



charles street video

# Charles Street Video Redesign

Prepared By:

Eric Steele, Hanifer Rahman, Vashish Ramoutar

# About Charles Street Video (CSV)

Charles Street Video is a non-profit media production organization established in 1981 to help support media artists. They offer a variety of services including workshops, equipment rentals, events and services so members can increase their skill set.

There was a need to redesign their website since this would include the amount of patrons on their site and they would be able to help more clients achieve their goals of becoming media producers.

# Who are the target users?

- Persons interested in developing their media arts skill set
- Persons who can't afford to purchase their own equipment
- Those who have an interest in media and digital art production
- Sponsors who are interested in supporting the venture
- Persons who are interested in media arts and would like to start

# Problem Definition

1. We started with user interviews and using that information to draft an affinity diagram
2. From that information, we were able to develop a user persona and a scenario by which we solve their problem
3. After which, our own perceptions of what we like and dislike about the current state of the art was analysed and common thoughts were voted on
4. Lastly, we were able to define user insights and a final statement as to how we might go about solving their problems as it relates to connecting them to the website

# Problem Definition Findings

- From the user interviews, users found it difficult to find a reliable means of accessing media equipment and the pages to rent the equipment were confusing
- What we wanted the redesign to showcase was: benefit of being a member, a simple search bar to find equipment, clearer organization of the pages, more support for mobile devices, virtual intensive workshops
- Our final problem statement was “How might we help connect media arts professionals to Charles Street Video’s community resources by redesigning their website?”

# Affinity Diagram

## Practice/profession



## Networking

### Finding opportunities



### Finding events



## nonprofit experience



## Pain points



### Barriers



## Learning

### Youtube Tutorials



## Website Experience



## Equipment

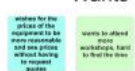
### Equipment used



### How to get



## Wants



### Website Improvements





AGE

29

JOB TITLE

Filmmaker +  
Video Artist

LOCATION

Toronto, ON

## PSYCHOGRAPHICS

#newmedia

#artist

#video

### ABOUT

Cam is a new media artist whose practice focusses on video installation and documentary filmmaking. She is constantly looking for avenues to access equipment and professional software at low prices. To fund her projects, she takes freelance film and editing gigs on the side. She is looking for ways to improve her work by engaging with a community of diverse artists with similar practices, to teach each other and share opportunities

### KNOWN HABITS

- Overworking
- Overthinking
- Staying up late reading critical theory
- Drinking lots of coffee
- Watching youtube software tutorials

### GOALS

- Improve their work through education
- Find freelance opportunities to fund their creative practice
- Attend more workshops and training sessions and events to grow their network
- Save money in the long run by finding a source of cheap equipment rentals

# Cam Eraman

### PREFERENCES

Being part of a community



Easy access to workshops



Affordable rentals



Increase Confidence



Time Management



### PAIN POINTS

- Very difficult to get specific equipment on a low budget
- Needs tech support sometimes but doesn't know where to find it
- Difficult to find access to residencies and workshops
- The "Need-to-know" community is too exclusive

# The Redesign

- For the redesign, we reached out to users to gather input as to how they prefer to navigate the main pages of the home page and website
- Card sorting methods were used and a user site map was generated

The main tabs were found to be: About, Events, Rentals, Projects and Become a Member and were the focus of redesigning the site



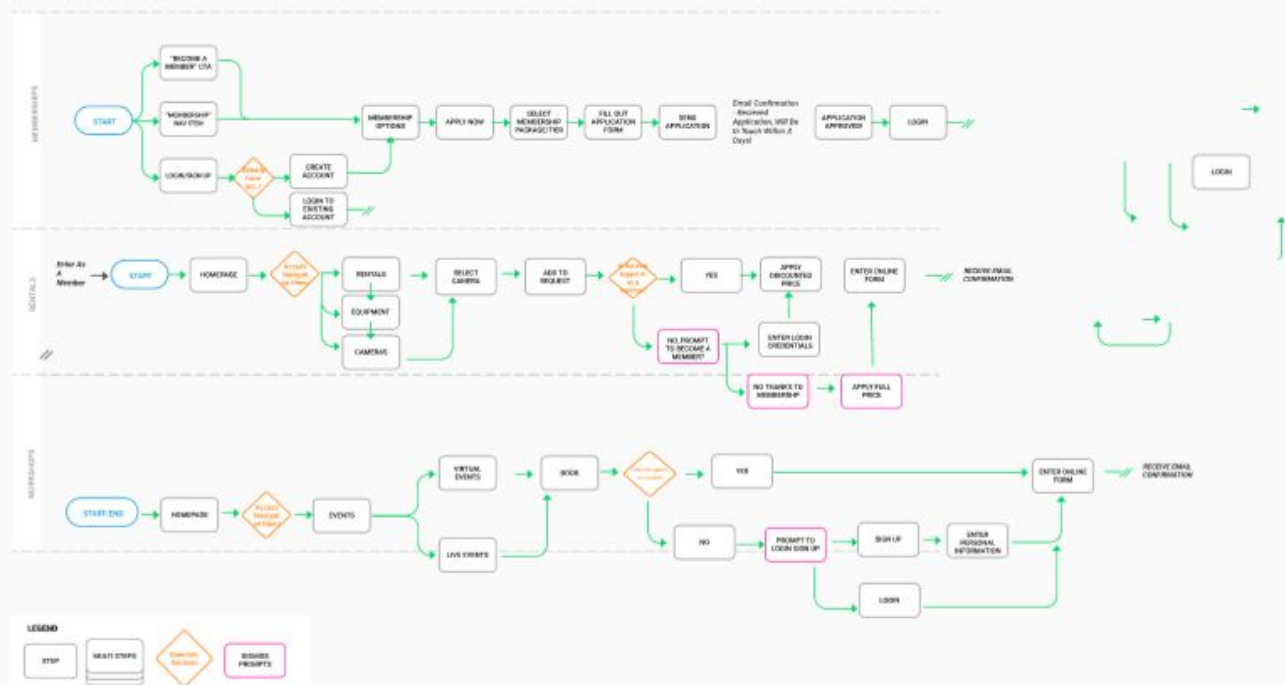
# GOALIE - User Onboarding - Option 1

## Task Flow



## User Flow


User Just Installed The App



# Initial Mobile Prototyping and Testing

Using our ideas from before, mid-level prototypes were iterated and tested among a few users and changes were made going forward for the high level prototype.

# Login Page



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Member Login

Not a member yet?

Register a member at CSV to get all the latest news on events and workshops, and to be the first to know about upcoming events.

Charles Street Video

PO Box 1000  
Toronto, Ontario M5V 1A1

Phone: (416) 593-0000  
Fax: (416) 593-0001  
Email: info@charlesstreetvideo.com

# Members...



charles street video

Membership Packages

Join now!

**Discoveries** **\$150** one-time fee

One year for membership package includes access to all events, workshops, and all the latest news on events and workshops, and to be the first to know about upcoming events.

**Working** **\$170** one-time fee

One year for membership package includes access to all events, workshops, and all the latest news on events and workshops, and to be the first to know about upcoming events.

**All-in Package** **\$220** one-time fee

One year for membership package includes access to all events, workshops, and all the latest news on events and workshops, and to be the first to know about upcoming events.

**Indigenous Membership** **Free!**

One year for membership package includes access to all events, workshops, and all the latest news on events and workshops, and to be the first to know about upcoming events.

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charles street video

Membership Application

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Phone: (416) 593-0000  
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Email: info@charlesstreetvideo.com

# Applicati...



charles street video

Application Submitted


Thank you for your application! We will be in touch with you in 1-2 business days to complete the application process.

Charles Street Video

PO Box 1000  
Toronto, Ontario M5V 1A1

Phone: (416) 593-0000  
Fax: (416) 593-0001  
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# Complete...



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MAIL APP


Thank you for your application! We will be in touch with you in 1-2 business days to complete the application process.

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Email: info@charlesstreetvideo.com

# Set Pass...



charles street video

Welcome to the family!

Thank you for your application! We will be in touch with you in 1-2 business days to complete the application process.

Charles Street Video

PO Box 1000  
Toronto, Ontario M5V 1A1

Phone: (416) 593-0000  
Fax: (416) 593-0001  
Email: info@charlesstreetvideo.com

# Forgot Pa...



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Forgot password

Enter your email address and we will send you an email to help reset your password.

Charles Street Video

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Email: info@charlesstreetvideo.com

# TempScr...



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3-5 Business days later...

# Booking ...

[LOGIN](#)

  
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[ABOUT](#) [EVENTS](#) [RENTALS](#) [PROJECTS](#)

Events

[ALL](#) [TALKS](#) [EXHIBITIONS](#) [SCREENINGS](#)

5 AUG 2020 | 6 - 7:30 PM

The Places We Must Stay:  
A Response to C\_\_\_\_\_

Online Artist Panel

30 JUL 2020 | 6 - 7:30 PM

Thirza Cuthand: Artist  
Talk and DIY Workshop

Artist Talk

17 APR 2020 | 4 - 5:30 PM

Thaumaturgy: 4  
Elements

Screening & Artist Talk

28 FEB 2020 | 7 - 10:30 PM

Dying to Learn

Artist Talk

13 - 29 FEB 2020

Love My Disfunctions by  
Rebecca Sweets

Exhibition

See More

Charles Street Video.

M - F: 10 am - 7 pm  
32 Ligar Street, Toronto, ON.  
416.603.6564

Stay in the loop by  
joining our mailing list.

Email address:

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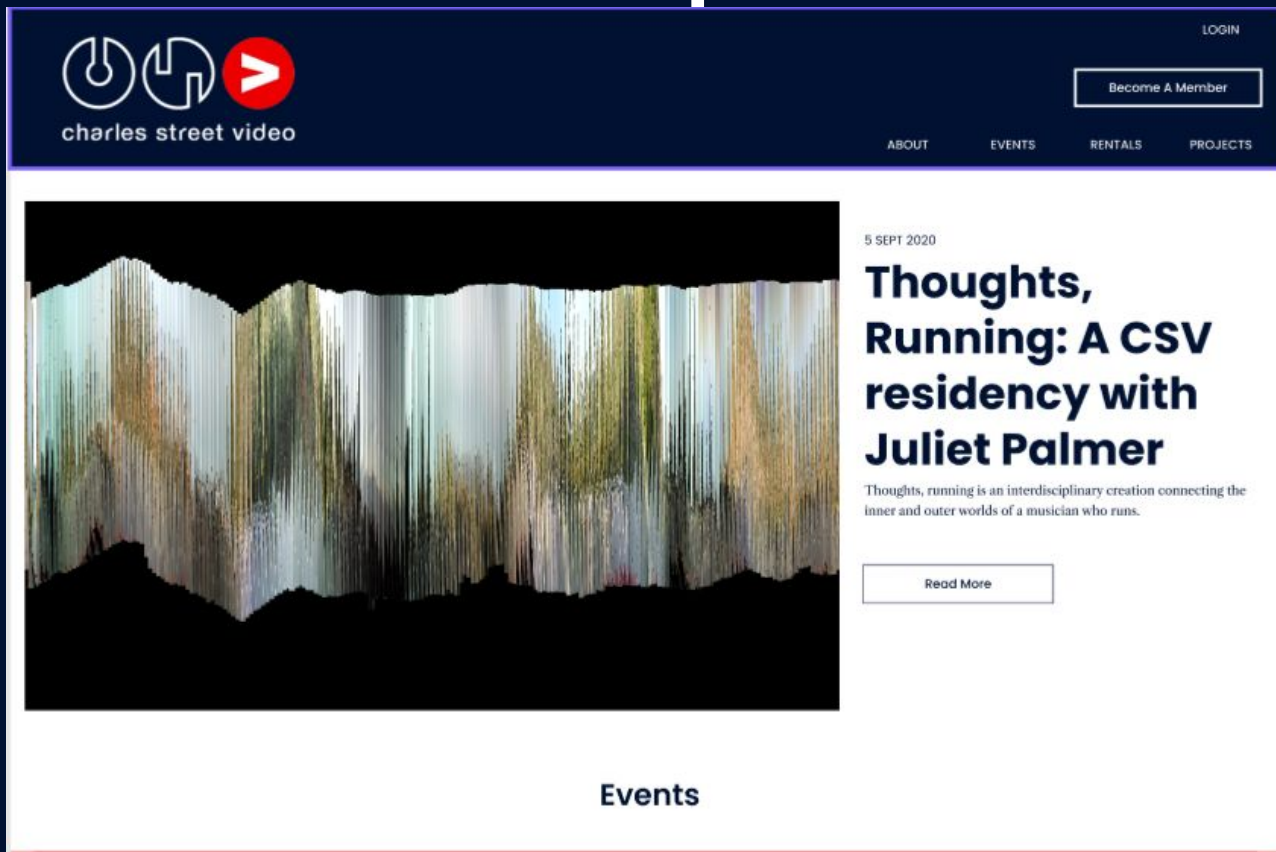
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32 Ligar Street, Toronto, ON.  
416.603.6564

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Email address:

# Transition to Desktop



# Problems Addressed

# 1. The information on the site was too cluttered

## industrial strength media art production

Charles Street Video (CSV) is a non-profit production organization established in 1981 to help support media artists. We provide affordable access to equipment and post-production editing facilities for creating videos, films, installations and other media art forms. We offer regular workshops, training sessions and residencies.

CSV also commissions artists to create new works, and sponsors a variety of youth-oriented production programs and post-secondary scholarships. We actively participate in local exhibitions of media art through our partnerships with arts organizations and grassroots festivals.

Charles Street Video fosters the creation of media art, encourages experimentation, and develops an artistic community and is Toronto's leading media arts production centre where emerging and established artists gather and achieve their artistic vision.

CSV is supported by its members, the Canada Council for the Arts, the Ontario Arts Council and the City of Toronto through the Toronto Arts Council for operating funding and by the Government of Canada through the Department of Canadian Heritage, the Ontario Trillium Foundation and the Canada Council for the Arts for capital funding.

### project

Residency 2017



**Alice Il Shin Residency**  
So You Think You Can Pitch? Established Artist  
2017

[more](#)

## opportunities



### CSV Maker Space Project

**Call for Proposals** CSV is looking for artists and collectives interested in promoting dialogue and experimentation about media art. Through our maker space program we are facilitating an open door opportunity to engage with our space and

## recent events

There are no events scheduled at this time.

**Wed 12 August** **Intro to Adobe After Effects Pt. 2**  
6pm - 8pm

**Wed 5 August** **The Places We Must Stay: A Response to C\_\_\_\_\_ Online Artist Panel**  
6pm - 7:30pm

**Thu 30 July** **Thirza Cuthand: Artist Talk and DIY Workshop**  
6pm - 7:30pm

[all events](#)

## recent workshops

There are no scheduled workshops at this time.

**Wed 19 August** **Scriptwriting Fundamentals**  
6pm - 8pm members \$10 (others \$55)

**Tue 18 August** **Intro to Colour Theory for Film and Video**  
6pm - 8pm members \$10 (others \$55)

**Thu 13 August** **Grant Writing Lab**  
6pm - 8pm members \$10 (others \$55)

**Tue 11 August** **Introduction to Adobe After Effects**  
6pm - 8pm members \$15 (others \$65)  
(Part II: Wed 12 Aug 6pm - 8pm)

**Mon 10 August** **Grant Writing Essentials - In the Age of COVID**  
6pm - 8pm members \$10 (others \$55)

The Places We Must Stay:  
A Response to C\_\_\_\_\_

ONLINE ARTIST PANEL

5 AUG 2020 | 6 - 7:30 PM

Thirza Cuthand: Artist  
Talk and DIY Workshop

ARTIST TALK

30 JUL 2020 | 6 - 7:30 PM

Thaumaturgy: 4  
Elements

SCREENING & ARTIST TALK

17 APR 2020 | 4 - 5:30 PM

[More Events](#)

## Projects



5 SEPT 2020

### Thoughts, Running: A CSV residency with Juliet Palmer

Thoughts, running is an interdisciplinary creation connecting the inner and outer worlds of a musician who runs.



3 JUNE 2020

### How to Make a Film During a Plague

This program is a collaboration between the Arab Community Centre of Toronto (ACCT) and Charles Street Video



09/14/2020

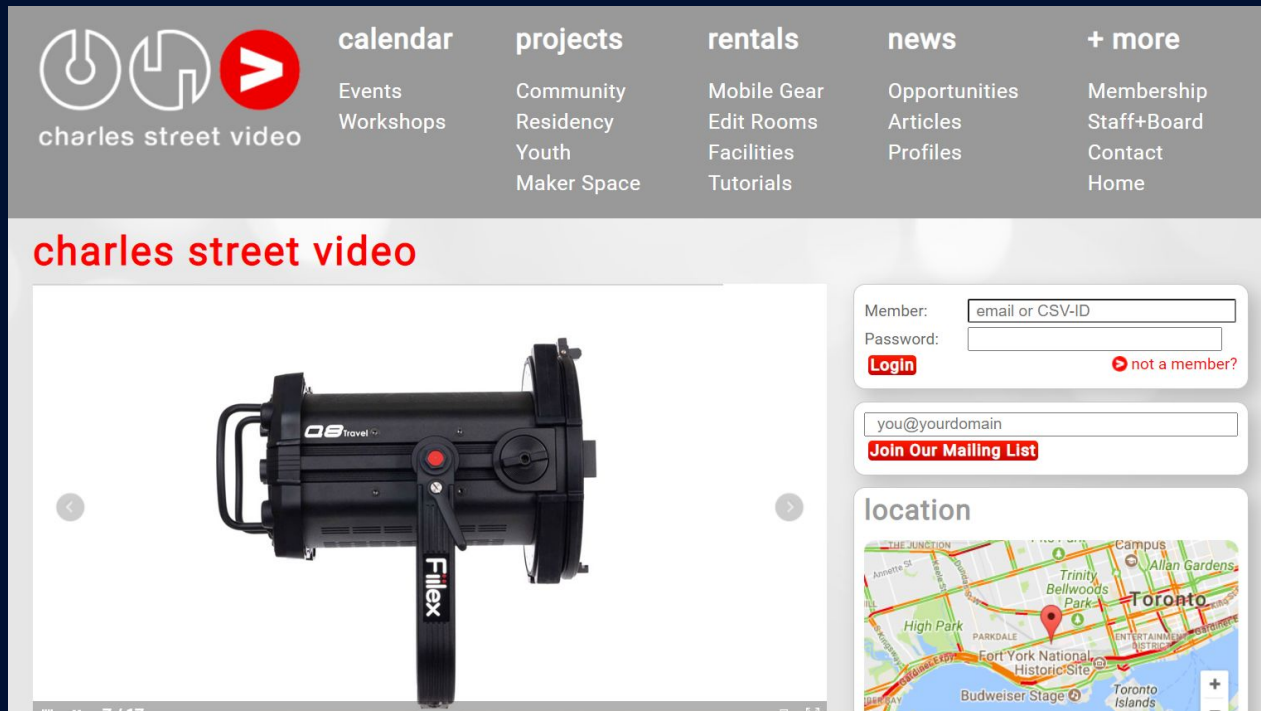
### New High Output LED Fresnel Light at CSV!

The Fillex Q8 Travel is a 320W tunable LED Fresnel with best-in-class optical performance. Its precisely designed 8" Fresnel lens produces a smooth light field at all beam angles (12-60°).

[More Projects](#)



## 2. The main tabs had no order to the information





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LOGIN

Become A Member

ABOUT

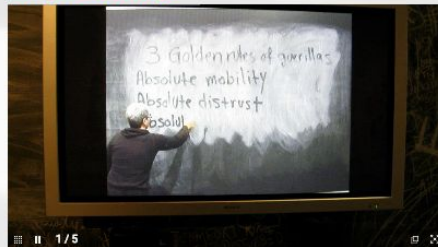
EVENTS

RENTALS

PROJECTS

### 3. There was no clear means to become a member

#### membership



CSV Resident Gita Hashemi Time Lapsed Installation

Membership at Charles Street Video is open to professional artists working with video, film, audio, installation, Extended reality (XR), and other media art forms. To be eligible for CSV's reduced 'Artist' rates when using CSV's equipment, members must be working on non-commercial projects, over which they have sole creative control. To become a member, contact the CSV office to make an appointment for an in-house orientation. You will be asked to fill out and sign an application form in which you agree to adhere to CSV's policies and procedures (please see the Member Responsibilities page for further information), and to allow CSV to make a copy of some form of picture identification.

**Production Membership: \$150\* (\$125 on renewal)**

**Production Membership for Student/Seniors: \$60 (\$45 on renewal)**

Our production membership provides access to equipment rentals, editing stations, space rentals, 70-90% off workshops, and potential production and screening opportunities through our Maker Space and Video Chuck programs. A currently valid student card is necessary to receive the Student discount. A driver's licence or senior's card is necessary to receive the Senior's discount. (To qualify for the Senior's discount, you must be aged 65 or older.)

**Workshop Membership: \$170\***

Enjoy unlimited, free access to CSV workshops for 12 months with this annual membership rate (less than \$15/month!)\*

**All-in Membership (Workshop + Production): \$220\***


**All-in Membership for Student/ Senior: \$130\***

Get the perks of both our production and workshop memberships with this great option.

**Indigenous Production Membership: FREE**

In the spirit of redress and solidarity, CSV offers free production membership to Indigenous artists. This membership is equivalent to a Charles Street Video

LOGIN

  
charles street video

ABOUTEVENTSRENTALSPROJECTS

Member Login

Email Address:

Password:

FORGOT YOUR PASSWORD?

Login

Not a member yet?

Become a member at CSV to get discounted rates on rentals and workshops, and be the first to know what's happening!





Apply Now!

Charles Street Video.

M - F: 10 am - 7 pm  
32 Lisgar Street, Toronto, ON.  
[416 603 6564](tel:4166036564)

Stay in the loop by joining our mailing list.

Email address:



LOGIN

  
charles street video

ABOUTEVENTSRENTALSPROJECTS

Membership Packages

PRODUCTION PACKAGE

**\$150** /YEAR STUDENTS & SENIORS: \$60/YEAR

Our production membership provides access to equipment rentals, editing stations, space rentals, 70-90% off workshops, and more.

WORKSHOP PACKAGE

**\$170** /YEAR

Enjoy unlimited, free access to CSV workshops for 12 months with this annual membership rate.

ALL-IN PACKAGE

**\$220** /YEAR STUDENTS & SENIORS: \$130/YEAR

Get the perks of both our production and workshop memberships with this great option!

INDIGENOUS MEMBERSHIP

**Free!**

LOGIN

  
charles street video

ABOUTEVENTSRENTALSPROJECTS

< BackSTEP 1 OF 2

PRODUCTION PACKAGE

**\$150** /YEAR STUDENTS & SENIORS: \$60/YEAR

Please fill out the form below to start your membership application.

Name: FIRST AND LAST

Email:

Phone: ( ) -

Street Address:

City:

Province:

Country:

☐ I agree to the [terms and conditions](#)

Next

Once submitted, we will be in touch within 5 business days to complete the application process.

Charles Street Video.

## 4. The event pages weren't very clear

### events

Events | [Calendar](#) | [Scheduled Workshops](#) | [Available Workshops](#)

CSV events are usually free and include screenings, artist talks, and parties! Come check us out and meet other independent media artists at our upcoming events.

With oyster shucking and media art screenings, Video Chucks are hosted by CSV once every quarter. They're opportunities to bring our community together, socialize, network, and highlight our members' work. If you would like to showcase your work at one of our upcoming Video Chucks, please email: [greg@charlesstreetvideo.com](mailto:greg@charlesstreetvideo.com)

#### current & future events


There are none scheduled at this time.

[All Events](#) | Sort by [date](#) ▼

#### recent events

[since a year ago](#) ▼

##### Artist Talk



**The Places We Must Stay: A Response to COVID-19**

Thursday, August 6  
6pm - 7:30pm


**The Places We Must Stay: A Response to COVID-19**

Wed 5 August 2020 6 - 7:30 pm

"We will learn to kiss and hold each other through the waves of the web. We will feed each other, re-distribute wealth, strike. We will understand our own importance from..."

[more](#)

##### Artist Talk




**Thirza Cuthand: Artist Talk and DIY Workshop**

Thu 30 July 2020 6 - 7:30 pm

Video artist Thirza Cuthand gives an artist talk about her career spanning 25 years beginning with her DIY queer youth videos, experimental videos, and her adventures...

[more](#)

##### Screening + Artist Talk




**Thaumaturgy: 4 Elements**

Fri 17 April 2020 4 - 5:30 am

Charles Street Video in partnership with Tangled Arts + Disability, and Images Festival: Join us in for an online screening of newly commissioned films by the artists in this exhibition, followed by Q&A with Jaene F. Castrillon...


[more](#)

##### Event



**Please, BE SAFE**

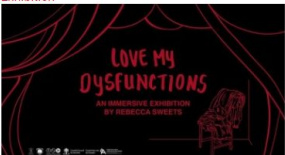
##### Artist Talk



**DYING TO LEARN**

A Mad Students Panel

##### Exhibition



**LOVE MY DYSFUNCTIONS**

AN IMMERSIVE EXHIBITION BY REBECCA SWETS



charles street video

LOGIN

Become A Member

ABOUT

EVENTS

RENTALS

PROJECTS

## Upcoming Events:

Q SEARCH

ALL

TALKS

EXHIBITIONS

SCREENINGS

SORT BY: **DATE** ▼



5 aug 2020 | 6 – 7:30 pm

### The Places We Must Stay: A Response to C\_\_\_\_\_

ONLINE ARTIST PANEL

"We will learn to kiss and hold each other through the waves of the web. We will feed each other, re-distribute wealth, strike. We will understand our own importance from the places we must stay".

Read More



30 Jul 2020 | 6 – 7:30 pm

### Thirza Cuthand: Artist

# Prototypes Links

## Mobile Prototype:

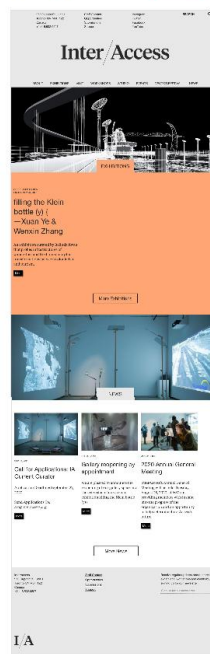
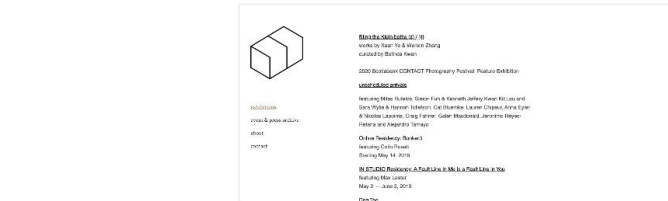
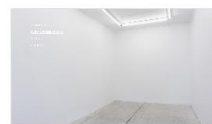
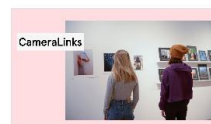
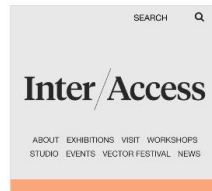
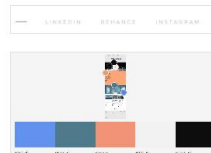
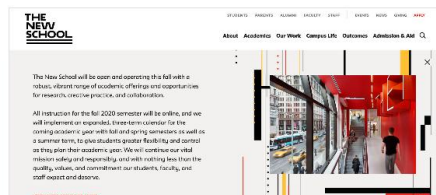
<https://www.figma.com/proto/Rn8riA1fEBADEY9b8UZEsH/Charles-Street-Video-Re-design?node-id=243%3A2&viewport=968%2C-1360%2C0.38554897904396057&scaling=scale-down>

## Desktop Screens:

<https://www.figma.com/proto/Rn8riA1fEBADEY9b8UZEsH/Charles-Street-Video-Re-design?node-id=243%3A2&viewport=968%2C-1360%2C0.38554897904396057&scaling=scale-down>

# UI Systems



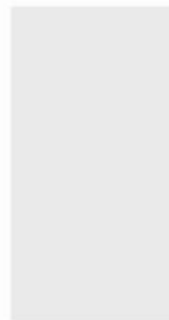




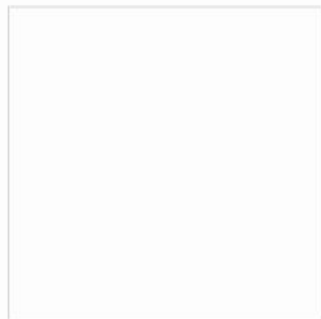
# Colour Palette

---

## PRIMARY



## SECONDARY



USED FOR SECTION HEADINGS

USED FOR ARTICLE TITLES

USED FOR SUBHEADINGS

## Typography

---

# Headline 1

## Headline 2

### Headline 3

#### HEADLINE 4

#### HEADLINE 5

Body text. How vexingly quick daft zebras jump!

Paragraph two. Pack my box with five dozen liquor jugs.

[Links and further info](#)

[Links and further info](#)

# Sample of previous body type style (Libre Caslon)

**DANIELLE HYDE** is a multi-disciplinary Indigenous artist whose work mingles traditional and non-traditional mediums, photography, and performance art. A storyteller, Danielle creates stories in different forms to acknowledge we are four-dimensional beings, connecting through our hearts, minds, bodies, and spirit operating in chorus with the seen and unseen

**JAENE F. CASTRILLON** is a two spirit film-based multi-disciplinary artist who explores her relationship to the world through various spiritual teachings and the wisdom of the land. As first-generation settler to Turtle Island, she is a mixed race (indigenous Colombian/Hong Kong Chinese) queer woman of colour living with disabilities (psychiatric/physical/cognitive).

of our environment and the ability each of us has to reshape our future with our own hands. —Jaene F. Castrillon

THE SCREENING WILL BE CLOSE CAPTIONED AND AUDIO DESCRIBED.

**DANIELLE HYDE** is a multi-disciplinary Indigenous artist whose work mingles traditional and non-traditional mediums, photography, and performance art. A storyteller, Danielle creates stories in different forms to acknowledge we are four-dimensional beings, connecting through our hearts, minds, bodies, and spirit operating in chorus with the seen and unseen

**JAENE F. CASTRILLON** is a two spirit film-based multi-disciplinary artist who explores her relationship to the world through various spiritual teachings and the wisdom of the land. As first-generation settler to Turtle Island, she is a mixed race (indigenous Colombian/Hong Kong Chinese) queer woman of colour living with disabilities (psychiatric/physical/cognitive).

**KATE MEAWASIGE** is a self-taught Anishinaabe artist from Genaabajing (Serpent River First Nations), specializing in beadwork and quillwork. Kate mixes

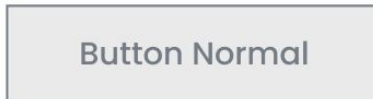
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DISABLED



HOVER



ACTIVE



HOVER ON COLOUR/IMAGE



WHITE ON COLOUR/IMAGE



Button With Abnormally Long Text

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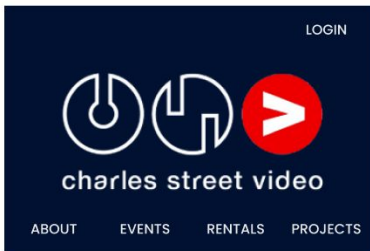
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## Heading

5 AUG 2020 | 6 - 7:30 PM

### The Places We Must Stay: A Response to C\_\_\_\_\_

Online Artist Panel



## Charles Street Video.

M - F: 10 am - 7 pm  
32 Lisgar Street, Toronto, ON.  
[416 603 6564](tel:4166036564)

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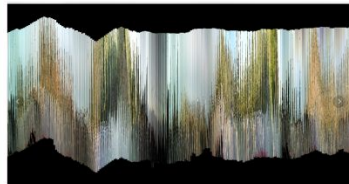
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09/14/2020

### Thoughts, Running: A CSV residency with Juliet Palmer

Thoughts, running is an interdisciplinary creation  
connecting the inner and outer worlds of a musician  
who runs.