



WELCOME TO EXPLORE PIT LAW

A Resource Hub for Lawyers about Public Interest Technology (PIT)

BRANDING.

DESIGN.

DEVELOPMENT.



CREATING AN INVITING SPACE TO EXPLORE THE WORLD OF TECH

SUMMARY

Role

Project Manager, UI/UX Designer, Brand Designer, Developer

Duration

A month and a half

Team

Independent, collaborated with Temple's School of Law Director, and fellow's in the iLIT Organization

TL;DR

Designed, Branded, and Developed a platform for Temple's PIT Career fair that also serves as an ongoing resource hub for students

Identifying the Need

The Public Interest Technology (P.I.T) sector offers promising career opportunities at the intersection of law and technology. However, law students often face challenges accessing information and opportunities within this newly emerging field

PAIN POINTS

Lack of resources for students who would like to be involved and understand the career routes in the Public interest Tech Sector.

The intimidating nature of the tech field, particularly for individuals with a less technical background who may not know where to get started.

SOLUTION

Create a dedicated online platform that serves as a comprehensive resource hub for students seeking information and opportunities in the Public Interest Technology (P.I.T) sector.

Create a welcoming and accessible platform that fosters a friendly atmosphere, making it easy for individuals with less technical backgrounds to feel comfortable and confident.

Branding & Design Process

The design process for the hub began with input from stakeholders and fellows through meetings, discussing the purpose and needs of students. Leading to initial wire frames and prototypes. Iterative feedback helped refine the design, emphasizing intuitive navigation, inclusivity, and ease of use.

COLOR THEORY

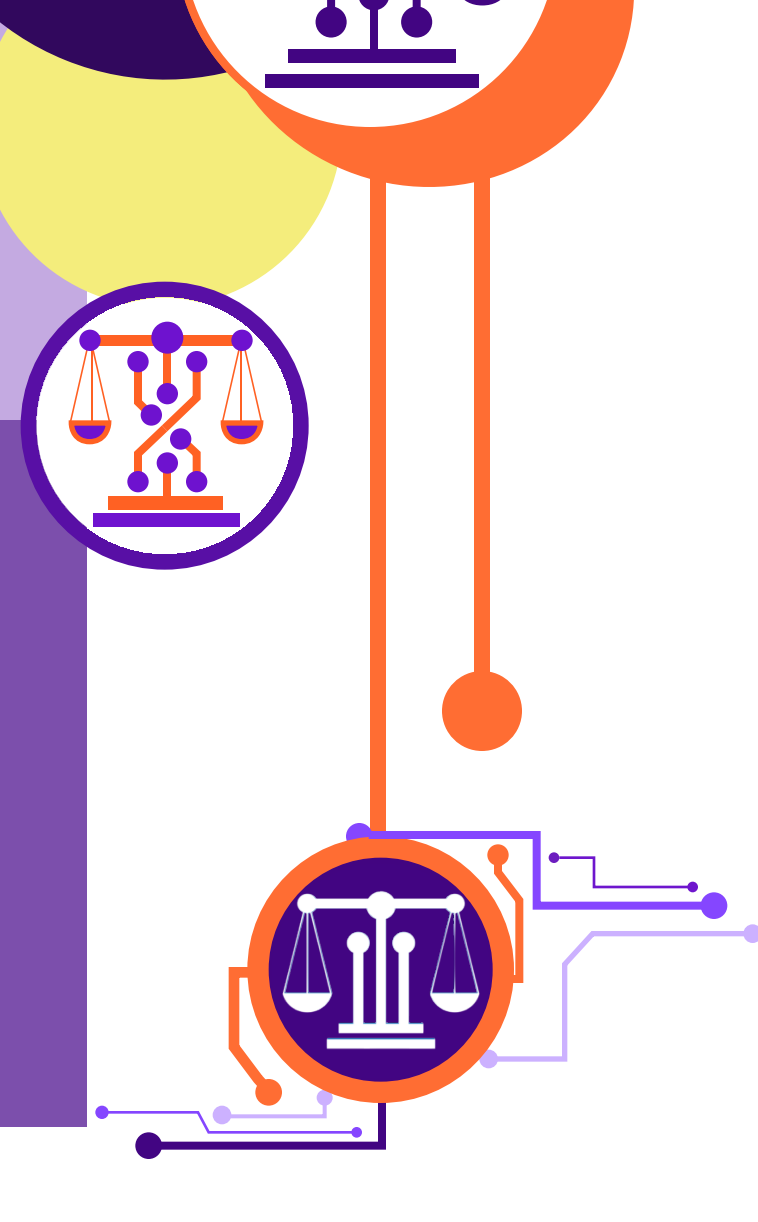
Purple: embodies justice, blending stability from blue and energy from red. This color evokes feelings of optimism, a vital emotion for students attending a career fair

Yellow: represents creativity and imagination, indicating the innovative aspect of technology

Orange: embodies youthfulness, creativity, and optimism, symbolizing change and movement in the tech industry while helping to maintain a friendly and inviting presence.

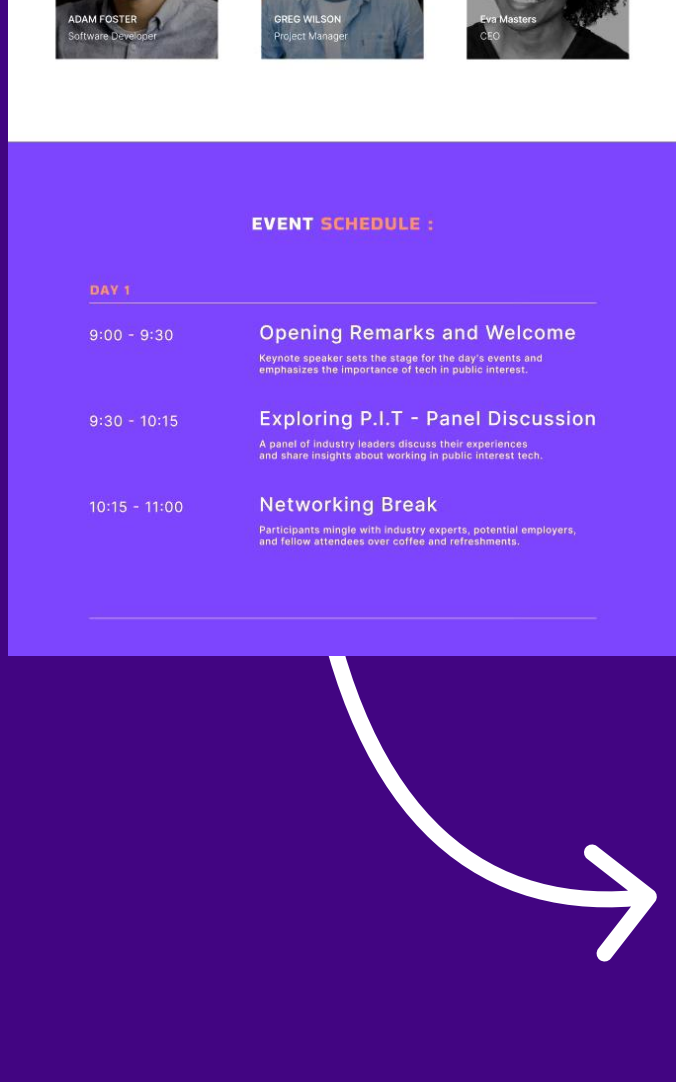
LOGO

When designing the Logo to represent the P.I.T. sector at Temple Law, the goal was to blend elements of both law and technology. To achieve this, the Scale of Justice was used as a foundation. Then circuit board pattern was integrated that connects the entire scale, symbolizing the intersection and connectivity of these fields.

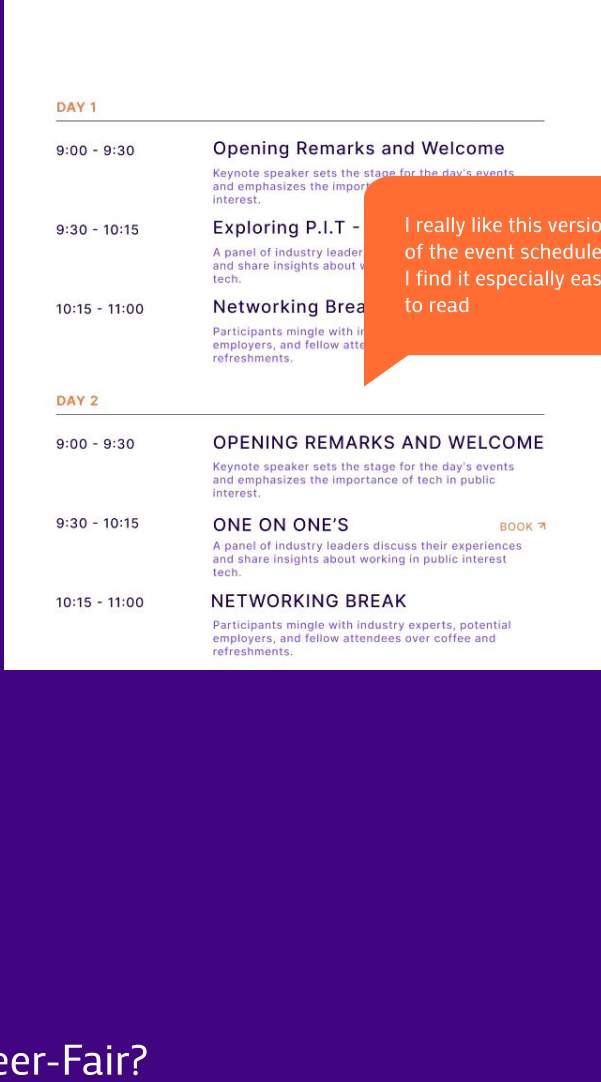


iterative designing
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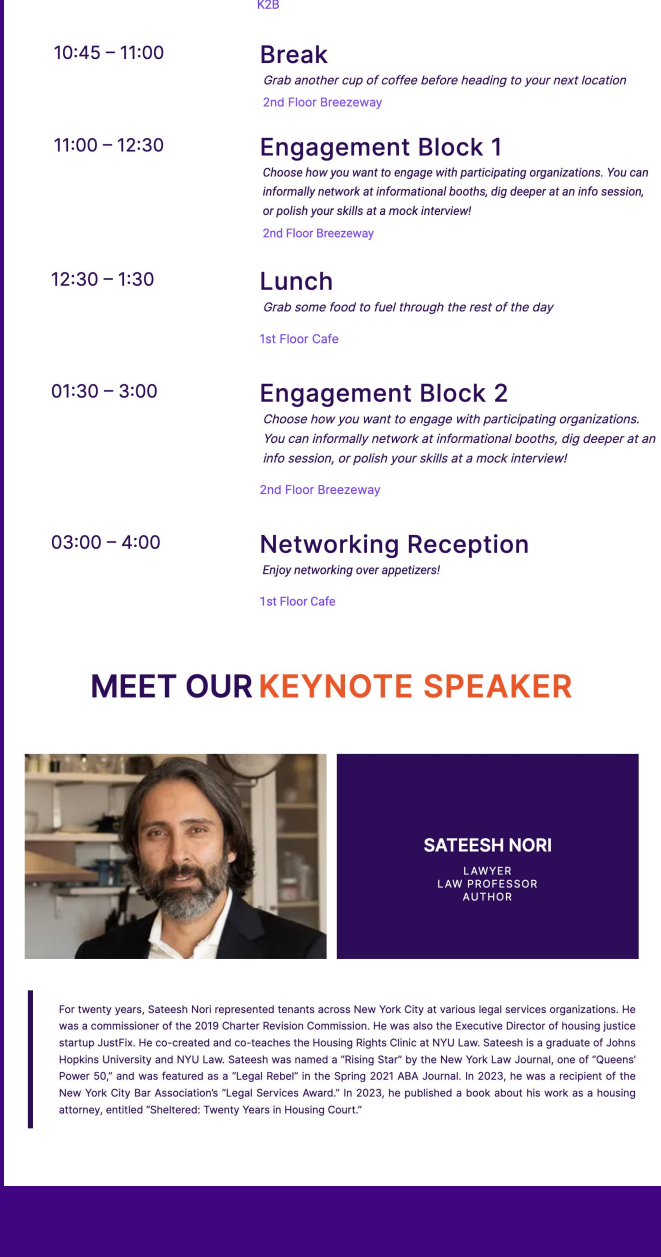
Iteration One



Iteration Two



Final Iteration



CHECK OUT THE DESIGNS

<https://www.figma.com/design/M3mdGlolP4hbc30vRzW0m/PIT-Career-Fair?node-id=18%3A95&t=AMsRvJhF3Zqww79f-1>

Development Stage

After discussing multiple options, I decided to build the website on WordPress, a Content Management System (CMS) the client was already familiar with. This decision was made to ensure the client's ability to maintain and update the website independently, enhancing long-term sustainability.

PERKS TO A CMS

- Access to a wide variety of themes to customize the site's appearance.
- Plugins that provide easy solutions to common development challenges.
- Visual web page builders like Elementor, featuring drag-and-drop functionality for quick page layout.
- Significantly reduced learning curve compared to building a website from scratch, which requires coding knowledge.
- Intuitive dashboard and content management system, offering a convenient space for all the owner's needs.

Lessons Learned

As with all projects, we plan for the best outcome. We create timelines to account for possible issues and incorporate testing periods to ensure our application is functional upon release. We adhere to accessibility guidelines, follow styling best practices, and create thorough documentation. Despite these precautions, unforeseen issues can still arise.

The biggest lesson learned from this project was the challenge of translating designs into functional apps during development. While I'm accustomed to the creative freedom that coding offers, this was my first project where I handled everything from design to development using the WordPress tool Elementor. I quickly realized how restrictive a visual builder can be. Fortunately, as a designer, I was able to improvise and adapt the designs to fit these constraints. This experience underscored the importance of clear communication between designers and developers.