorporating that shape became foundational in all other design decisions regarding the website. We created new headers for all subpages that contained our images inside that very shape, and transformed all of our square images into circles to add to the smooth, "flow-focused" design that we were looking to obtain from the beginning.

Moving forward, we were more conscious about every decision we made. We knew how easy it was to stray from the predetermined decisions, especially as time went on, and especially with multiple people working on a single project. Throughout every stage going forward, we made an effort to communicate our progress and check in with each other. We continually focused on communicating those core values in all of the little details, because at the end of it all, it's the small decisions along the way that determine the true quality of a project.



Social Media

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Videography

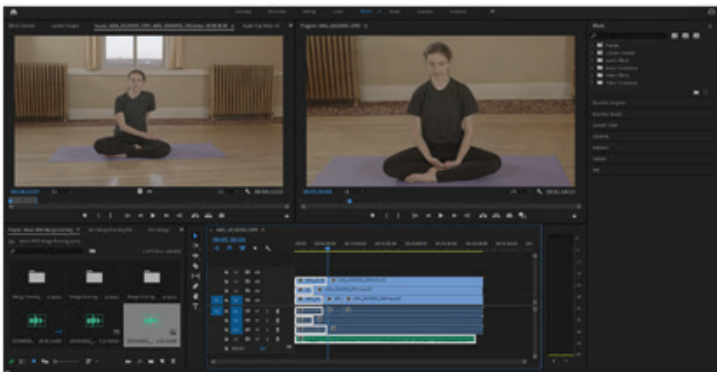
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Mobile App

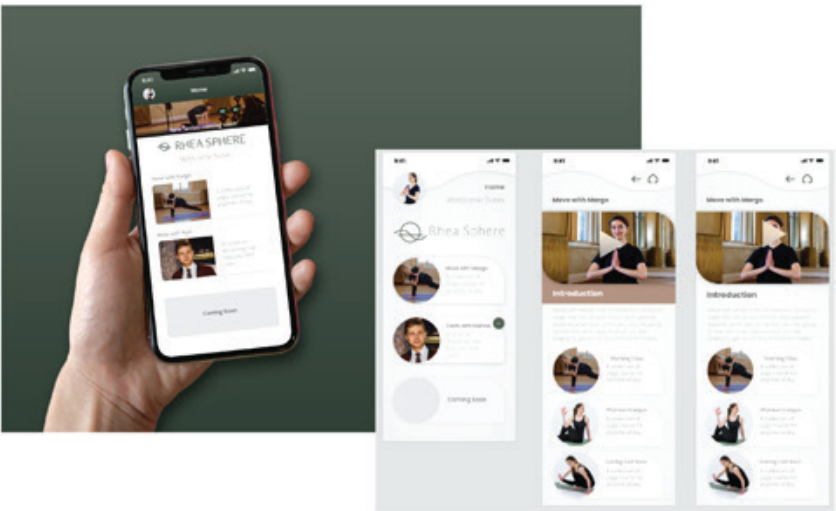
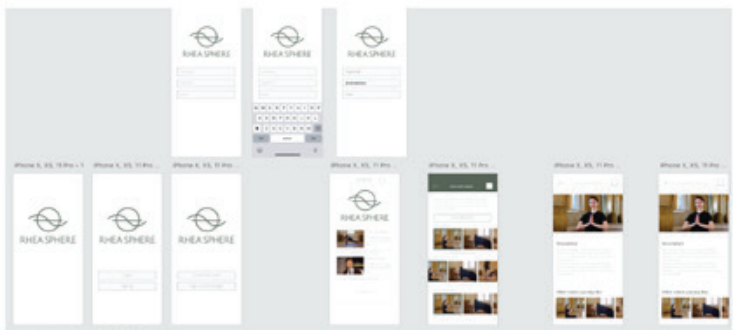
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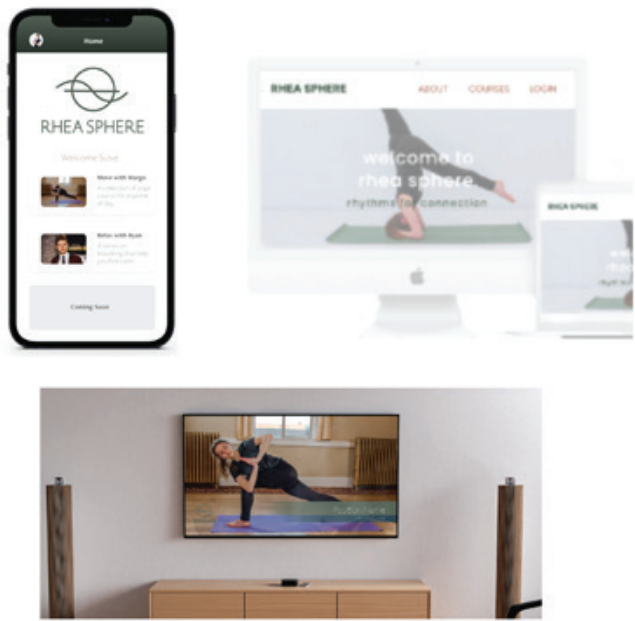
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What is Rhea Sphere?

Rhea Sphere is an online wellness collective focused on bringing flow and grounding to the lives of our students. The courses have been uniquely designed to provide our community with practices and rhythms of connection to themselves, others, and the present moment. Students can access course content on our website or app. They can also connect with our community, and be inspired in their wellness journey, by following our Instagram account @rheaspHERE. We are committed to helping our fellow travelers in life move forward with more joy, health, and mindfulness.



001 Summary

Rhea Sphere

Meet the Team



Allie Palmer
Logo & Web design



Kianna Steadman
Photography &
Visual Director



Sean Smith
Videographer



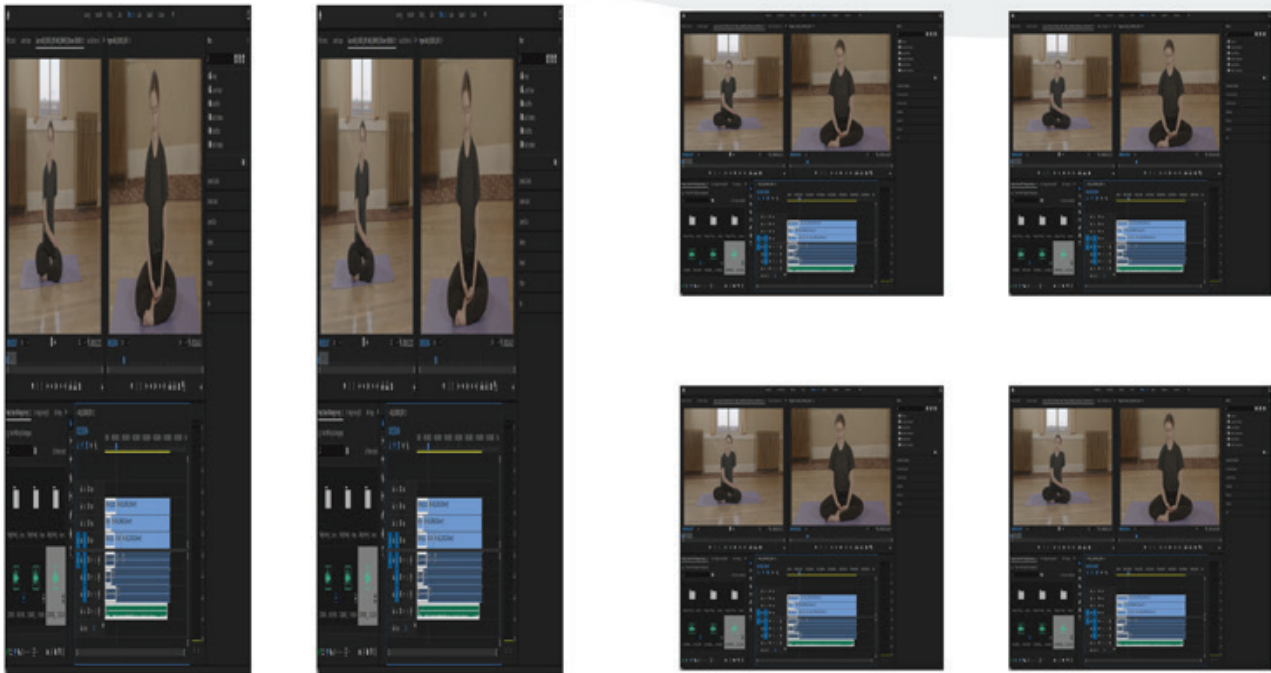
Brooke Munoz
Social Media &
Photography

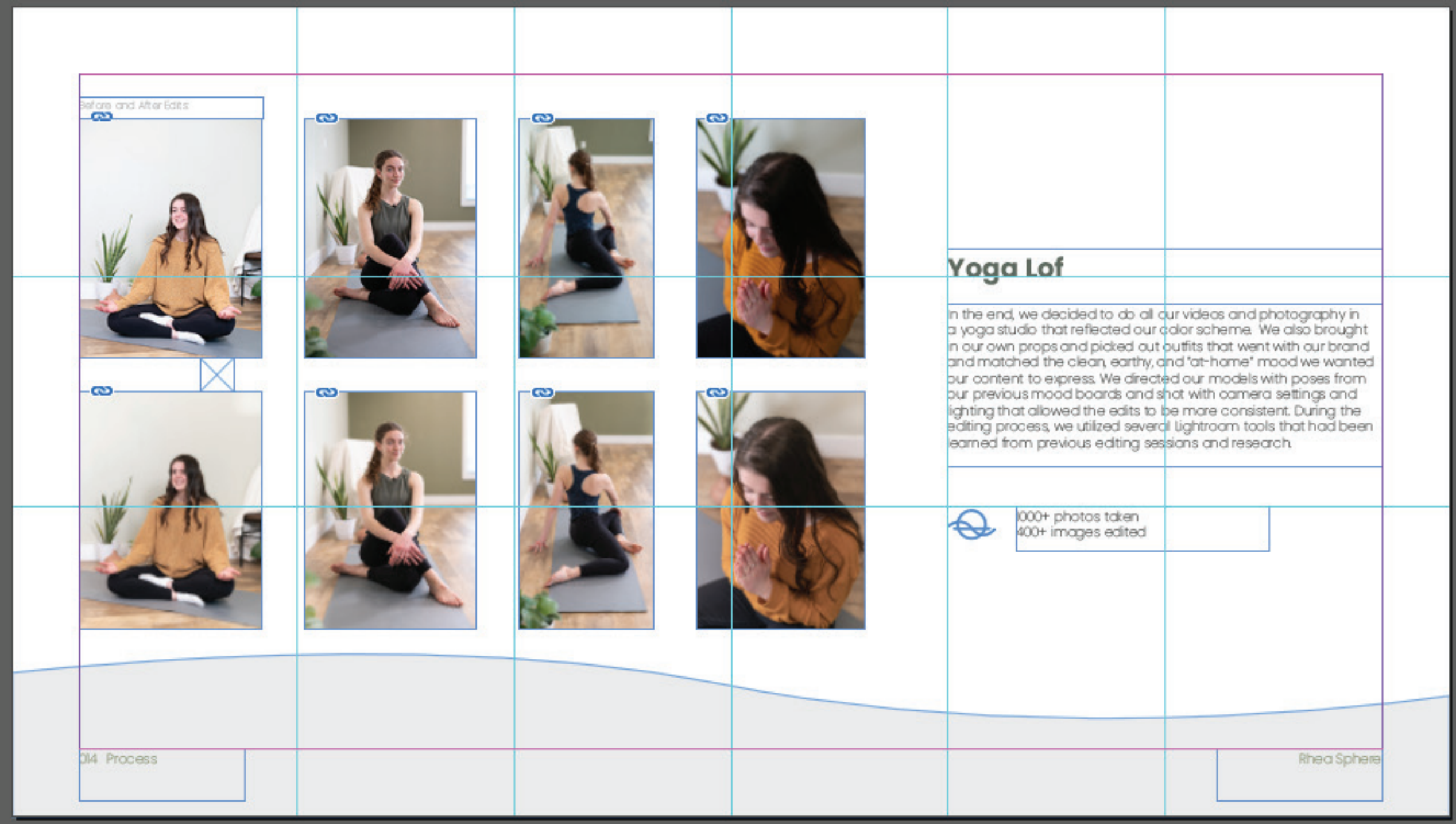


Ryan Doss
Mobile UI Design &
Project Management

002 Summary

Rhea Sphere



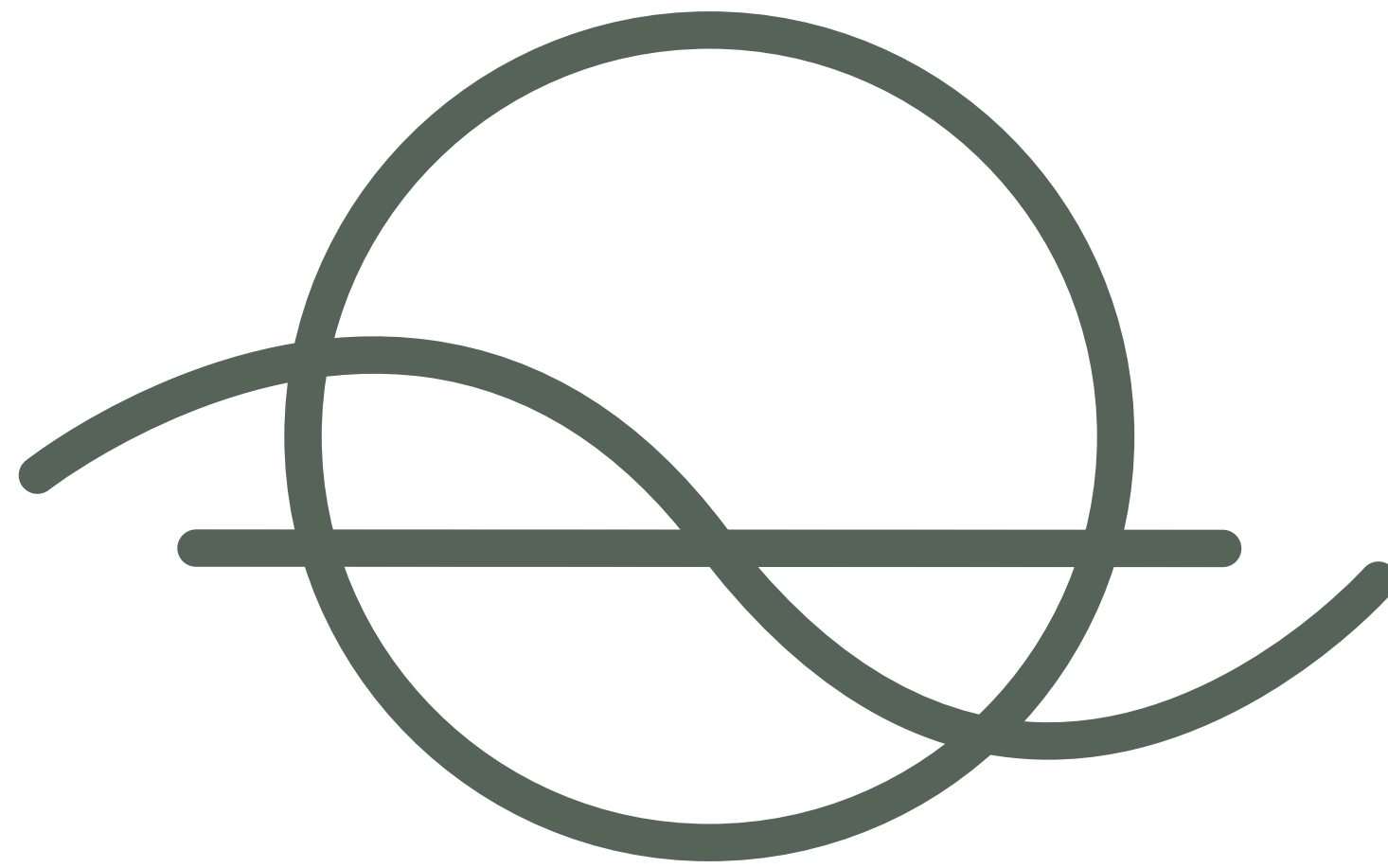


Final Style

To the left here you can see the final style of the case study showing off the spacing, grid use, etc. The rules had to be able to fit a near-infinite number of aspect ratios found in the visual content of this project. Below shows an example of the transition slide with guides and rules showing.

Logo & Style





Thank you