

YEAR PLAN

Graphic Designers

Aeris Wong, Fiona Chung, Katey Kwan

McMaster Science Society

2023-2024

(submitted August 31, 2023)

**MCMASTER
SCIENCE
SOCIETY**





2023-2024 Year Plan

Letter from the Graphic Designers

Hi everyone!

The MSS provides students with many academic and social events and resources, and as Graphic Designers it is our responsibility to create all the promotional materials so that students can stay informed. Last year, we (Veronica Cui, Aeris Wong, and Fiona Chung) continued to create promotional materials and were very successful in establishing a solid MSS branding through the MSS Brand Manual. As well as establishing our own templates/formulas. In the upcoming 2023-2024 school year, we hope to continue the updates to this manual to maintain consistent branding, ensure proper representation of McMaster's diverse community, and set up the next incoming graphic designers for success. As we continue to learn in our roles as graphic designers, we hope to create a style of graphics that are cohesive, easily recognizable to students, and encourage engagement between the MSS and the larger science community! As part of the Communications team, we are highly motivated to keep on top of things and make sure students stay engaged and informed, as the need for online resources and promotional materials will be at an all-time high. We hope to release a series of tutorials related to graphic design concepts to increase the resources available to students. The goal of these tutorials is to provide useful knowledge that everyone can learn and apply for their own personal use and hopefully inspire them to pursue their own graphic design projects. We will continue to strive to promote a sense of community in the Faculty of Science by releasing more stickers for students that will promote the MSS and inspire others to join the MSS as well.

Best,

Aeris Wong, Fiona Chung and Katey Kwan

Graphic Designers

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TIMELINE

Month	Objective/Project/Event/Goals
June	<p>Events/Projects:</p> <ol style="list-style-type: none"> 1. Communications request forms 2. MSS Branding: New Colour Palette 3. 2SLGBTQIA+ Figures in STEM Miniseries <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests 2. Establish a colour coding system for each MSS portfolio
July	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form 2. Welcome Week MSS Bucket Hats <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests 2. Design and finalize bucket hat designs
August	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form 2. MSS official merchandise 3. MSS Official Merch 4. BIPOC in STEM <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests 2. Design general and Women in STEM merch design
September	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form 2. Re-open merchandise shop



	<p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests 2. Finalize merchandise designs
October	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests
November	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests
December	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests
January	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form 2. Sticker making + hot chocolate event (Graphic Design Workshop) <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests
February	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests
March	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form 2. Update the Brand Manual <p>Things to complete:</p>



	1. Complete graphics requests
April	<p>Events/ Projects:</p> <ol style="list-style-type: none"> 1. Communications request form 2. Complete Transition Report <p>Things to complete:</p> <ol style="list-style-type: none"> 1. Complete graphics requests

OBJECTIVES:

Objective 1: Updating the MSS Brand Manual	
Description/ Current State	<p>Nathale and Lovette created the MSS Brand Manual in the 2018/2019 year. Nathale and Pranipa made some updates in the 2019/2020 year and Claire and Hailey made some updates in the 2020/2021 year. It currently has information about:</p> <ul style="list-style-type: none"> - MSS logo - Fonts - Dimensions - Colours & colour palette resources - Resources for fonts, inclusivity, affinity tutorials etc.
Goal	<p>Completely update the Brand Manual by reconstructing a new manual.</p> <ul style="list-style-type: none"> - Establishing a new colour palette and coding system for each portfolio <ul style="list-style-type: none"> - Maintaining this consistency in our social media posts - spatial layout of posts
Long Term Implications	<p>Updating the MSS Brand Manual will hopefully make it easier for future graphic designers to succeed in their role.</p> <ul style="list-style-type: none"> - They will have many resources to help them learn the basics of graphic design, always consider proper representation, and develop a solid sense of the MSS brand - Together these will hopefully develop a cohesive style throughout all MSS graphics
Partners	<p>McMaster's Equity and Inclusion Office</p> <ul style="list-style-type: none"> - equity@mcmaster.ca



	<p style="text-align: right;">- University Hall, Room 104</p> <p>Hamilton, ON L8S 4S4 (905) 525-9140, ext. 27581 VP Communications: Daisy Pham - vpcomm@mcmastersciencesociety.com</p>
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Objective 2: Improving student engagement in graphic design	
Description/ Current State	Design workshops began during the 2019 Fall semester and continued to 2022 Fall semester. However, there is no new content that can be taught that hasn't been done in prior years already. This could lead to lack of interest or engagement and poor attendance.
Goal	<p>To improve engagement and increase the resources available to students in a fun and approachable manner outside of the typical workshop setting.</p> <ul style="list-style-type: none"> - Host social night events that incorporate a graphic design activity to do - Provide students with the opportunity to learn about how to create/ design using Affinity Designer or through other accessible platforms
Long Term Implications	<p>By increasing resources and opportunities to learn more about graphic design, we can hope to inspire more students to pursue art and engage with the MSS.</p> <ul style="list-style-type: none"> - Encourage more students to apply for the position of Graphic Designer on the MSS - Allow students to bring new design skills to the graphics of other program societies and clubs
Partners	<p>VP Communications: Daisy Pham - vpcomm@macsci.ca Communications Team</p>



EVENTS & PROJECTS

Name of Event/Project: MSS Merchandise	
DATE	September 2023
PURPOSE	To create merchandise for the McMaster Faculty of Science
PROCEDURE	<ul style="list-style-type: none"> - Come up with Women in Stem and general MSS merchandise designs - Send out a survey for feedback on designs - Find a feasible method to print and distribute the merchandise
DIFFICULTIES	<p>With the Faculty of Science being one of the larger faculties on campus, we foresee that merchandise may be in high demand and the amount to produce is unknown.</p> <ul style="list-style-type: none"> - We will need to plan how we can distribute merchandise - To ensure that the merchandise can be manufactured and distributed within our budget, we will be communicating with the VP Comms (Daisy)
PARTNERS	VP Communications: Daisy Pham
PROJECTED OUTREACH	Anyone who would like to represent the faculty and MSS
BUDGET	TBD

Name of Event/Project: Sticker Making & Hot Chocolate Event	
DATE	January 2024
PURPOSE	To promote a sense of community within the McMaster Faculty of Science and to promote the MSS.
PROCEDURE	<ul style="list-style-type: none"> - Obtain sticker making & hot chocolate supplies - Book rooms for the event - Promote the event on MSS social media
DIFFICULTIES	<ul style="list-style-type: none"> - Estimating the amount of supplies needed - Generating student interest
PARTNERS	VP Communications: Daisy Pham
PROJECTED OUTREACH	Anyone who would like to participate
BUDGET	<\$100

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