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HELIN Consortium LORI Grant Final Report The Reckoner Group

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TO: HELIN Digital Portal Steering Committee
FROM: Ely Beckman
RE: Final Report Rhode Island Digital Portal

Charge

- Launch graphic mock-up of website for the cultural heritage portion of the digital portal.
- Brand the digital portal: What's In a Name?

Services Rendered

Reckoner Group engaged in a myriad of meetings and working sessions to gather input from the steering committee and greater community. Along the way The reckoner Group offering much input into the over arching strategies and tactics employed to move this project forward while collaborating with the steering committee.

Reckoner Group went on to design a mini-hackathon in the city of Providence, RI, where a group of business owners, designers, developers, and public officials engaged in a working session to further the design and strategy for the digital portal project. The Hackathon was called HACK RI, *Building an Information Nexus*. Related design/communication materials were developed; including this website: www.turnthebulb.com and marketing conducted to populate the event.

From input gathered over the last year and a half The Reckoner Group went on to design a series of brand concepts including a series of names, visual identities, and available URLs. From this series the steering committee selected one direction; The Reckoner Group went on to further refine the graphic elements of the logo. Simultaneously a series of graphic mock ups were created to envision the user interface of the initial website component of this initiative. This design set was presented to the steering committee. In this session a name, the logo/ Branding scheme and color palette were agreed on by consensus, and so *Know RI* was officially born: www.knowri.org

Input was gathered and The Reckoner Group went on to begin coding the website itself using a flexible content management system. The intent being to begin creating the web presence to support this initiative and act as a prototype for the portal itself, demonstrating the look and feel and some search functionality and display of search results. Furthermore it is expected that this prototype will make it easier to solidify support of the greater community and help secure funding for the development and launch of the full repository.

Prototype components include the following:

- Brand name and identity
- Website strategy and information architecture as it relates to user interface
- Design and development of the website prototype
- A three (3) phase development process was created to identify milestones, tactics, and responsibilities associated with the development and execution of HELIN's repository prototype.