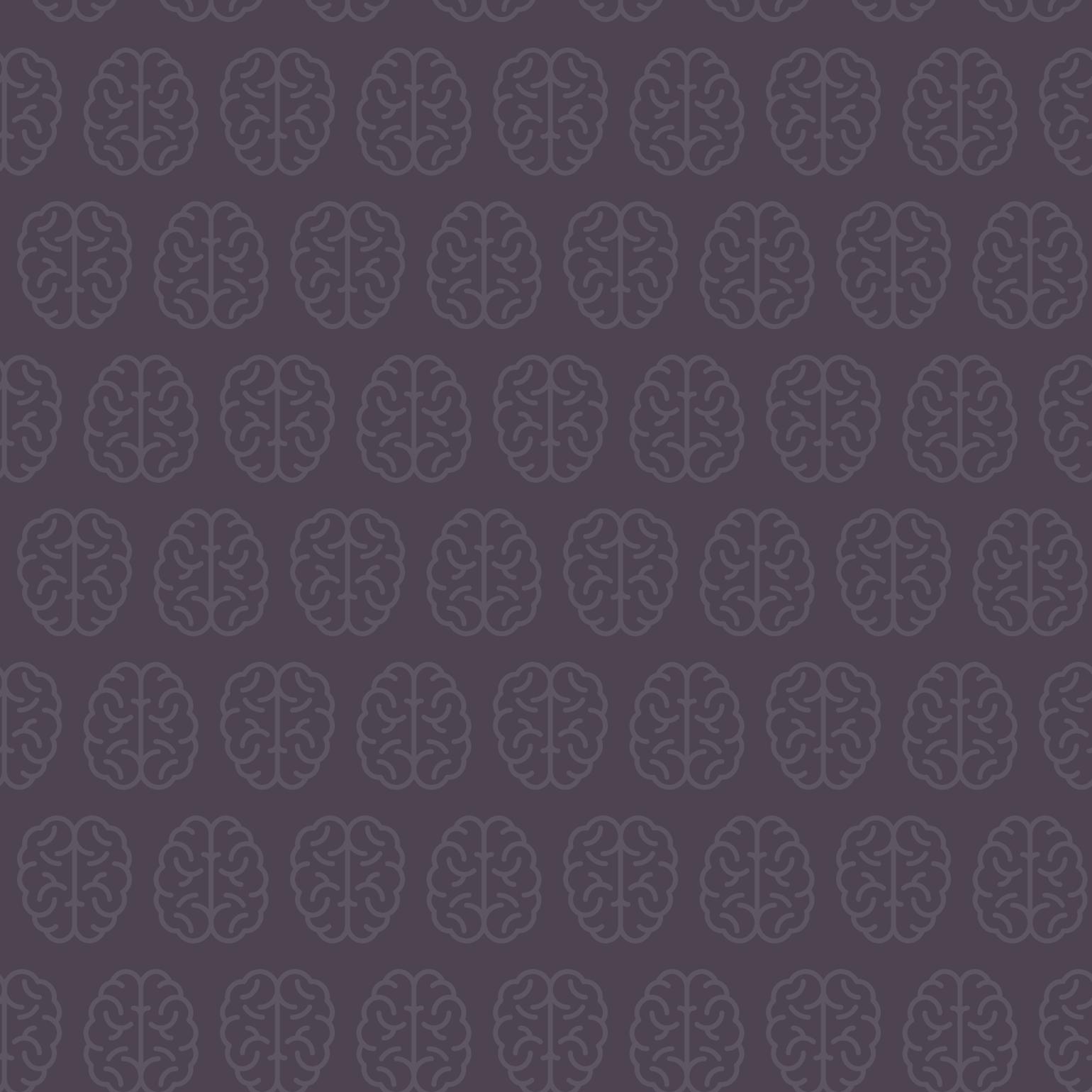


heads  first

## Process Book

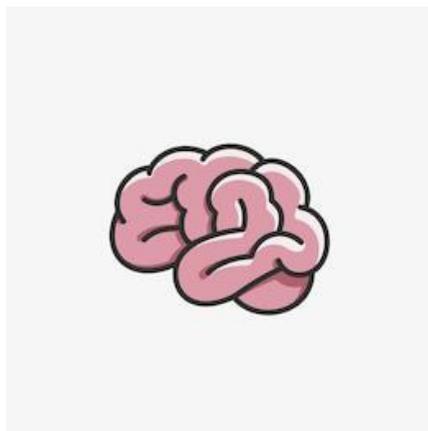
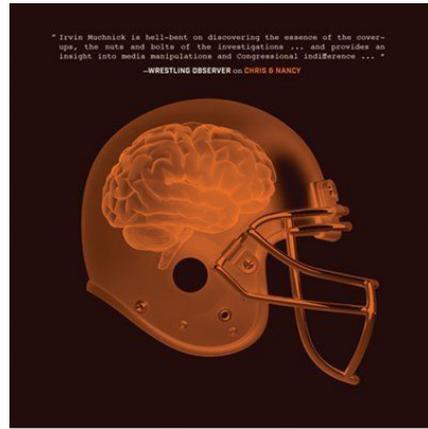
By Brooke Rullman, Emma Robertson, Spencer Vogt  
and Ines Ruiz Martinez



# 1. Research

We began this project by looking at a few different types of research: image research, illustration research, logo research, and informational research.

It was important for us to look at how other designers and illustrators were visualizing concussions because it is not a simple topic to find imagery of. Therefore, we were looking for other ways to show the ideas our information would be explaining.



## CONCUSSION INC.

THE END OF FOOTBALL AS WE KNOW IT

IRVIN MUCHNICK



CareBrains  
TECHNOLOGY



MYTH

FACT

You should never sleep after a concussion.

Sleep can help your brain get the rest it needs after a concussion, especially in the first 24-48 hours.

### SIGNS & SYMPTOMS OF A Concussion

A concussion is a mild traumatic brain injury that can occur after an impact to your head or after a whiplash-type injury that causes your head and brain to shake quickly back and forth.

#### SIGNS OF A CONCUSSION

|                   |  |                                 |                       |
|-------------------|--|---------------------------------|-----------------------|
| Irregular pupil   | Balance issues                                   | Loss of consciousness           | Problems walking      |
| Seizures          | Onset of head or neck pain from the neck to face | Unequal pupil size              | Abnormal eye movement |
| Repeated vomiting | Blurry vision or double vision after the injury  | As inability to wake up or come |                       |

#### SYMPTOMS YOU MAY EXPERIENCE

|                 |                    |                                |                  |                            |
|-----------------|--------------------|--------------------------------|------------------|----------------------------|
| Memory problems | Confusion          | Drowsiness or feeling sluggish | Dizziness        | Double or blurred vision   |
| Headache        | Nausea or vomiting | Sensitivity to light or noise  | Balance problems | Slowed reaction to stimuli |

#### EMERGENCY SYMPTOMS

+ See a doctor if you suspect you or someone else has a concussion.  
 + If you think a person has a neck or back injury, do not move them. Call an ambulance.

#### HOW A CONCUSSION IS DIAGNOSED

A doctor will ask questions about the injury and symptoms.  
 Your doctor may request MRI scan or CT scan.  
 Your doctor may perform an eye test to check for pupil size, eye movements and light sensitivities.

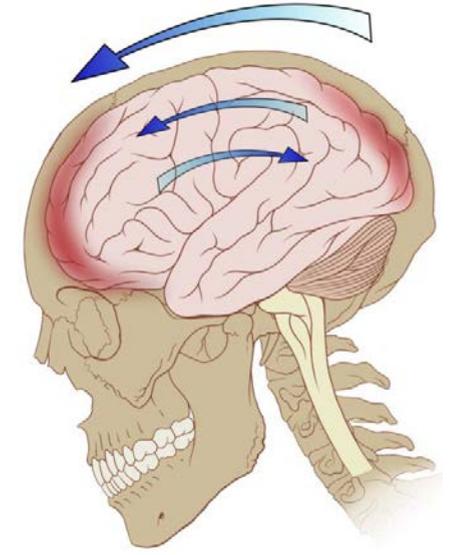
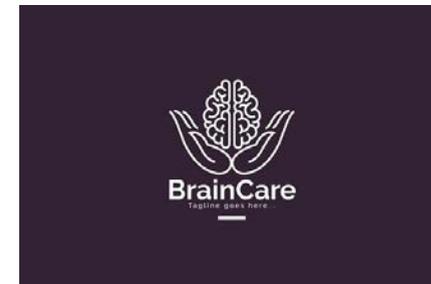
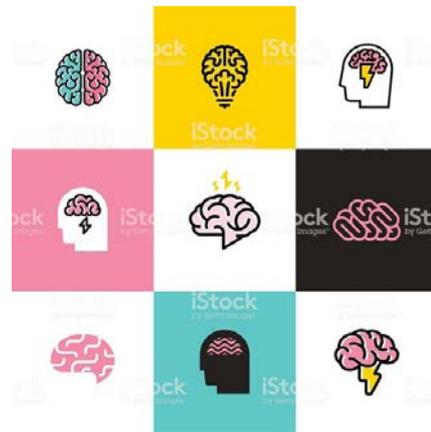
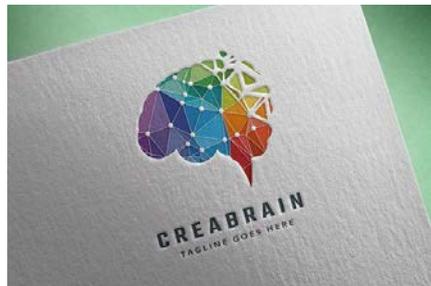
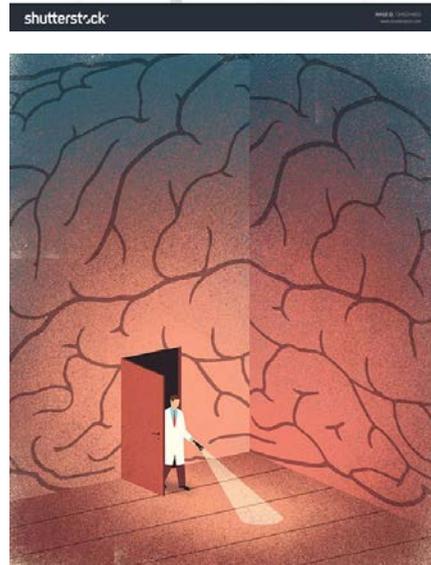
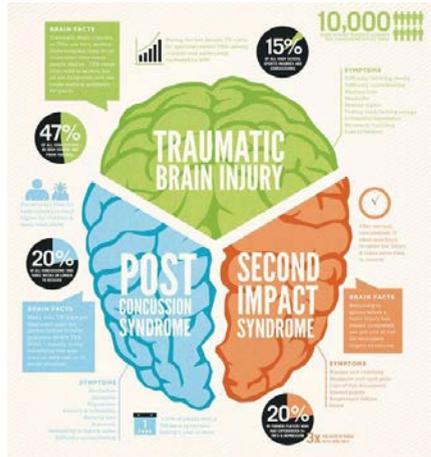
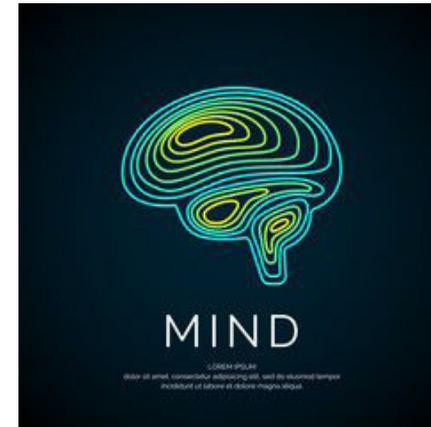
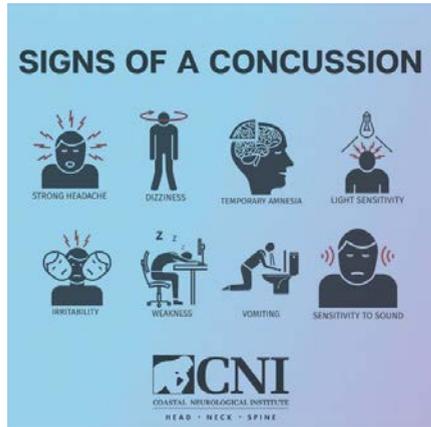
#### TREATMENT

|                                 |  |                                 |                                     |
|---------------------------------|--|---------------------------------|-------------------------------------|
| Depends on severity of symptoms | May need surgery/medical procedures if bleeding or swelling in the brain | Over-the-counter pain relievers | Rest and avoid strenuous activities |
|---------------------------------|--|---------------------------------|-------------------------------------|

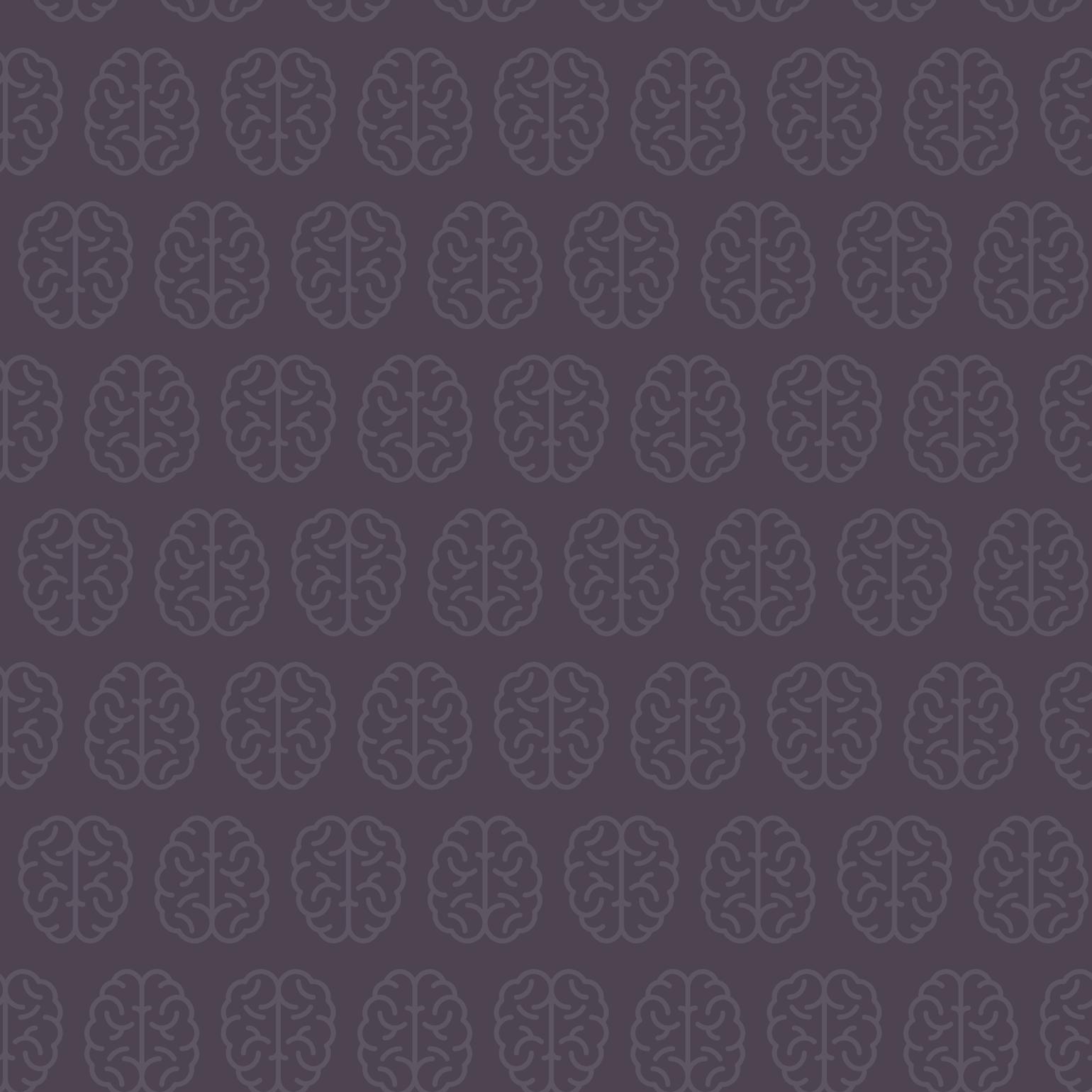


Your brain can't ask for help...  
But you can.

Visit [www.mind.org.uk](http://www.mind.org.uk) or call our info line at 0300 123 3393 or text 46863 to find out how mind can help you.







## 2. Personas

To better understand what information we needed to include on our site, we looked at concussions from the perspectives of people who are affected by them. We looked at four different people: a college athlete who has suffered from concussions, a high school student doing a project on concussions, a physician's assistant at a D1 college, and a mother of a hockey player.



# KAMILLA WALKER

**Age:** 20  
**Hometown:** North Haven, CT  
**Occupation:** Student Athlete

## BIO

Kamilla is a student-athlete who got a concussion during her freshman year of college. She's looking for a resource to learn more about concussions so she knows what she's dealing with.

## INTERESTS

- Playing sports
- Hanging out with friends
- Reading science books

## GOALS

Kamilla wants to learn everything she can about how to prevent herself from getting another concussion. She wants to be able to use a website that will teach her how she can be more aware.

## PERSONALITY



Introverted                      Extroverted



Sensing                      Intuition



Thinking                      Feeling



Judging                      Perceiving



# MIKE PERKINS

**Age:** 15  
**Hometown:** Hartford, CT  
**Occupation:** High school student

## BIO

Mike is a high school student that is doing a project for school on concussions. He's interested in concussions because a few of his friends have gotten them.

## INTERESTS

- Playing football
- Going to the movies with friends
- Learning about history

## GOALS

Mike needs a website that has lots of information about everything involving concussions. He wants it to be scannable and easy to read so it will be very quick for him to come up with notes.

## PERSONALITY



Introverted                      Extroverted



Sensing                      Intuition



Thinking                      Feeling



Judging                      Perceiving



# CRISTIAN ROBERT

**Age:** 33  
**Hometown:** Boston, MA  
**Occupation:** PA

## BIO

Cristian is a PA at a D1 college. He sees concussions frequently because they have become so common and he's incredibly passionate about raising awareness for concussions.

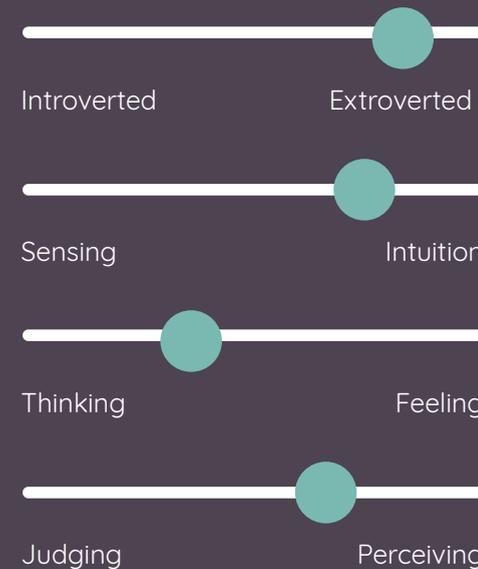
## INTERESTS

- Likes sports
- Plays tennis with friends
- Likes to read comics

## GOALS

Cristian is looking for a great resource to show his players and student athletes. He's looking for a website that warns of the dangers of playing through head injuries.

## PERSONALITY



# SANDRA HOLMES

**Age:** 42  
**Hometown:** Fairfield, CT  
**Occupation:** Accountant

## BIO

Sandra has two sons who are avid hockey players. She loves watching them play but is often worried that one day they'll get seriously injured and won't be able to recover.

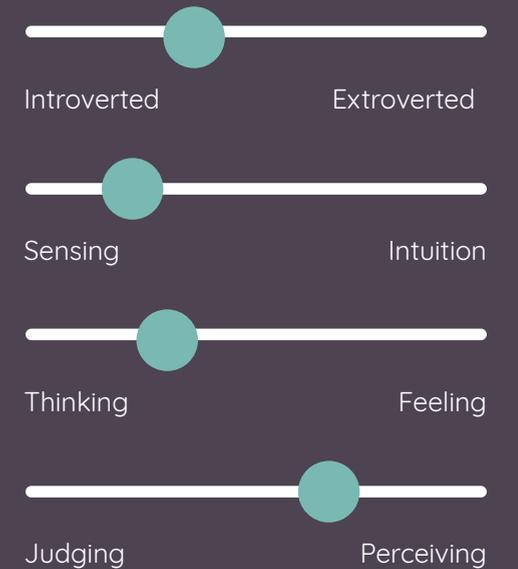
## INTERESTS

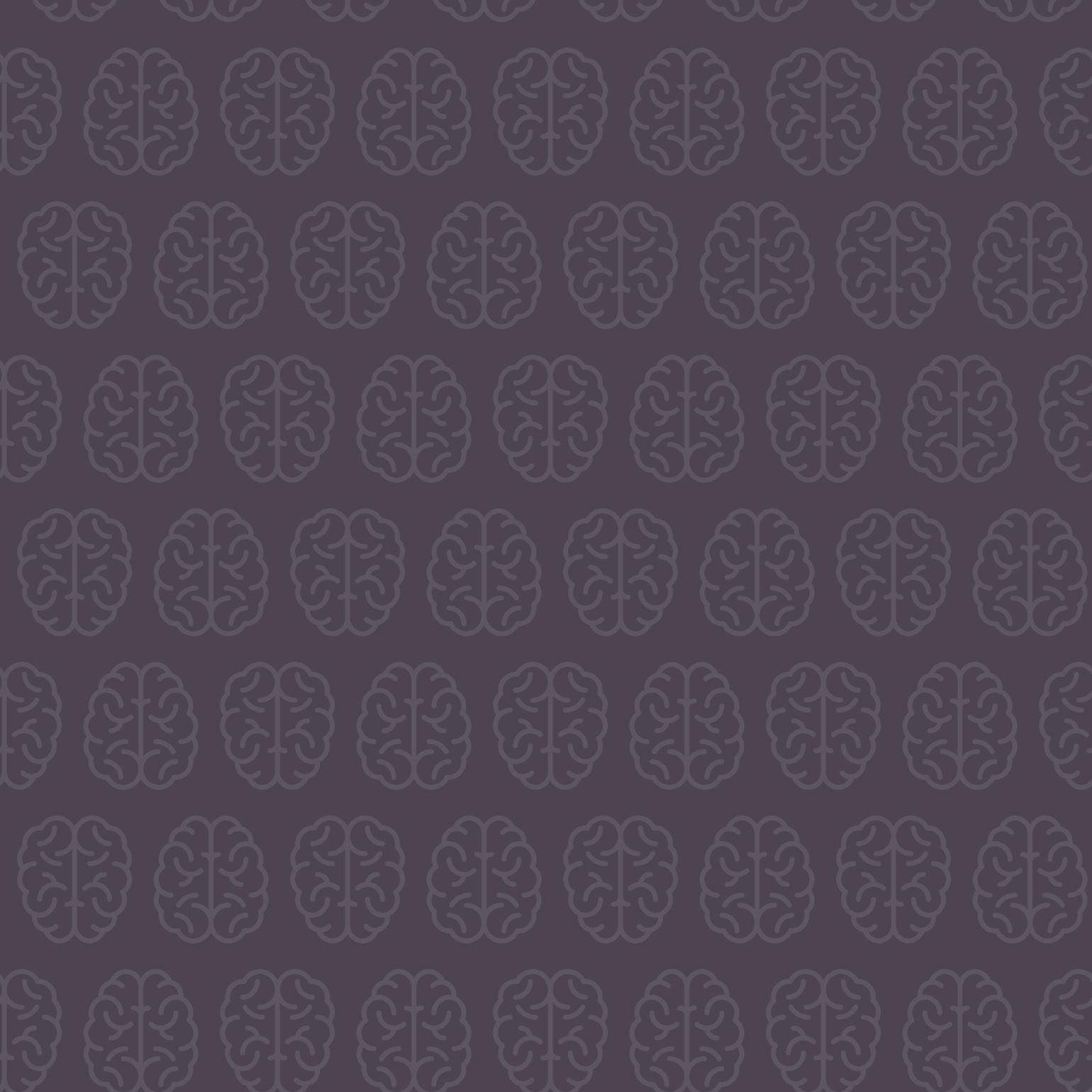
- Spending time with family
- Reading
- Spending time in her garden

## GOALS

Sandra is looking for more information about concussions. She knows that they are common in hockey but really wants to see what the danger is.

## PERSONALITY

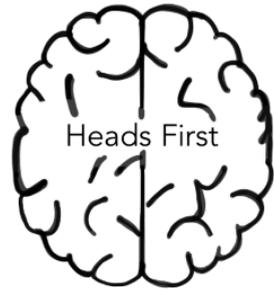


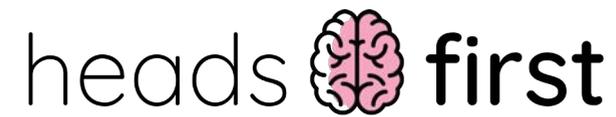


## 3. Brand Identity

When drafting a logo, we were aiming to create something simple. We knew we wanted to create something that incorporated a brain because that would be the best way of showing that our organization was concussion related.

For type and color, we wanted something that would be bold and that would stand out. A sans serif typeface was a logical solution. Color was more difficult because most color palettes for health related organizations are predictable. We tried to pick something more out of the box that would help our brand stand out.





# HEADS FIRST!

Concussion Awareness

# HEADS FIRST!

Concussion Awareness

**heads** first



Raleway Thin  
*Raleway Thin Italic*  
Raleway Extralight  
*Raleway Extralight Italic*  
Raleway Light  
*Raleway Light Italic*  
Raleway Regular  
*Raleway Italic*  
Raleway Medium  
*Raleway Medium Italic*  
Raleway SemiBold  
*Raleway SemiBold Italic*  
Raleway Bold  
*Raleway Bold Italic*  
Raleway ExtraBold  
*Raleway ExtraBold Italic*  
Raleway Black  
*Raleway Black Italic*

Proxima Nova Thin  
*Proxima Nova Thin Italic*  
Proxima Nova Light  
*Proxima Nova Extralight Italic*  
Proxima Nova Regular  
*Proxima Nova Italic*  
Proxima Nova Medium  
*Proxima Nova Medium Italic*  
Proxima Nova SemiBold  
*Proxima Nova SemiBold Italic*  
Proxima Nova Bold  
*Proxima Nova Bold Italic*  
Proxima Nova ExtraBold  
*Proxima Nova ExtraBold Italic*  
Proxima Nova Black  
*Proxima Nova Black Italic*

Quicksand Light  
Quicksand Regular  
Quicksand Medium  
Quicksand Bold

Montserrat Thin  
*Montserrat Thin Italic*  
Montserrat ExtraLight  
*Montserrat ExtraLight Italic*  
Montserrat Light  
*Montserrat Light Italic*  
Montserrat Regular  
*Montserrat Italic*  
Montserrat Medium  
*Montserrat Medium Italic*  
Montserrat SemiBold  
*Montserrat SemiBold Italic*  
Montserrat Bold  
*Montserrat Bold Italic*  
Montserrat ExtraBold  
*Montserrat ExtraBold Italic*  
Montserrat Black  
*Montserrat Black Italic*

Baskerville Regular  
*Baskerville Italic*  
Baskerville SemiBold  
*Baskerville SemiBold Italic*  
Baskerville Bold  
*Baskerville Bold Italic*

Charter Roman  
*Charter Italic*  
Charter Bold  
*Charter Bold Italic*  
Charter Black  
*Charter Black Italic*

Marion Regular  
*Marion Italic*  
Marion Bold



heads  first

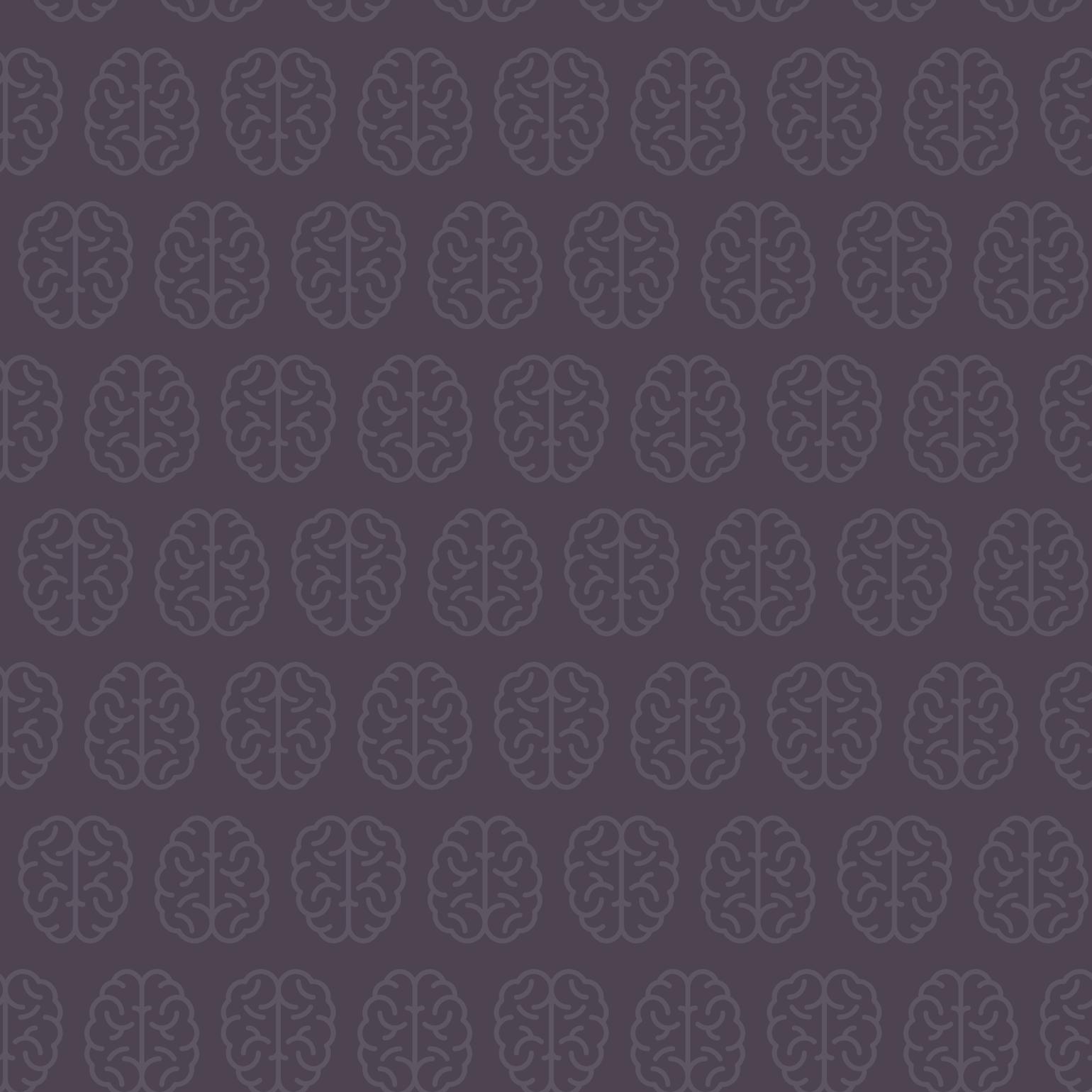
## LOREM IPSUM DOLOR

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Our final brand identity went through a few changes throughout the design process based on feedback from peers. We created two variations of a logo using the same icon. Initially, we had used a combination of all uppercase and all lowercase letters, but settled on all lowercase because of the unusual shape of the capital R.

While initially using a bright pink, we switched for a color that felt less brain-like. The brain icon is clearly still a brain, but has less of a realistic coloring. The typeface we chose, Quicksand, is a rounded sans serif. It pairs nicely with the curves and the roundness of the icon used in the logo.



## 4. Poster Comps

Our initial poster comps were drastically different than our final poster comps. After establishing our branding, the poster totally evolved. After suggestions from peers, we landed on an illustration style poster, which we ended up also carrying through our site.

After landing on a poster design, we made some minor tweaks before landing on a final version (such as altering the headshapes of runners and tightening leading). The post cards pick up the same style as the poster in a smaller form.



# CONCUSSION AWARENESS 5K

Laboria dolesti onsequis aut volupta  
spindel molupta cus aut et alitis int.  
Tiore ium volore simin cum laut voluptam  
qui comniae. Lo ma dolo explant, tet odi  
berumquo doluptatium quodit laboreh  
enditis illuptam, exerunt, que cuptat odi  
cone pore et moluptat.

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dolupta spienih.  
illesto bla des nus eosapis quaect

October 24th  
9:00 a.m.

Jennings Beach  
880 S Benson Rd  
Fairfield, CT US 06824




CONCUSSION  
AWARENESS 5K

October 24th  
9:00 a.m.

Jennings Beach  
880 S Benson Rd  
Fairfield, CT US 06824



Laboria dolesti onsequis aut volupta  
spindel molupta cus aut et alitis int.  
Tiore ium volore simin cum laut  
voluptam qui comniae. Lo ma  
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PRESENTED BY

heads  first



CONCUSSION  
AWARENESS 5K

OCTOBER 17<sup>TH</sup> 2019  
Central Park, New York, NY  
Race begins @ 9:30 a.m.

FOR MORE INFORMATION VISIT: [www.headsfirst.com](http://www.headsfirst.com)

PRESENTED BY

heads  first



CONCUSSION  
AWARENESS 5K

Join Heads First on October 17<sup>th</sup> at 9:30 a.m. in Central Park for a 5K to raise awareness of concussion prevention. To participate there will be a one time fee of \$20. The money raised for the event will go directly back into research to help protect people's brains from serious damage.



After the 5K there will be food trucks and drinks **free** for all who attend the event.

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## helmet 5K

*concussion awareness run/walk*

Friday September 18, 2020  
That Park Somewhere  
9AM Start  
\$15 Registration  
[www.headsfirst.com/register](http://www.headsfirst.com/register)



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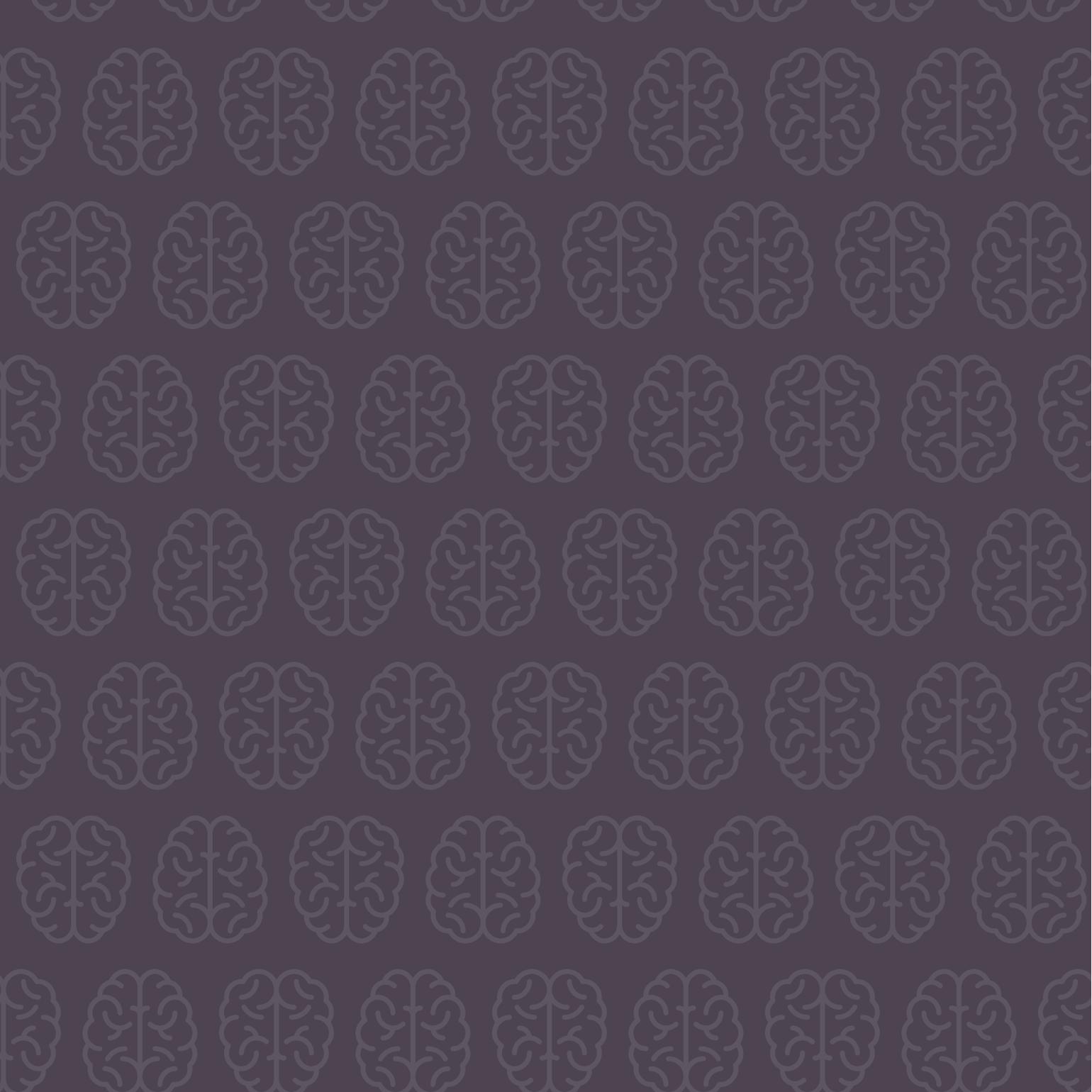


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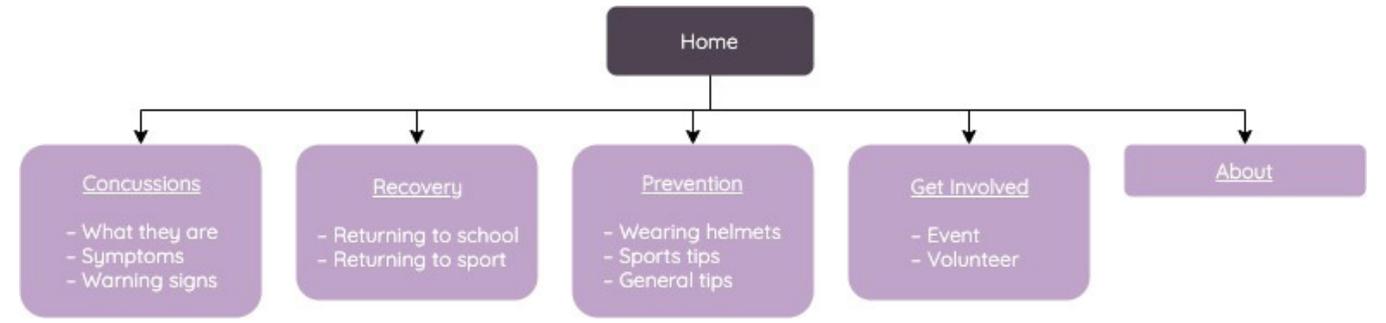
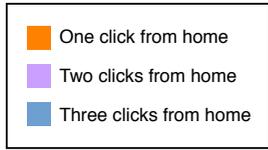
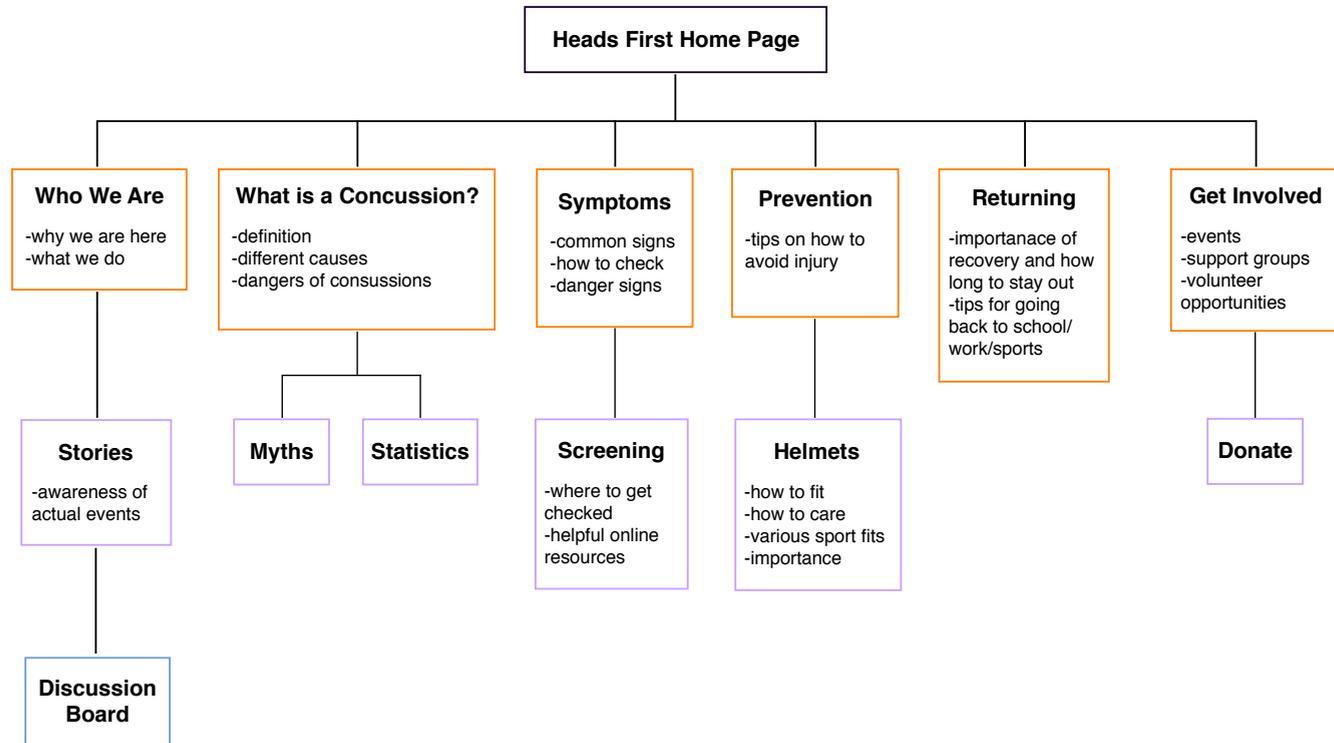
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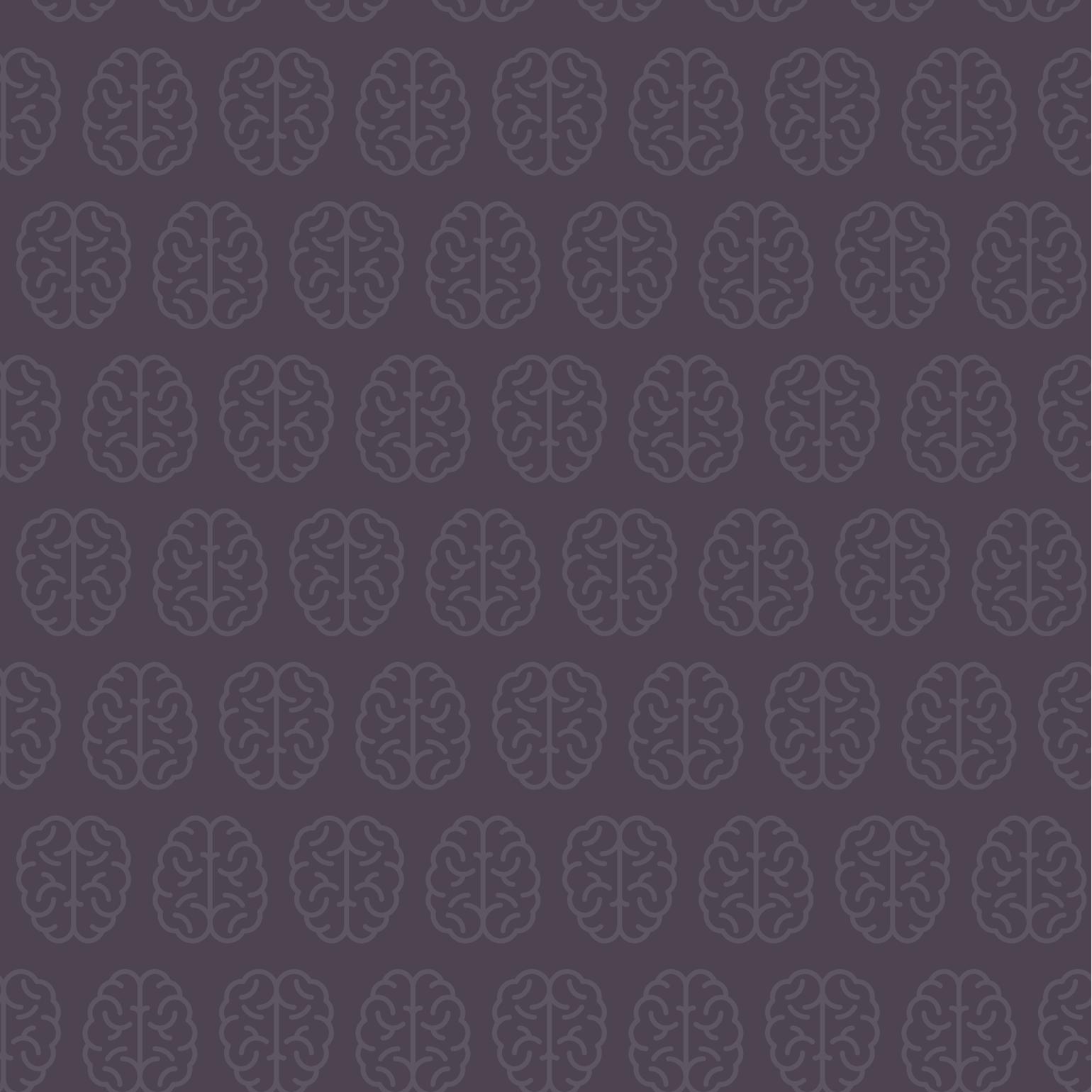


## 5. IA/Site Map

Our information architecture started out fairly complicated. As the weeks went on and we were able to identify what was doable and what wasn't in the short amount of time we had left, we condensed our IA considerably.

We narrowed down information and features to what was important and what was able to be cut. We wanted to create the simplest experience possible for our users, and our final site map achieves that.





## 6. Wireframes

Each member of our group created different wireframes, and we all had different ideas of how we saw the site coming together. The following pages are early ideas for the general layout and content of our website.

NAV

EVENT NAME

**X DAYS X HOURS X MINUTES X SECONDS**

MISSION TITLE

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dictum non consectetur a erat nunc. Ut sem viverra aliquet eget sit. Dignissim enim sit amet venenatis urna cursus eget nunc. Tellus mauris a diam maecenas. Tristique nulla aliquet enim tortor at auctor urna nunc.

NAV

**HEADLINE**

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**RESOURCES**

LOREM IPSUM

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LEARN MORE

LOREM IPSUM

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LEARN MORE

LOREM IPSUM

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LEARN MORE

LOREM IPSUM

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LEARN MORE

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**SIGN UP TITLE**

FULL NAME

EMAIL PHONE

SIGN UP

**SIGN UP TITLE**

FULL NAME

EMAIL PHONE

SIGN UP

LOGO

**BIG TITLE SOMETHING IMPORTANT**

SOMETHING ELSE TELLING MORE INFO ABOUT THAT THING

DO SOMETHING BUTTON

**DID YOU KNOW? (STATISTICAL STUFF)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

FOOTER INFO



TITLE OF SOMETHING



FOOTER INFO



STATISTIC INFO ON CONCUSSION MATCHING THE GRAPHIC



STATISTIC INFO ON CONCUSSION MATCHING THE GRAPHIC

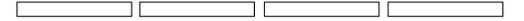


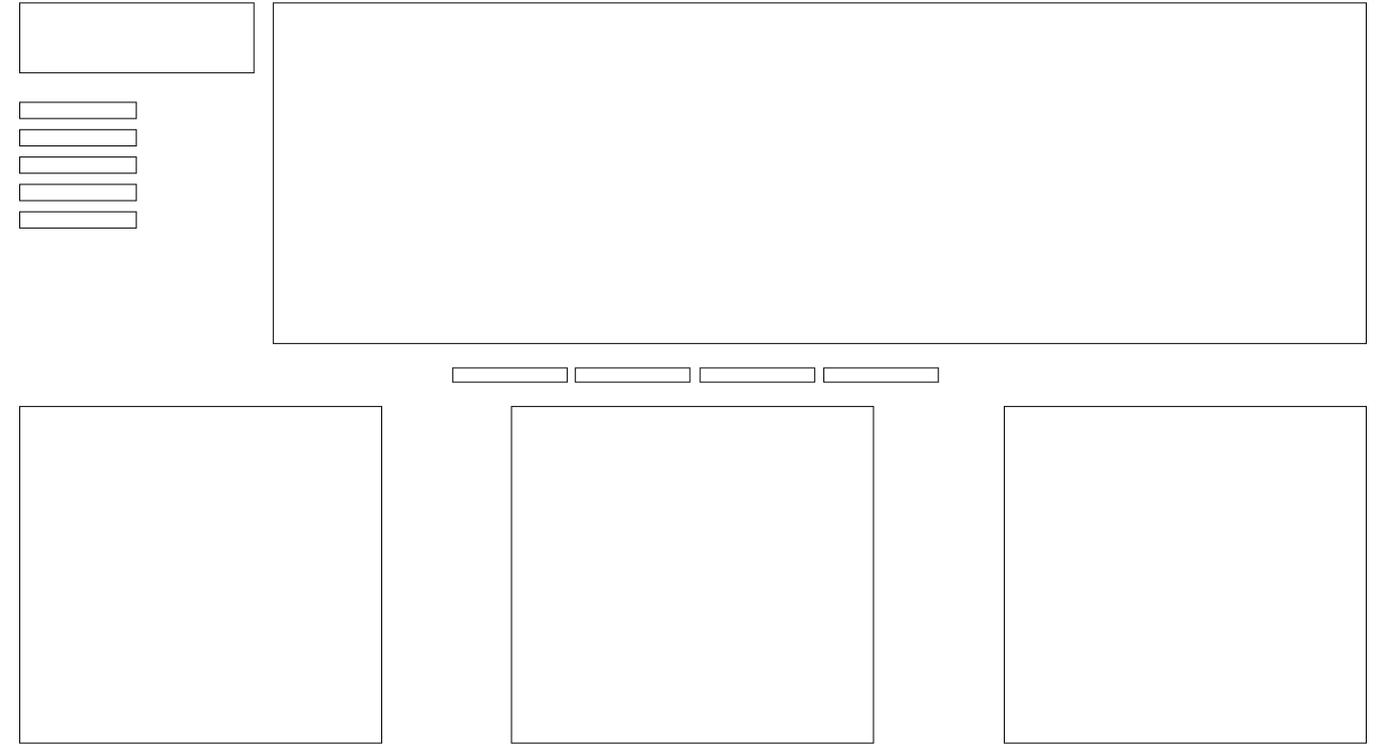
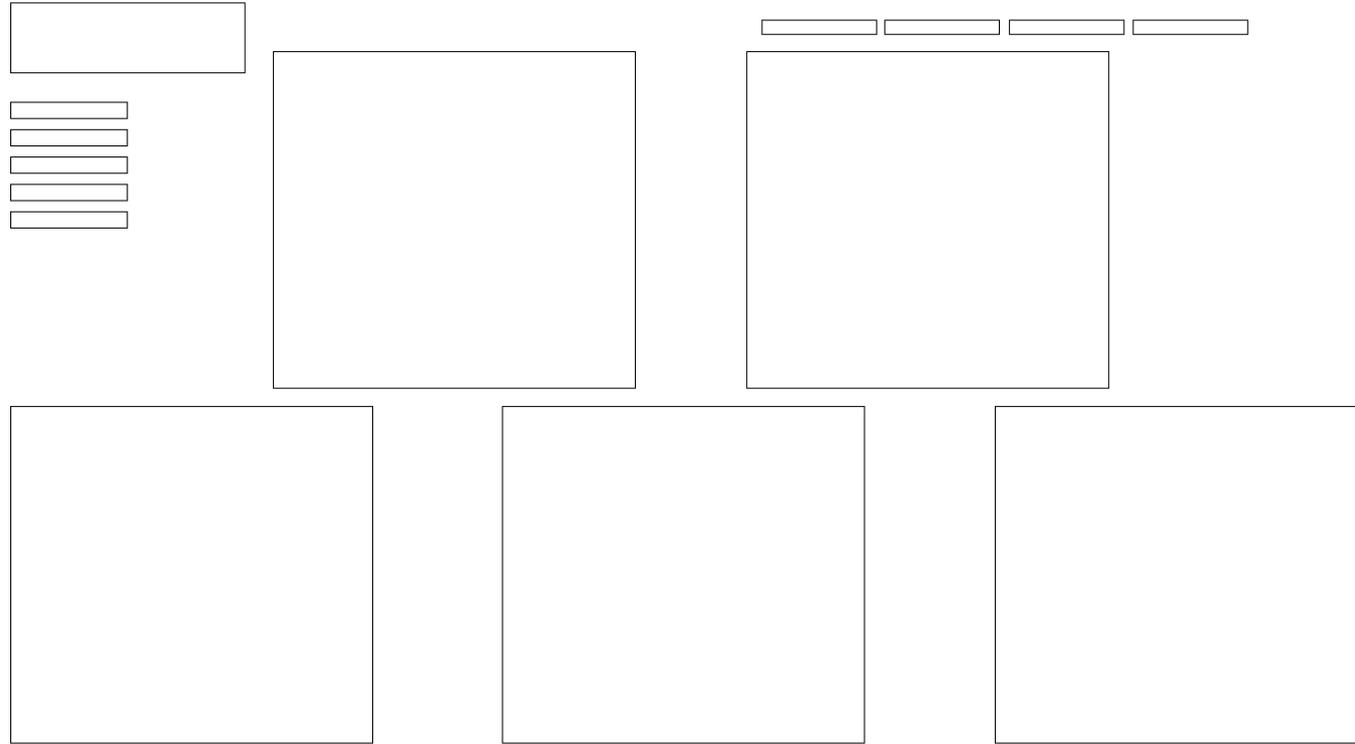
EVENT INFO AND GRAPHIC

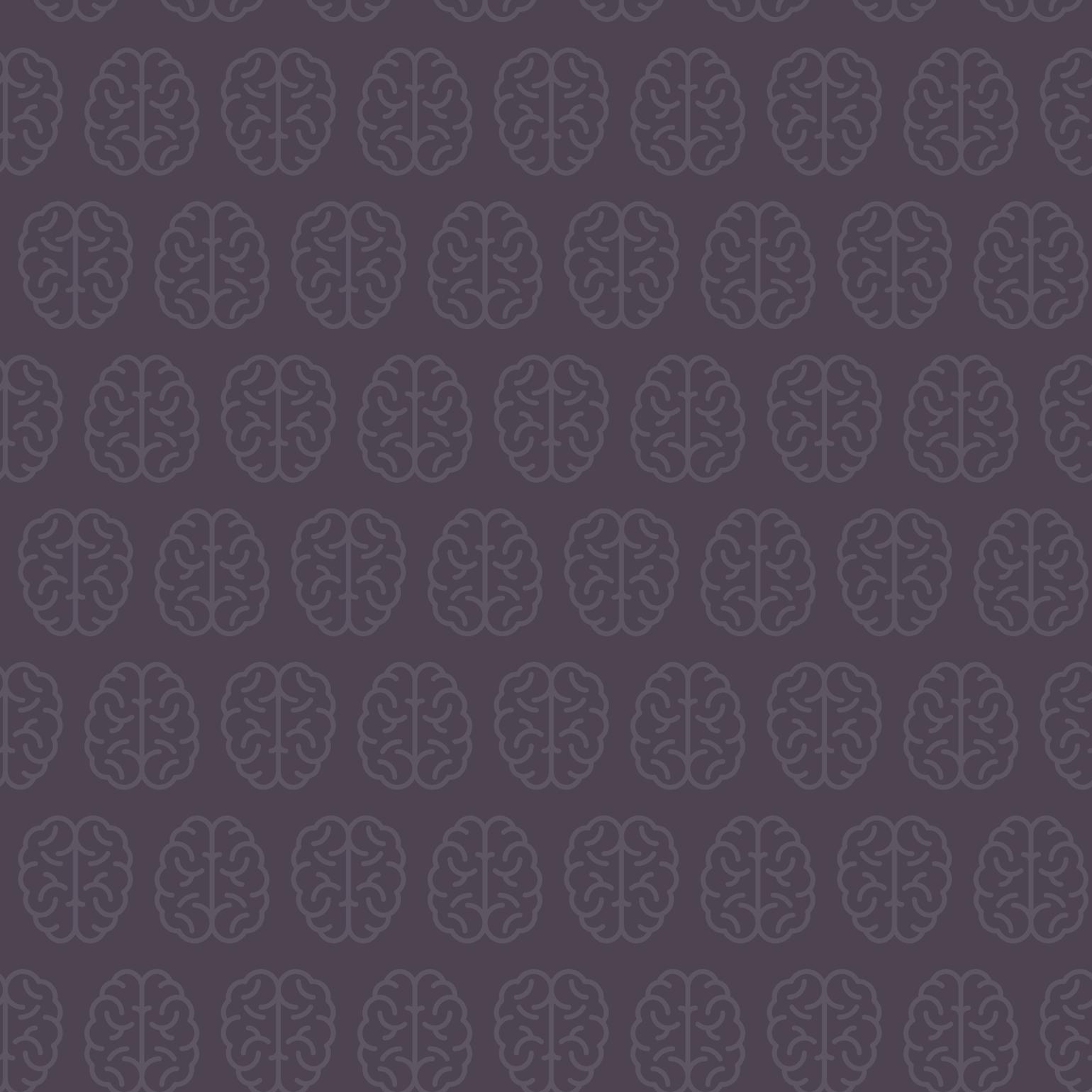


REGISTER NOW

FOOTER INFO







## 7. Site Mockups

With a wide variety of wireframes, our next step was to turn our rough ideas into more concrete mockups. We all took different approaches, from more of a flat style to dramatic imagery to pattern based.

After a few rounds of critiques and feedback, we settled on the flat style layout and incorporated a few patterns as well throughout. It was also suggested that we stick with illustrations entirely throughout the site instead of using images, as it would be easier to create visuals and it would better match our overall branding style.

CONCUSSIONS PREVENTION **heads first** GET INVOLVED DISCUSSION BOARD



CONCUSSION AWARENESS 5K  
3 DAYS 14 HOURS 5 MINUTES 27 SECONDS

MISSION TITLE

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CONCUSSIONS PREVENTION **heads first** GET INVOLVED DISCUSSION BOARD

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**heads first** About us Information Rehabilitation Programs



RESOURCES

CONCUSSIONS

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LEARN MORE

PREVENTION

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LEARN MORE

DISCUSSION BOARD

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LEARN MORE

GET INVOLVED

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SIGN UP TITLE

FULL NAME

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SIGN UP

**heads first** About us Information Rehabilitation Programs





heads  first  
concussion awareness

treatment prevention discussion get involved

wear your helmet and join us in the heads first run for concussion awareness!

[sign up here](#)

**did you know?**  
concussion facts

one in ten athletes per year will sustain a concussion.



an athlete who sustains a concussion is 4-6x more likely to sustain a second concussion.

heads up! protect your head by staying aware

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concussion awareness

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heads  first  
concussion awareness

treatment prevention discussion get involved

**get involved: help raise awareness for concussion injuries**

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**helmet 5k run/walk**

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RECOVERY

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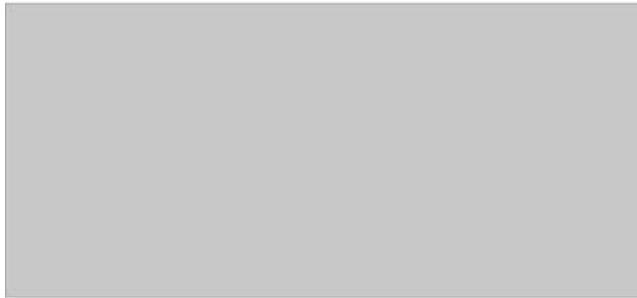
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WHAT IS A CONCUSSION?

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GET INVOLVED

At Heads First, one of our main goals is to educate the public about concussions. We accomplish this goal through events we host throughout the year. Use our Concussion Awareness 5K, we encourage everyone to participate, whether you've been affected by concussions or not. We always accept and need volunteers. So join us!

CONCUSSION AWARENESS 5K
3 DAYS 14 HOURS 5 MINUTES 27 SECONDS
REGISTER NOW

RACE DAY INSTRUCTIONS:

Join us for our first ever Central Park run. Enjoy running 4.0K miles of beautiful scenery in Central Park. The Concussion Awareness 5K is almost here. Be sure to bring your family and friends out to cheer and experience this event! Please give yourself extra time to travel. Important information about race day can be found below.

LOCATION

The Naumburg Bandshell is located mid-park from 66th to 72nd Streets of the Ramsey Playground in Central Park. Enter the park at 72nd Street and 5th Avenue on the east side or at 72nd Street and Central Park West on the west side. Please check the Race Day Page for up-to-date and detailed mass transit directions.

Subway

- East side: 6 train to 68th or 73rd Streets, N, R or W trains to 5th Avenue

- West side: 1, 2, 3, 9, B or C trains to 72nd Street

Bus

- East side: M2, M3 or M4 to 72nd Street and 5th Avenue

- West side: M2, M3 or M4 to 72nd Street and Central Park West

- Cross-town: M6, or M72 to Central Park West or F5th Avenue

MEDICAL ASSISTANCE

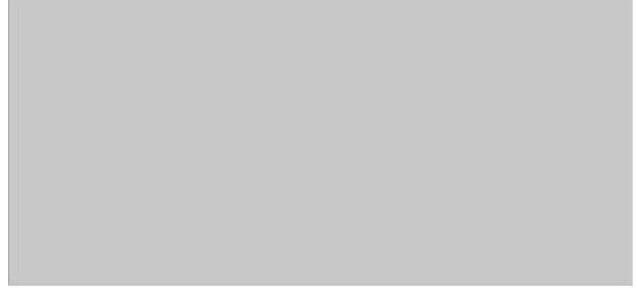
There will be a nurse and/or EMT on staff and first aid kits available at the start/finish line. If at any time you experience or see anything that may need an emergency response, make it known to one of our staff members. Again, all staff and volunteer members will be wearing neon orange safety vests.

RESTROOMS

Restrooms for our race participants and spectators can be found at the registration area and throughout the park.

ABOUT US

Our brains are one of the most important organs we have. When we take hits to the head, we're putting that in organ in jeopardy, potentially causing irreparable damage. At Heads First, our goal is to educate the public about the importance of concussion prevention because we know that brain and head health should be put above all else.



Heads First was founded in 2009 by former athlete Eric Ashton and neurologist Clifford Morey. Throughout its ten years of operation, Heads First has held countless events to raise money for concussion research. It has also donated hundreds of thousands of dollars to families who have been severely affected by concussions.

When not raising money, Heads First aims to educate athletes, parents, coaches, and anyone who has experienced concussions in any way. Its goal is to teach people that brain and head health is more important than any sport. Without a healthy brain, we cannot lead a healthy life.



ERIC ASHTON Co-founder



CLIFFORD MOREY Co-founder

Eric played in the NFL for eight years. After taking hundreds of hits and punches, he was forced to retire early because he was starting to see long term brain effects. He wanted to help those who were experiencing the same thing that he has been, and hopes to help raise awareness for concussions so no one else has to go through what he did.

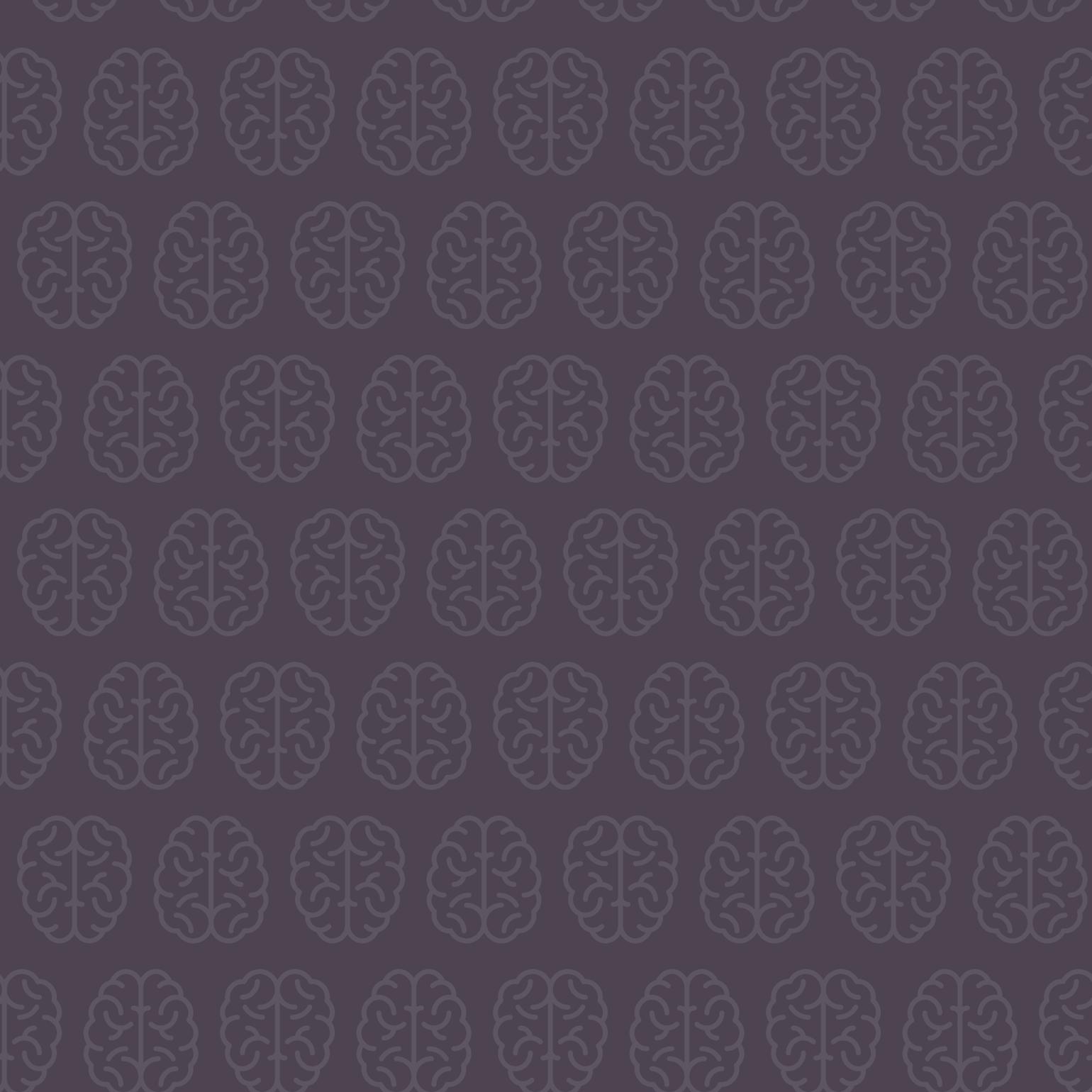
Clifford has worked as a neurologist for 13 years specializing in concussions. He partnered with Eric to help stress the importance of brain health. Much of the information found on the Heads First site is pulled straight from Clifford's research. His goal is to help families better understand how the brain is affected by hits to the head.

STAY UP TO DATE
Do you want to know when we're holding our next event? Want to stay current on any and all news in concussion research? Subscribe to our monthly newsletter below to follow along with all things Heads First.
FULL NAME
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SIGN UP

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LEND A HAND
Volunteers are crucial to our organization's success. We always accept new members, and you'll have a blast working our events and educating our concussion survivors and their teams.
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FULL NAME
EMAIL PHONE
SIGN UP



## 8. Live Site

Our live site successfully reflects the mockups that we created. It ties together our desired overall brand, and is a great resource for those looking to learn more about concussions or to get involved with our 5K race for concussion awareness. You can view the live site at <http://mywebspace.quinnipiac.edu/slvogt/headfirst/index.html>

heads  first