MAKE LEARNING COME ALIVE

EXPERIENTIAL LEARNING SHOWCASE 2019
LOOK BOOK

PRESENTED BY
McKeil School of Business, Media and Entertainment

mohawk
FUTURE READY

The Agency

Powered by students | **MOHAWK** COLLEGE

The Agency is an experiential learning facility operating within the McKeil School of Business at Mohawk College. Students from a variety of programs, including Accessible Media Production, Advertising and Marketing Communications, Business Analysis, Business – Marketing, Broadcasting – Television and Communications Media, Computer Systems Technology – Software Development, Creative Photography – Still and Motion, Graphic Design, Journalism, and Public Relations, collaborate in developing real-world marketing and communications solutions for selected non-profit organizations and start-up companies in the greater Hamilton area.

mohawkcollege.ca/theagency

EXPERIENTIAL LEARNING SHOWCASE 2019

All projects with our client partners are integrated into course curriculum and students are marked on their performance. They work under close faculty supervision as they develop effective marketing and communications solutions that meet client objectives. **The Experiential Learning Showcase** provides examples of some of the client work the Agency has created this past year.

THE AGENCY PROCESS

Step 1:

Upon approval of their application, the client meets with the Agency manager to discuss project goals and sign a mandatory *Scope of Services* document detailing the specific nature of the project as well as the deadlines.

Step 2:

At the beginning of the term, the client visits the Agency to meet and brief their student team. One member of the team is selected to act as the primary contact between the client and the team.

Step 3:

After the initial briefing and under faculty guidance, student teams begin working on the client project. Students contact and meet with the client as required. Throughout the project, it is the client's responsibility to be accessible to their student team and provide timely input and approval.

Upon final delivery of their campaign, the client is supplied with all assets that constitute the student team's completed work product. This marks the end of their engagement with the client.

"Simply put the Agency at Mohawk College produces the most professional ready students I have ever had the pleasure of working with."

Charles Burke, **Start the Cycle**

CLIENTS WE HAVE WORKED WITH

Twitter Canada
Kellogg's
Ronald MacDonald House
Habitat for Humanity
Hamilton Health Sciences
Innovation Factory
Industry Education council
Mark Preece House
Gene Blueprint
Wesley Urban Ministries

Dundas Valley School of Art
KnowQuest
Body Brave
Hamilton Out of the Cold
CityLAB
The Forge
Pie in the Sky
Community Living Burlingon
Nix Sensor
SniperSkin

Autism Dog Services
MobeLease
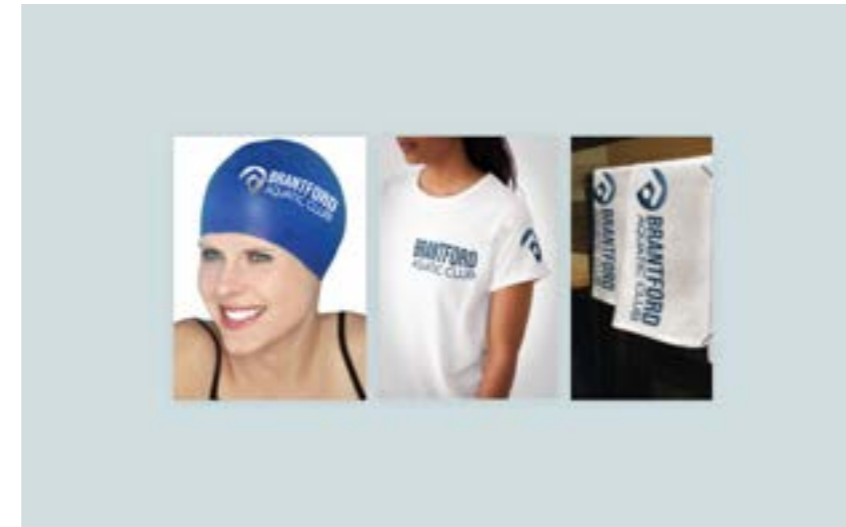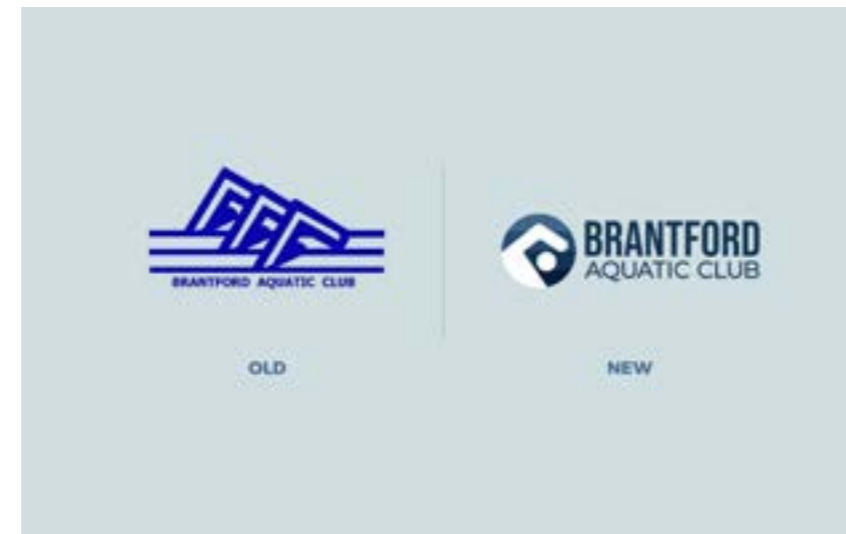Child Hunger Brantford
Greenteriors
Cancer Assist Program
Boys and Girls Club of Hamilton
The Hamilton Spectator
Gowling WLG
St. Joseph's Healthcare
…and many more

The client

Brantford Aquatic Club is a swimming club in Brantford Ontario that includes swimming lessons, mini-preps/preps, competitive & master swimming.

Brantford Aquatic Club is committed to:
• Inspire a lifelong love of aquatics.
• Promote diversity, fun and leadership in aquatic sports
• Enhance self confidence, team spirit and sportsmanship.
• Enable personal excellence for all swimmers at all levels of skill and ability.

The ask

The client has asked for a total brand redesign. There current brand was outdated and they wanted a modern refresh.

Program involved

Graphic Design

The solution

After meeting with the client, the students got a lot of insights they could use moving forward.

As a group we had decided that the best approach would be to:

• Redesign the logo.
• Provide detailed brand guidelines.
• Redesign a fully responsive website.

The client

Meaningfulwear Consignment is a consignment store in Hamilton Ontario that is proud to be giving back to the local community. They specialize in high end women's clothing, as well as housewares and decor items.

This consignment store is unique by being one of the first consignment stores to have rent the dress, as well as having a unique idea called "the gold room".

They also give roughly 40% of their profits to local charities, which would explain their slogan "Giving Meaning to the Meaning of Giving"

The ask

The client has asked for a total brand design as they do not currently have a logo or any other brand elements. With the branding exercise, they would also like to see website mockups to be used in the future.

Program involved

Graphic Design

The solution

After meeting with the client, the students got a lot of insights they could use moving forward.

- As a group we had decided the best approach would be to:
- Design a primary company logo
- Design a secondary brand logo for "Rent The Dress"
- Design & develop a detailed brand guideline
- Design a fully responsive website

THE ONLY GAME WHERE
THE WHOLE INFIELD
CAN CARPOOL.

THE CARDINALS NEVER STRAY TOO FAR FROM THE NEST.
SEASON TICKETS ONLY $50 FOR SENIORS. CALL 905-387-0007 FOR TICKETS.

CATCH THE PLAYERS ON THE FIELD
AND THE 21 - UPPER KENILWORTH BUS.

THE CARDINALS NEVER STRAY TOO FAR FROM THE NEST.
ONLY $10 FOR A GAME. CALL 905-387-0007 FOR TICKETS.

THE PLAYERS RUN HOME,
THEN WALK HOME.

THE CARDINALS NEVER STRAY TOO FAR FROM THE NEST.
ONLY $100 FOR SEASON TICKETS. CALL 905-387-0007 FOR TICKETS.

The client

The Hamilton Cardinals are an Intercounty League baseball team that plays out of Hamilton's Bernie Arbour Stadium.

The ask

Develop an advertising campaign that could help invigorate season ticket sales and enhance local support for the team.

Program involved

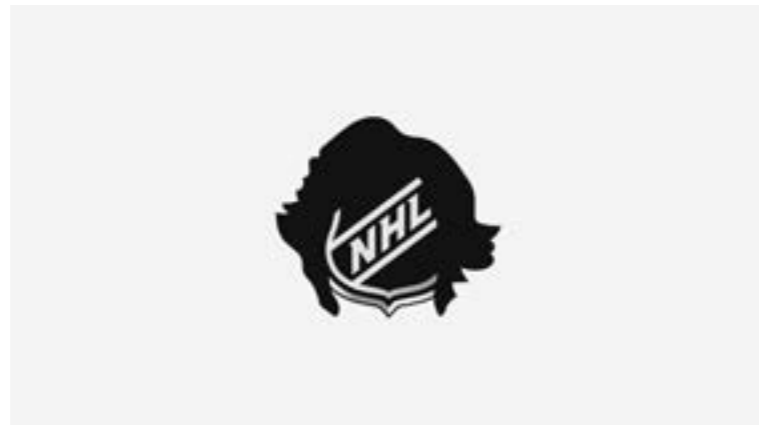Advertising and Marketing Communications Management

The solution

After learning that many of the players live in Hamilton and work a second job to support themselves, the advertising students developed a strategy to position the team as 'locals with a passion for baseball'.

Game Plan 2035

Hockey Hair Heroes

Ovation

The client

The National Hockey League is a unifying force for 18 million Canadians, serving as a social and emotional connector both on and off the ice. The NHL brings people together through their shared passion for hockey.

The ask

Develop an act, not an ad. Build out a non-traditional impact initiative, stunt, or act of goodwill that demonstrates purpose-driven marketing in support of a specific segment of fans. Each idea should be designed around a corporate partner that the NHL could approach, or is currently aligned with.

Program involved

Advertising and Marketing Communications Management

The solution
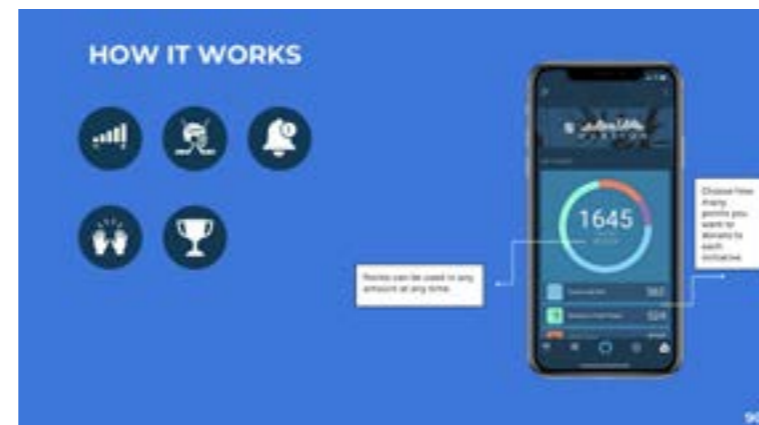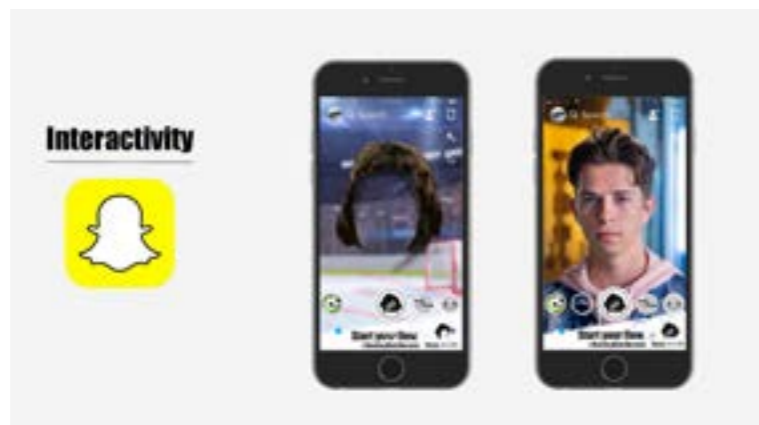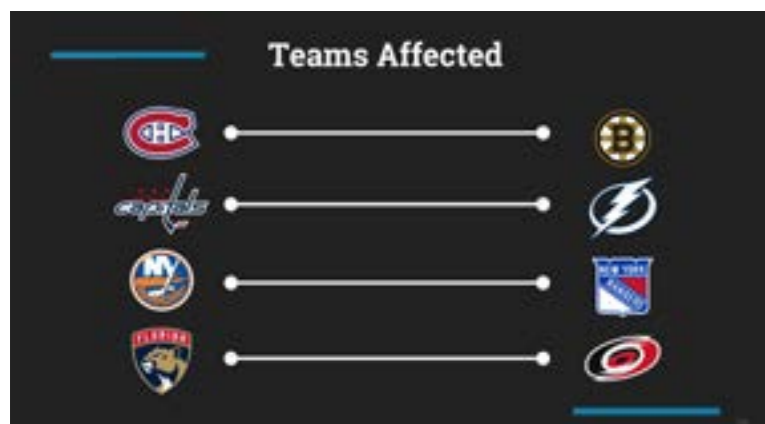
The students developed several different initiatives:

"Ovation" collects cheering audio from the homes of fans and, using Amazon Echo, turns cheers into points fans can donate to local hockey programs.

"GamePlan 2035" identifies NHL markets that may need to re-locate by 2035 due climate change. Special edition jerseys can be purchased to support climate research.

"Hockey Hair Heroes" gives fans a chance to grow outrageous hockey hairdos, that will later be cut off to support Wigs For Kids and NHL fights cancer.

The client

Wesley Urban Ministries

The ask

The charity was facing an aging demographic of donors and volunteers that was affecting its fundraising effectiveness. Competition from other non-profits also was an issue affecting their community outreach.

Program involved

Advertising and Marketing Communications Management

The solution

Advertising students determined that there was a significant need in communicating what Wesley Urban Ministries does to a wider audience. Building greater awareness across a broader demographic was the first step in this process. They created a video to highlight the scope of what Wesley Urban Ministries does as a means of expanding awareness and thus enhanced fundraising and volunteer recruitment.

Wesley Urban Ministries

The client

Ronald McDonald House – Provides a warm, compassionate home away from home for families of critically ill children who are being treated at local hospitals.

The ask

Ronald McDonald House wanted to showcase the residence, its facilities and the care offered to families. Particular emphasis was needed on the support and comfort offered families in a positive setting.

Program involved

Advertising and Marketing Communications Management

The solution

Advertising students created a video tour of Ronald McDonald House designed to highlight all the features and comforts available to families. The students focused on presenting the facility as a supportive and positive environment for families of very ill children. It was designed for use on social media and website, targeting families and donors.

ACUTE PEDIATRICS ORIENTATION PROJECT

By: Christian Serad, Riket Patel, Smitkumar Patel

Program: 3-Year Software Development Program

ACUTE PEDIATRICS PROJECT

CLIENT NAME: HAMILTON HEALTH SCIENCES

COURSE: SOFTWARE ENGINEERING PROJECT COMP-CO867-01

GROUP MEMBERS: CHRISTIAN SERAD, RIKET PATEL, SMITKUMAR PATEL

GROUP NAME : SQUADMIND

PROGRAM: COMPUTER SYSTEMS TECHNOLOGY- SOFTWARE DEVELOPMENT(3-YEAR)

Client Background

- **Client :** Hamilton Health Sciences(HHS).
- HHS has the largest hospital-based workforce in Ontario with five hospitals and six specialized health care facilities.
- HHS is the only hospital system in Ontario providing specialty care to people throughout the entire life cycle, from pre-birth to old age.
- This orientation project is for the Pediatric Medicine Unit at McMaster Children's Hospital.

Problem

- New employees at McMaster Children's Hospital have to finish their orientation process before they begin their career in Pediatric Medicines.
- The current orientation package is paper based which employees must read and sign.
- After signing the documents, they must return back to educator, which makes the process cumbersome and challenging.

Our Solution

Create a website where educator can create a training package for the staff to see and to be able to track the staff's progress through the system.

Functional Requirements Of Client

- All users should be authenticated before using the website.
- All users have the ability to view all training materials at any time.
- All users have the ability to sign each training topics.
- The educator has the ability to edit the training package.
- The educator has the ability to print the training package.

Example Screens Of Our Solution

Creating Packages for Employees :

Example Screens Of Our Solution

Training Package Page where new employees can access training documents and sign them for educator :

Example Screens Of Our Solution

Educator can track the staff's training progress in this page :

Work Status

Development phase of project is almost complete. Currently we are testing the solution and expect to complete the prototype by the end of April.

HHS Infectious Diseases Project

Client:
Hamilton Health Sciences
St. Joseph's Healthcare

Group Members:
Matt Szczerba
Kathleen Porter
Trevor Nagy
Nickolas Perera

Mohawk College
COMP - COM7

The Problem

- HHS staff work in a fast-paced environment that requires quick access to information.
- The current method of sharing policies and best practices for infectious diseases is a collection of Microsoft Word documents and PDFs uploaded to a Microsoft SharePoint drive.
- This isn't efficient and does not allow staff to quickly search for their desired content.
- Additionally, when changes are made to these documents, there is no way to notify staff of the updates, thus resulting in important information possibly being missed.

Issues with current solution

- Collection of Microsoft word documents uploaded to SharePoint.
- Individual policies are not searchable.
- Does not inform users of changes made to the policies.
- No formal structure resulting in users being unable to find what they're looking for.

Requirements

- Ability to search for policies.
- Favoriting policies, allowing for quick navigation to frequently visited pages.
- A clear way to inform users that changes have been made to a policy.
- Ability to add warnings to policies, informing staff of potential issues.
- Multiple level of user accounts.
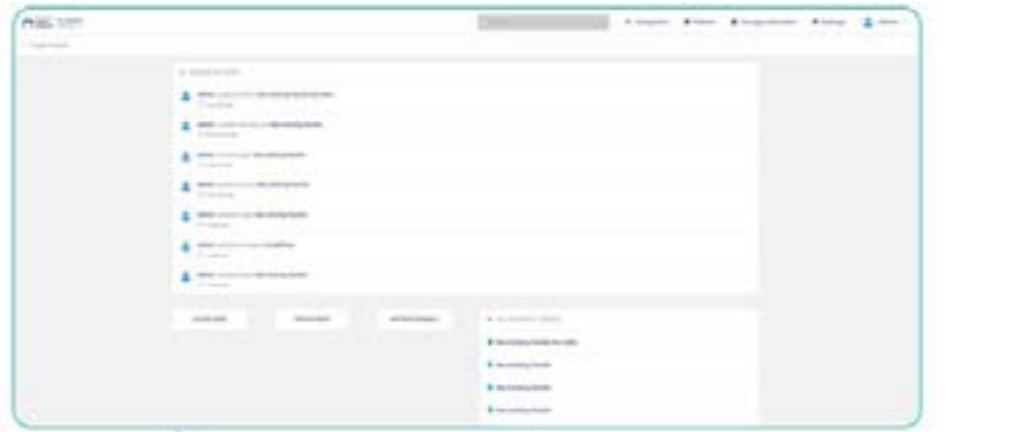- Dosage Calculator for medications.

Design

Class Diagram   **Dosage Calculator**   **Update banner with warning**
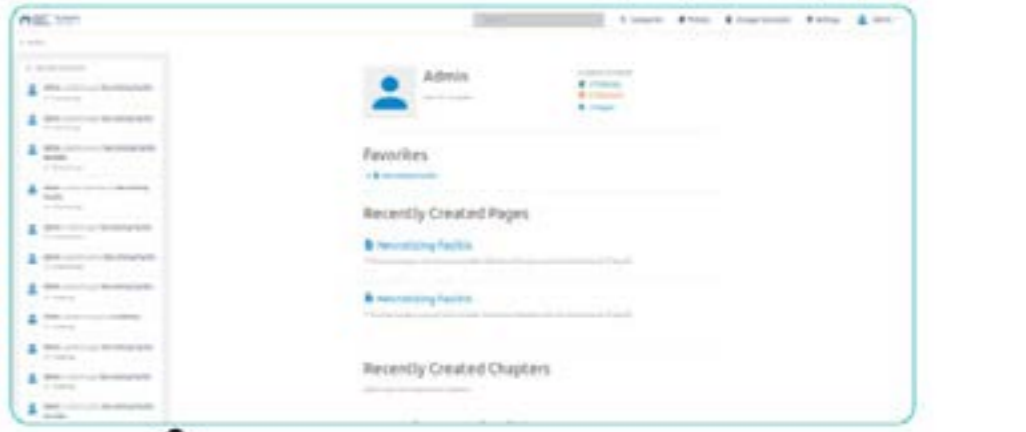
Home Page
- From the homepage, users will be able to see all the recent changes made to the application content.
- Easily navigate to their recently viewed pages.
- Quickly navigate to their desired categories

Edited Page
- When a page has been recently edited, A banner will display above the content.
- The changes made to the content will be highlighted, so that the user is aware of what changes have been made.
- Text that has been removed will be highlighted in red, and text that has been added will be highlighted in green.

Favorites
- This is the user page. After a user has selected the 'favorite' button on their desired page, it will show up in the favorites section.
- Users can then click a favorite from this page to quickly navigate to the policy.

Dosage Calculator
- Logged in users will be able to input a person's gender, age, weight and creatinine.
- Upon submit, a dosage will be calculated and displayed to the user.

Current stage of development

- We are currently in the polishing stage of the application.
- All features have been implemented and are currently being tested.
- We have an upcoming meeting with the client to receive feedback on the application and will make changes accordingly.

"Whatever you're thinking, think bigger."

Tony Hsieh,
Internet entrepreneur and venture capitalist,
CEO of Zappos