

Julaymsh and Cultural Workshops

Group Members :

Kyra Antone – Project Manager and Research lead

Aidan Aumell – Scrum Leader and Editor

Johnny Foster – Content Creation (video) and Production Staff

Mario Garcia – Content Creation (logo) and Production Staff

JaJuan Jackson – Production Staff and Photography

Abby Larson – Content Creation (brochure) and Production Staff

Project Summary: We were tasked with the project of helping campaign and make content for the Coeur D'Alene casino's culture workshops and Julaymsh Powwow. We were asked to make a new brochure for the culture workshops, a promotion video for Julaymsh and a new logo. These products are meant to attract a bigger audience and update the casino's branding.

Project Goals: Our goal was to make a new logo, video, and brochure for the casino to use as promotion for their upcoming events. We wanted to give the casino a new brand identity for the cultural side of the casino that did not involve gaming. Another goal of ours was to make sure we capture the importance of the Powwow by making a video showing that this powwow is coming home. Our last goal was that not only is our content visually appealing and up to our partners' standards we wanted to make sure that our content had the identity of the tribe without being stereotypical or offensive.

Intended Outcomes and uses of the products: For the video it is intended to be used on televisions at the casino to promote the powwow. As well as video can be used on social media accounts via YouTube, Facebook. The suggested uses are what is listed above. We also plan on sharing the video to Inland Northwest Native News. This account is owned by Jeff Ferguson.

Camera Credits: Jeff Ferguson and Wworld Tv

File information:

- MP4
- size(168)
- frame width(1920 by 1080)

For the logo it is intended to be used as the identifying logo for the cultural tourism department of the CDA casino. It's also intended to be used on any branding merchandise or advertising material used by the casino. Can be scaled with current resolution to fit on any brochure, flyer or small to medium sized signs.

This brochure is intended to be an updated and modernized version of the current Cultural Tourism brochure. We have chosen to use typography that corresponds with the casino website, graphics supplied by Quanah thanks to a tribal artist, and content based on the previous brochure. It is to be printed on 11x22in matte photo paper in full color with a 1/8" bleed.

Product list:

- Video
- Brochure
- Logo