



RESCUE THE CHILDREN



PROCESS JOURNAL

CLIENT

National Center For
Missing & Exploited Children

PROBLEM

Hundreds of thousands of children go missing each year, and in some cases, these children are never found. While public facilities sometimes display posters of lost kids, it can be very difficult to remember the children's faces after leaving the building. The Rescue the Children mobile application will make it easy for people to recognize and report a missing child.

SOLUTION

Create a mobile application with an expansive list of missing children throughout the United States, providing contact information through which the user could report a missing child by calling or emailing directly from one's smartphone. This mobile application will be promoted with a series of mobile advertisements. This project will expand on the NCME's mission to find missing children.

People

Child
Children
Kids
Boy
Girl
Youngster
Minor
Youth
Baby
Kids
Parents
Grandparents
Uncles
Aunts
Nephews
Nieces
Cousins
Relatives
Friends
Family
Loved Ones

Found Objects

Baby Bottle
Handprint
Toy
Teardrop
Hand
Handprint
Footprint
Small Shoes
Hats
Pacifier
Smartphone
Tablet
Camera
Earth
Heart
Circle
Diamond
Handprint
Tear Drop
Eye
Candle
Picture
Photo

Technology

Mobile Phones
Mobile Devices
Face Recognition
Camera

Colors

Red
Yellow
Blue
Gray
Black
White

Textures

Paint
Fingerprint
Cloth
Paper
Dirt
Sweat

Verbs

Smile
Frown
Grieve
Mourn
Rejoice
Rescue
Save
Find
Deliver
Recover
Help
Locate
Aid
Support
Care
Wish
Encourage

Emotions

Anxiety
Grief
Fear
Love
Hope
Faith
Compassion
Joy
Peace
Relief
Happiness
Assurance

Feel

Trustworthy
Clean
Organized
Contemporary



AMBER ALERT

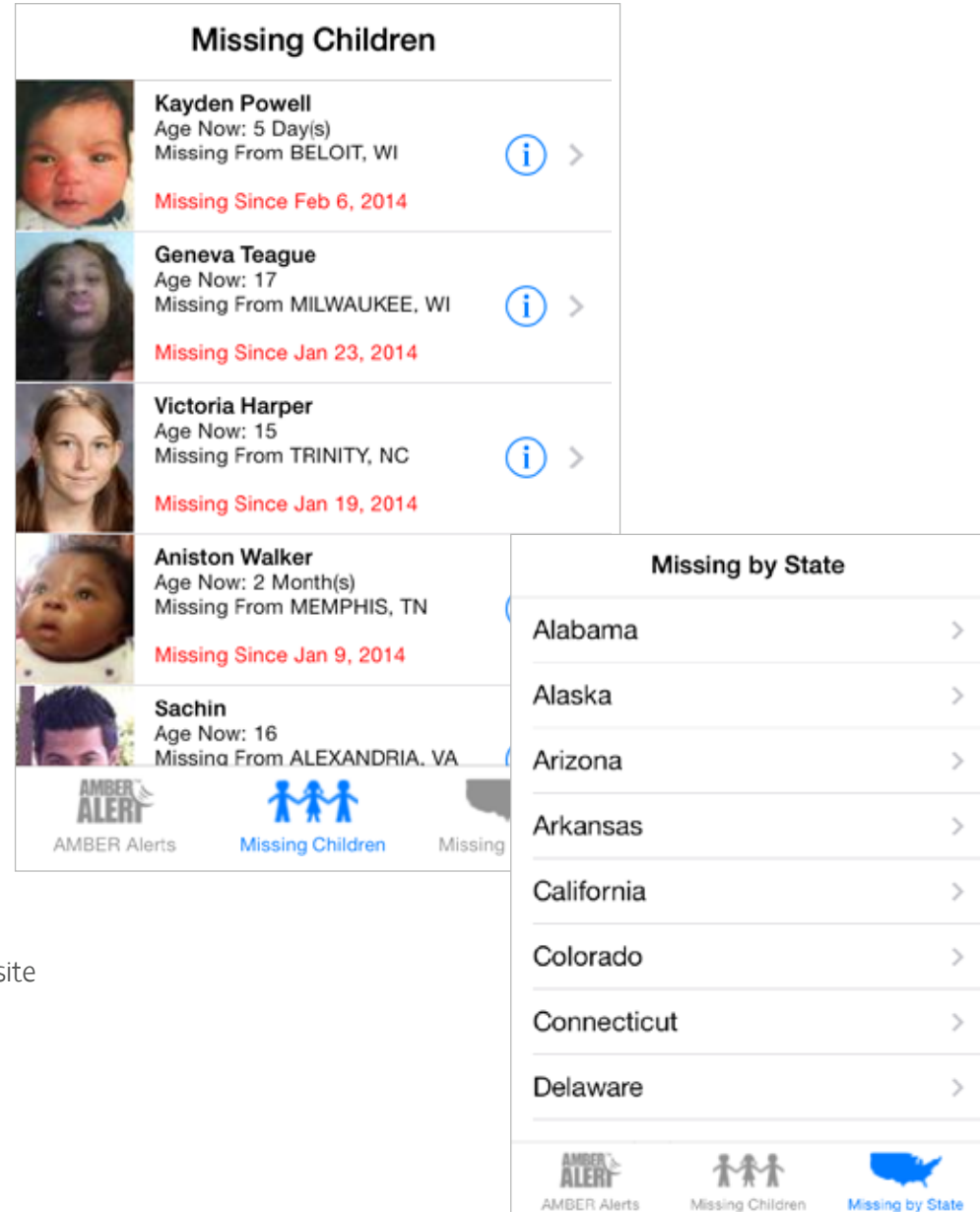
Similar to Rescue the Children, the *Amber Alert* mobile application also displays a list of currently missing children in the United States.

Pros

- List of Missing Children
- Amber Alert Feature
- Browsing by State

Cons

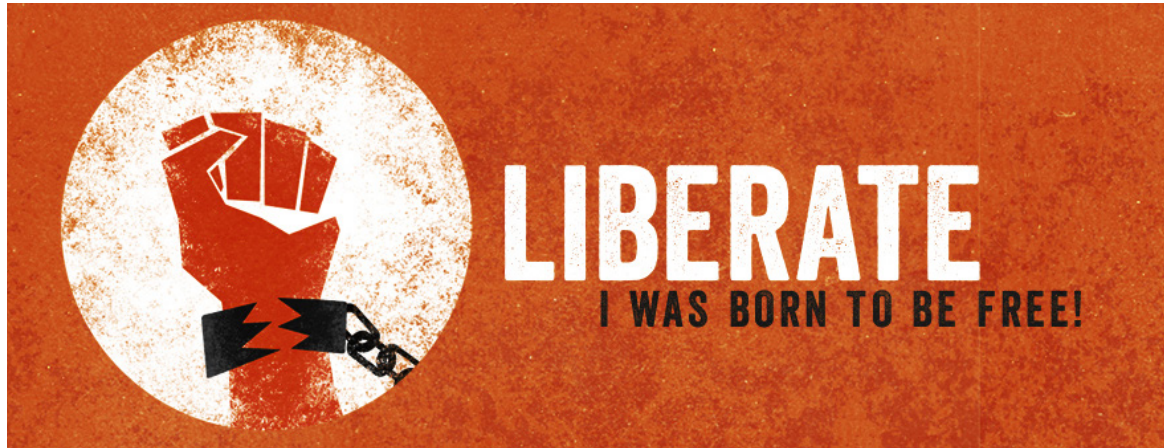
- Child Profiles Lead to Non-Responsive Website
- No Social Media Sharing
- No Notifications
- Poor Reviews in App Store





INVISIBLE CHILDREN

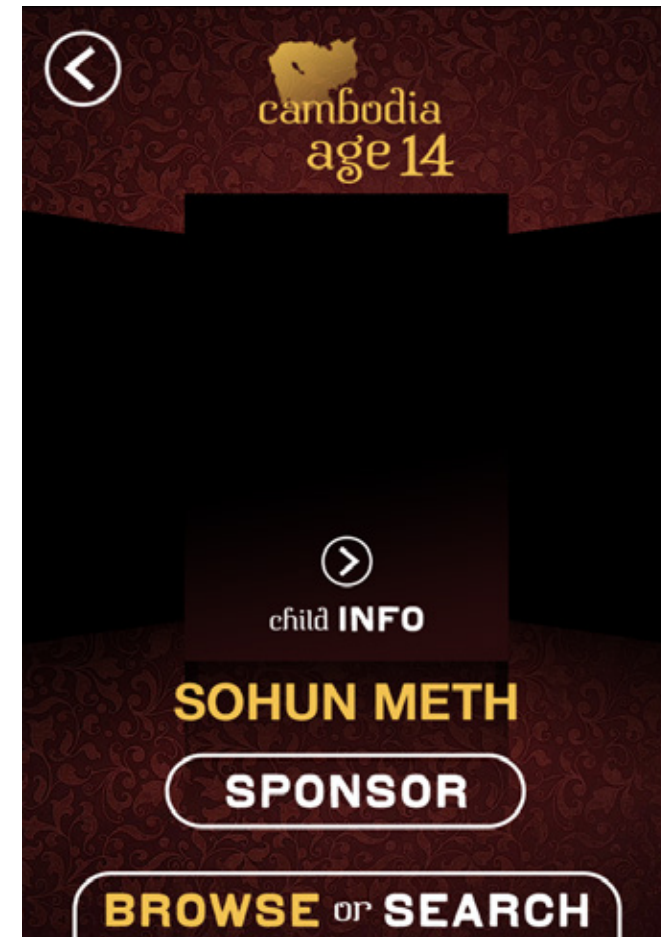
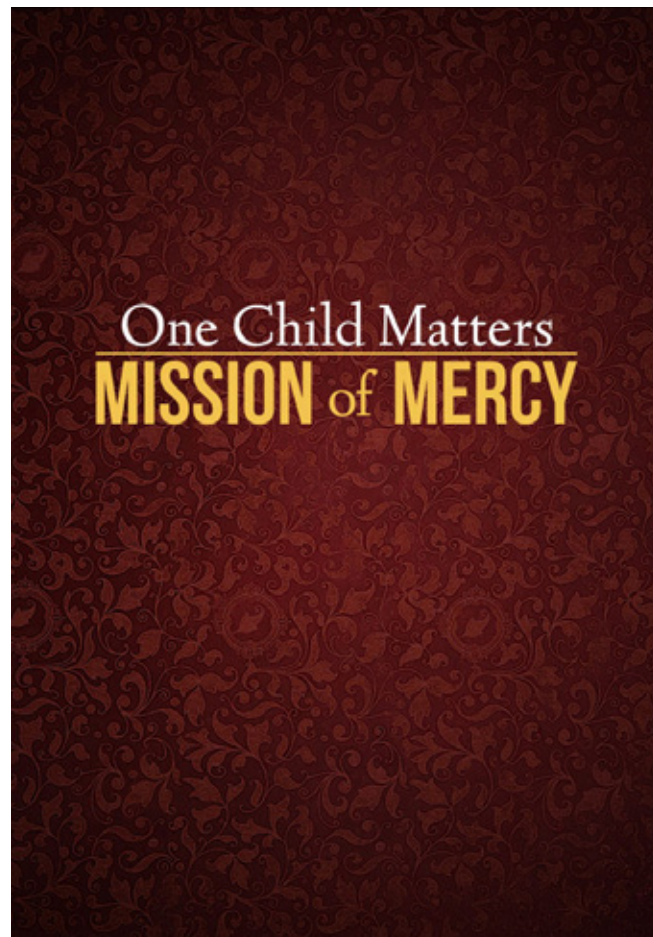






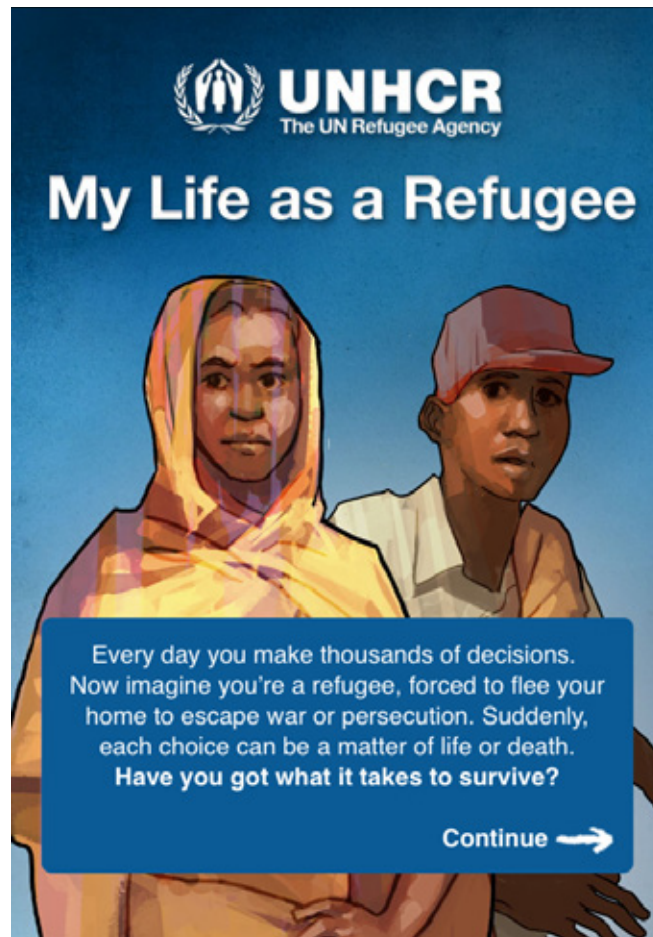
ONE CHILD MATTERS

This mobile application allows users to donate towards humanitarian causes all over the world. Users can also sponsor a child financially. A similar design approach could be used for the *Rescue the Children* application.



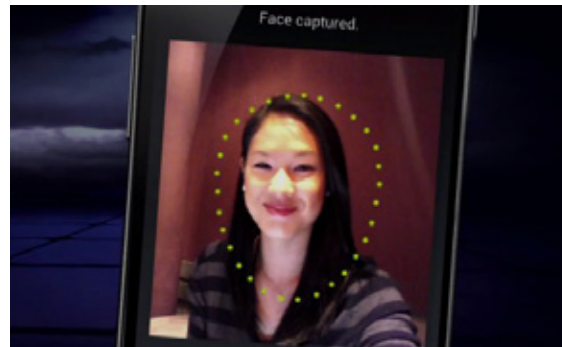
MY LIFE AS A REFUGEE

This application uses hypothetical situations to educate about the lives of refugees. While the characters are fictional, the layout can also be applied with actual people.





MOODBOARDS







Mary Odell

Age : 35

Gender : Female

Residence : Elmont, New York

Occupation : Registered Nurse

Marital Status : Married

Children : Two

Background

Mary Odell is a middle-aged parent of two children, one of them has been missing for the past two weeks. Her child's profile was recently added to Rescue the Children's list.



David Ochoa

Age : 23

Gender : Male

Residence : San Francisco, California

Occupation : Student, Orphanage Volunteer

Marital Status : Single

Children : None

Background

David is a young man majoring in computer science at Mesa Community College. Although he is not married nor has any children, he's passionate about helping the needy.



Michael Carsa

Age : 51

Gender : Male

Residence : Portland, Maine

Occupation : Police Officer

Marital Status : Married

Children : Three, One Newborn Grandchild

Background

Michael Carsa is an experienced police officer who lives in an area with missing children. He also just became a grandfather two months ago.

AS A

I WANT

SO THAT

Parent of a Missing Child

Any Possible Solution

My Child Will Be Saved

Person who Wants to Help

A Mobile Application

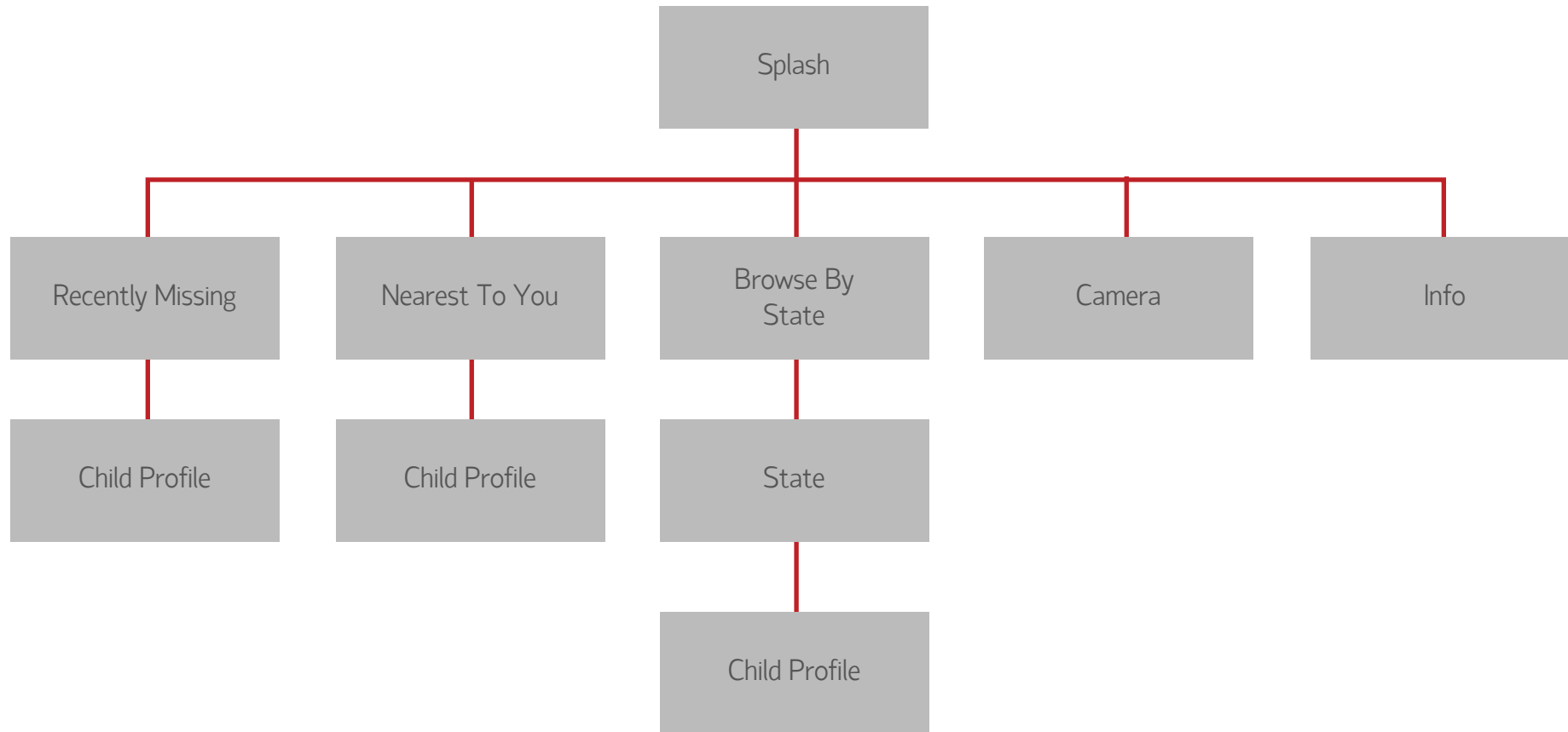
Missing Children Will Be Found

Law Enforcement Worker

A Tool

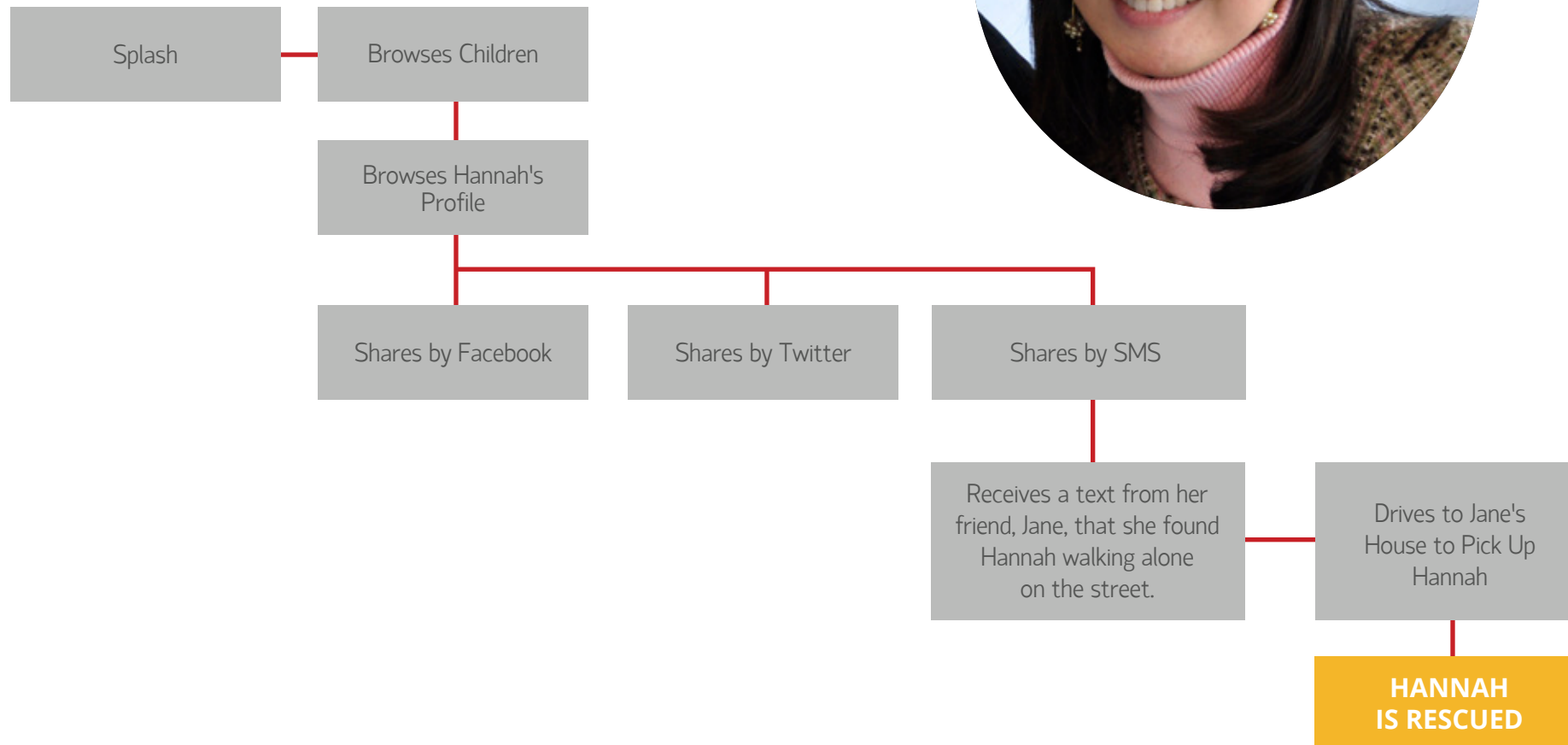
Missing Children Will be Found

APPLICATION MAP



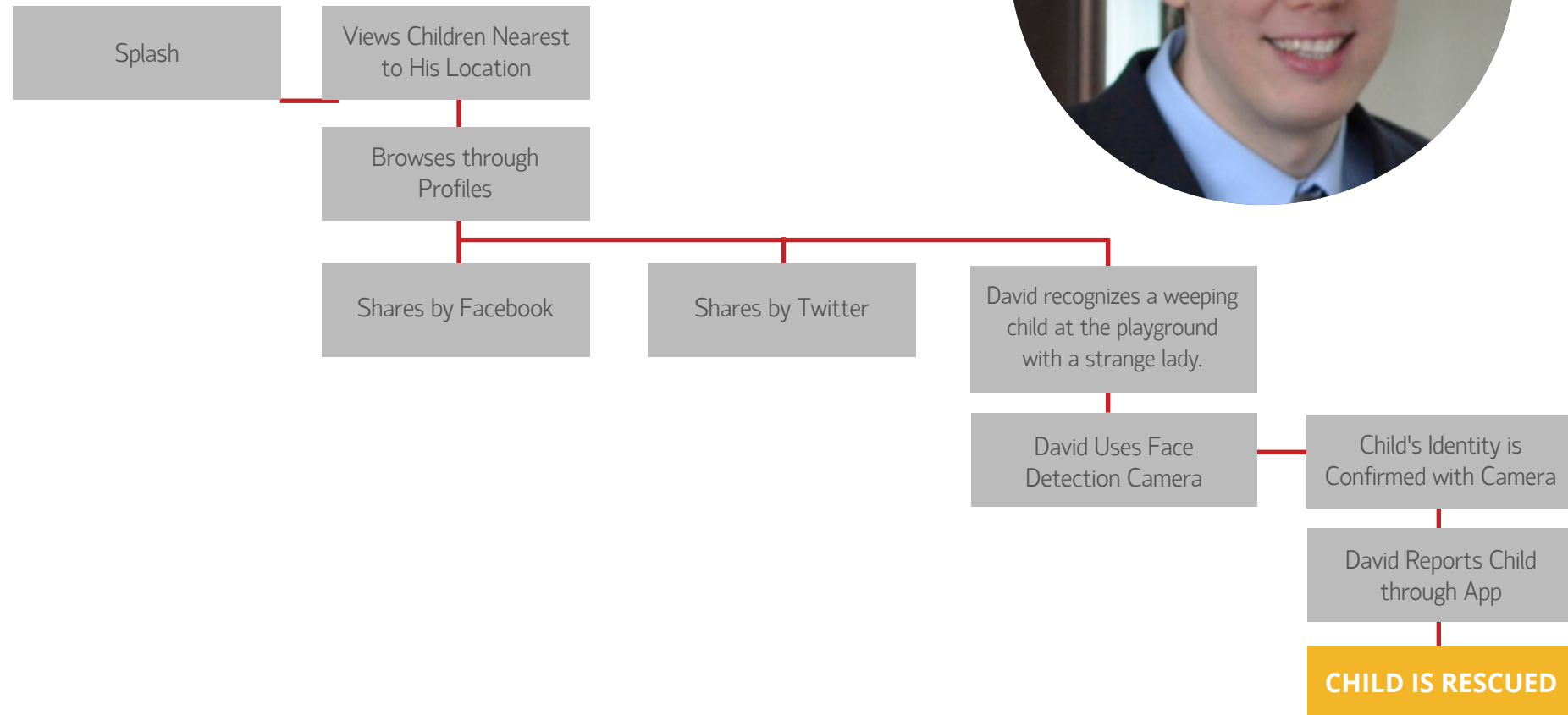
Mary Odell

Mary is devastated that her six year old son, Hannah, has been missing for the past two days. Mary downloads the *Rescue the Children* mobile application because Hannah's profile is in the app's list of missing children. She wants to use the app to spread the news about her missing daughter.



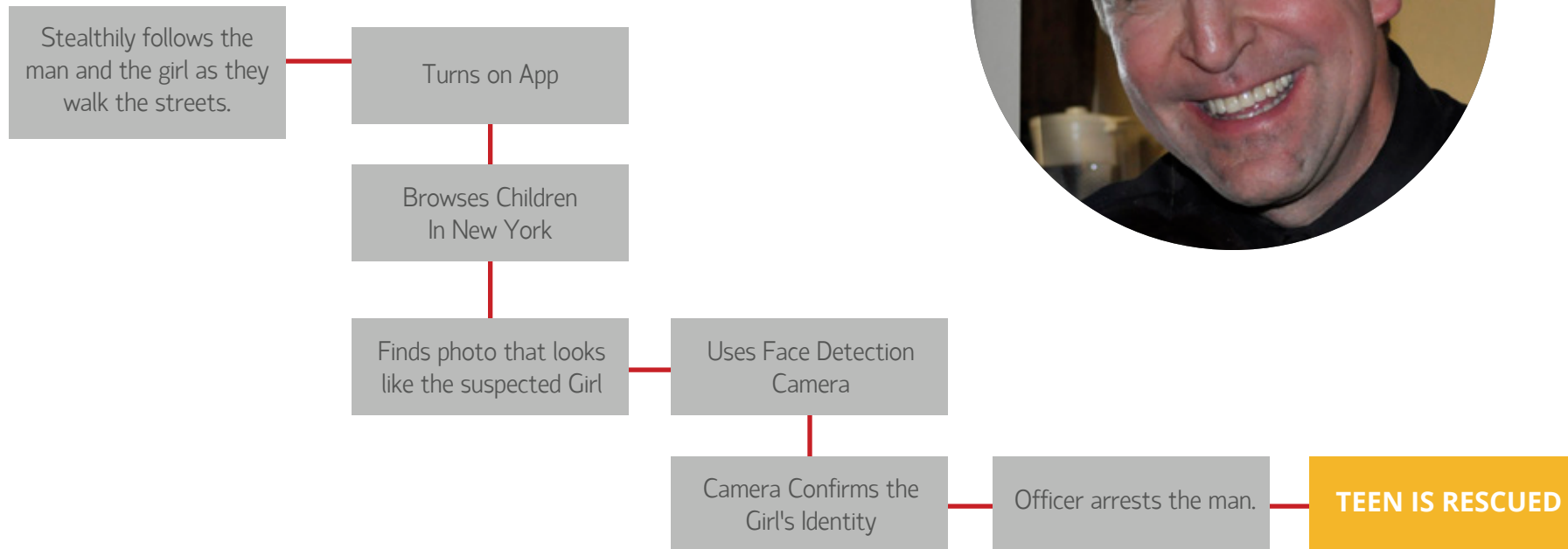
David Ochoa

David has compassion for the missing children throughout the world and downloads Rescue the Children hoping it can help make a difference. He views the list of missing children in his area and shares their profiles to everyone he knows through Facebook and Twitter. As a young adult adept in technology, he's also intrigued App's Face Detection Camera.



Michael Carsa

Michael is a police officer who suspects that a strange man he has seen walking with a teary-eyed teenaged girl. He wants to use the application's to confirm whether or not the young girl is an abducted child.





RESCUE THE
CHILDREN

LOGO 1A

Font: Fernando Neue



RESCUE THE
CHILDREN

Logo 1B

Font: DIN 1451 Std



RESCUE THE
CHILDREN

Logo 2A

Font: Fengardo Neue



RESCUE THE
CHILDREN

Logo 2B

Font: Fengardo Neue



RESCUE THE
CHILDREN

Logo 3A

Font: Fengardo Neue



RESCUE THE
CHILDREN

Logo 3B

Font: Open Sans Condensed Bold



RESCUE THE
CHILDREN

Logo 4A

Font: Open Sans



RESCUE THE
CHILDREN

Logo 4B

Font: Open Sans Condensed Bold

RESCUE
the
CHILDREN

Logo 5A

Font: Fengardo Neue, Fengardo Neue Italic

RESCUE
the
CHILDREN

Logo 5B

Font: Fengardo Neue, Fengardo Neue Italic



RESCUE THE
CHILDREN

Logo 6A

Font: Open Sans Condensed Bold



RESCUE THE
CHILDREN

Logo 6B

Font: Open Sans



RESCUE THE
CHILDREN

Logo 7A

Font: Open Sans Regular, Open Sans Bold



RESCUE THE
CHILDREN

Logo 7B

Font: Fergardo Neue



Logo 7C

Font: Open Sans Regular

RescueTheChildren



Logo 7D

Font: Alfa Slab One

Rescue the Children



RESCUE THE
CHILDREN

Logo 8A

Font: Open Sans Regular, Open Sans Bold



RESCUE THE
CHILDREN

Logo 8B

Font: Chapparral Pro Display, Chapparral Pro Bold Display



Rescue The
Children

Logo 8C

Font: Avenir LT Std Roman, Avenir LT Std Bold



Rescue the
Children

Logo 8D

Font: Bree Serif



RESCUE THE
CHILDREN

Logo 9A

Font: Open Sans Regular, Open Sans Bold



Rescue the
Children

Logo 9B

Font: OSP-DIN DIN, Open Sans Regular



Rescue The
Children

Logo 9C

Font: Open Sans Regular, Open Sans Bold



RESCUE
THE
CHILDREN

Logo 9D

Font: Bree Serif



RESCUE THE
CHILDREN

Logo 10A

Font: Fengardo Neue



Rescue The Children

Logo 10B

Font: ITC Officina Sans Std Book, ITC Officina Sans Std Bold



RESCUE THE
CHILDREN

Logo 10C

Font: Leander



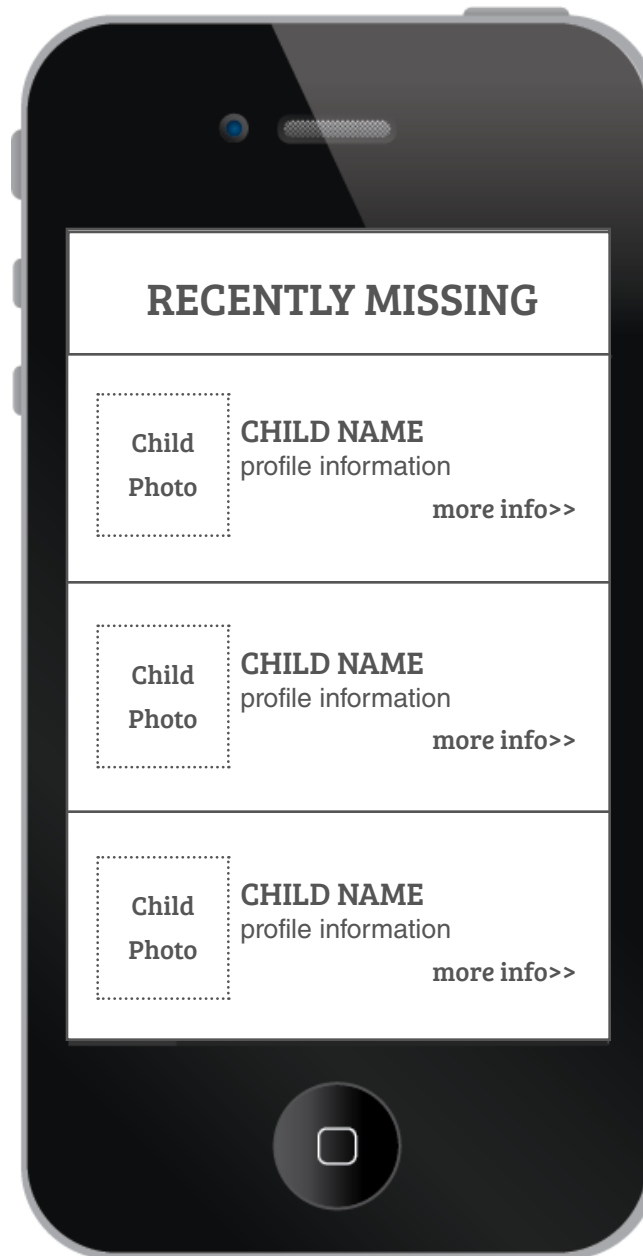
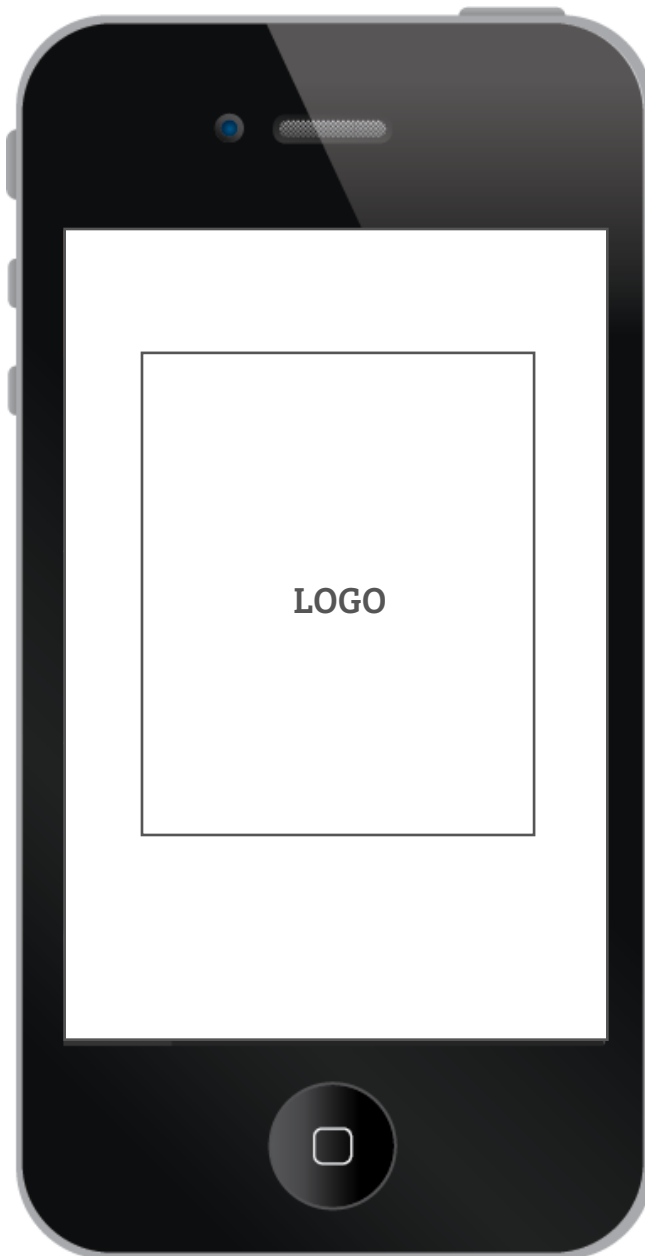
RESCUE THE
CHILDREN

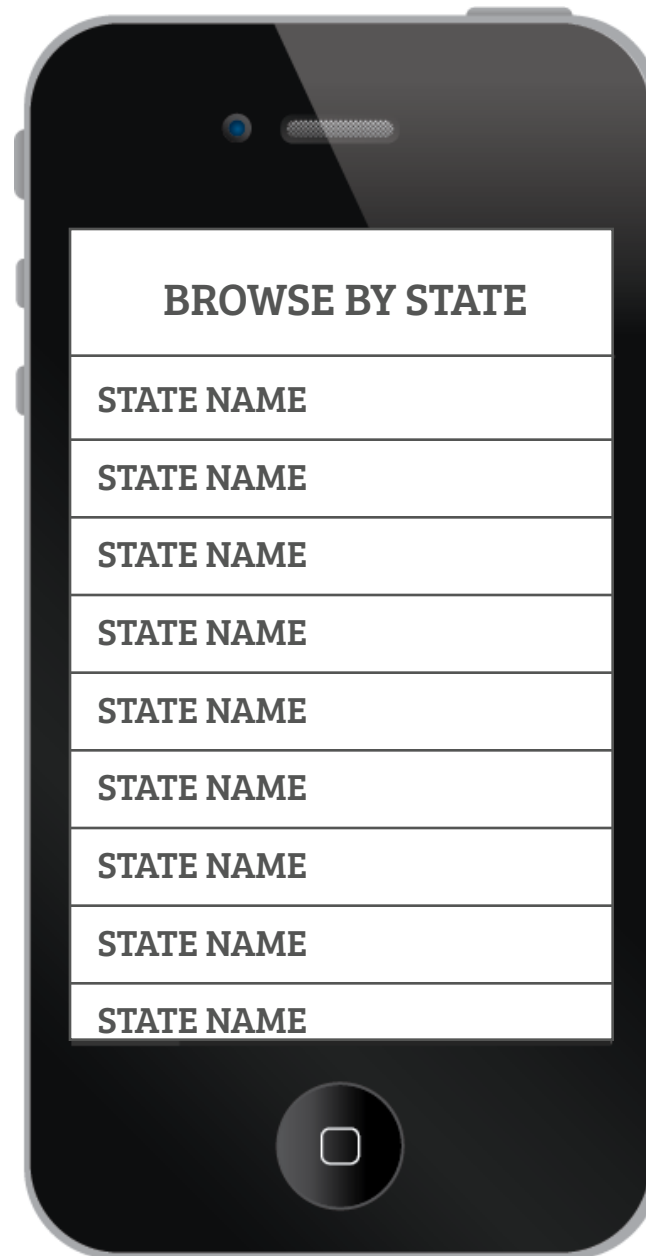
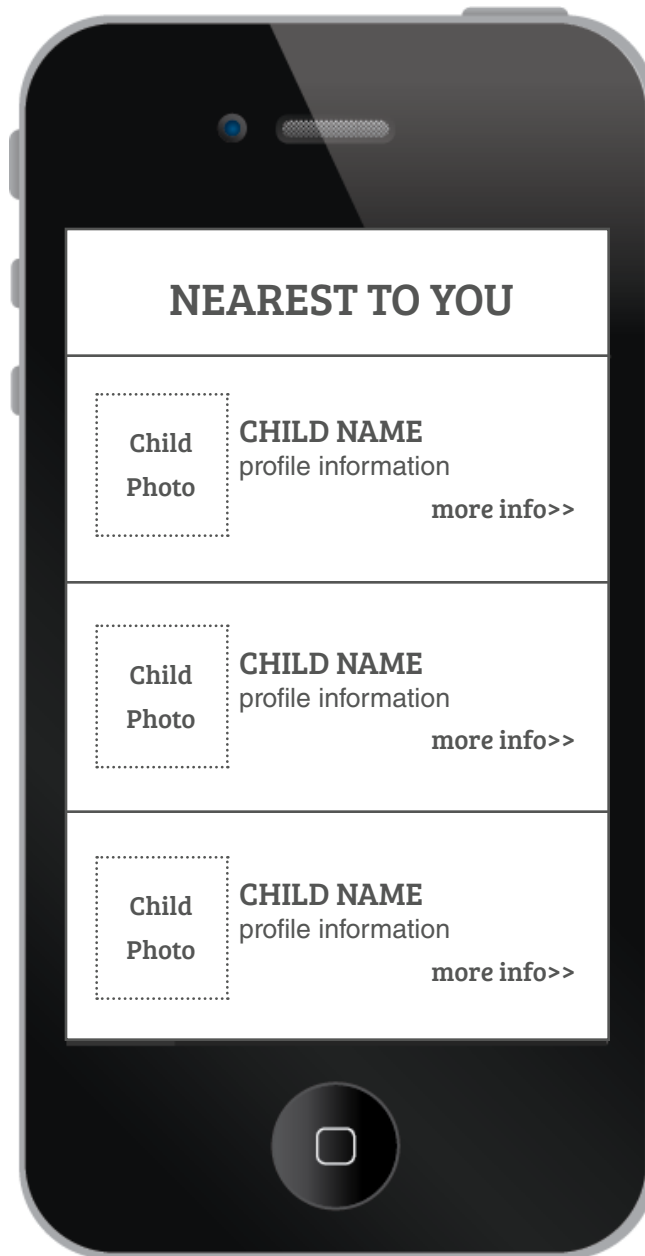
Logo 10D

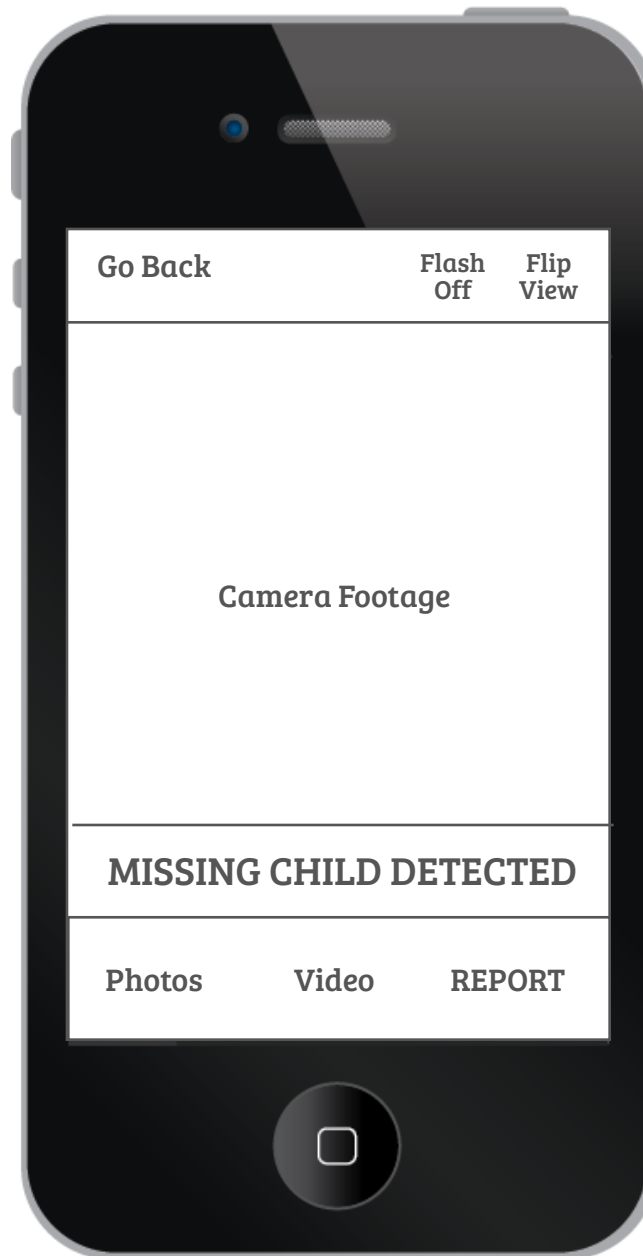
Font: Univers LT Std Oblique, Univers LT Std Black Oblique

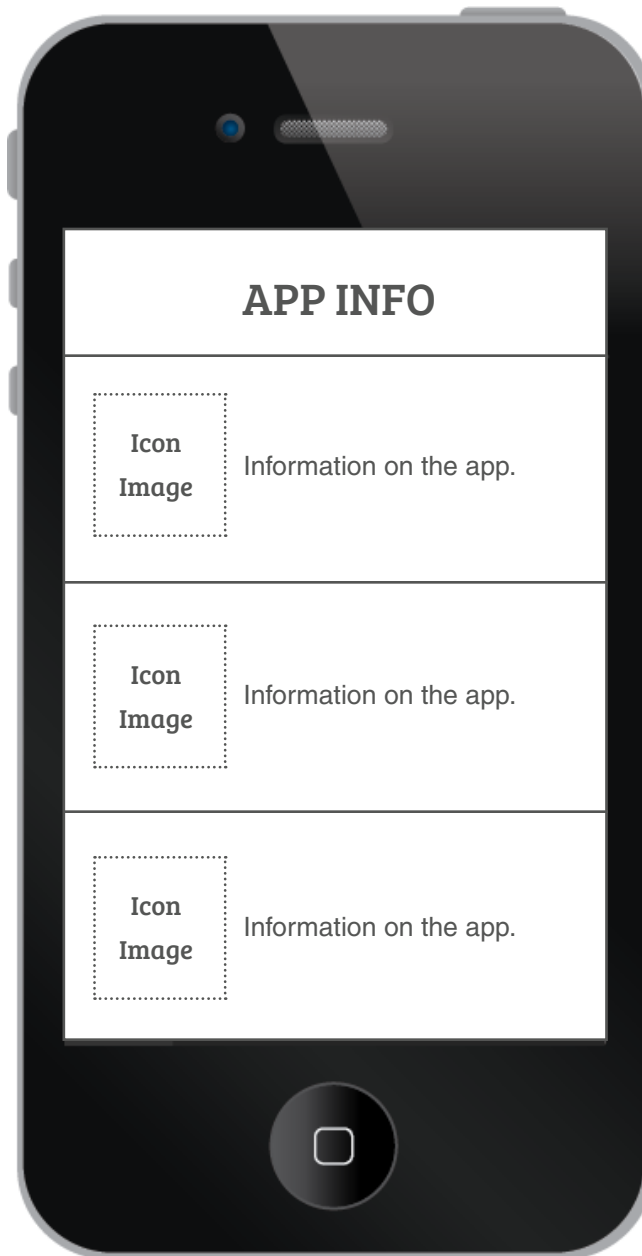


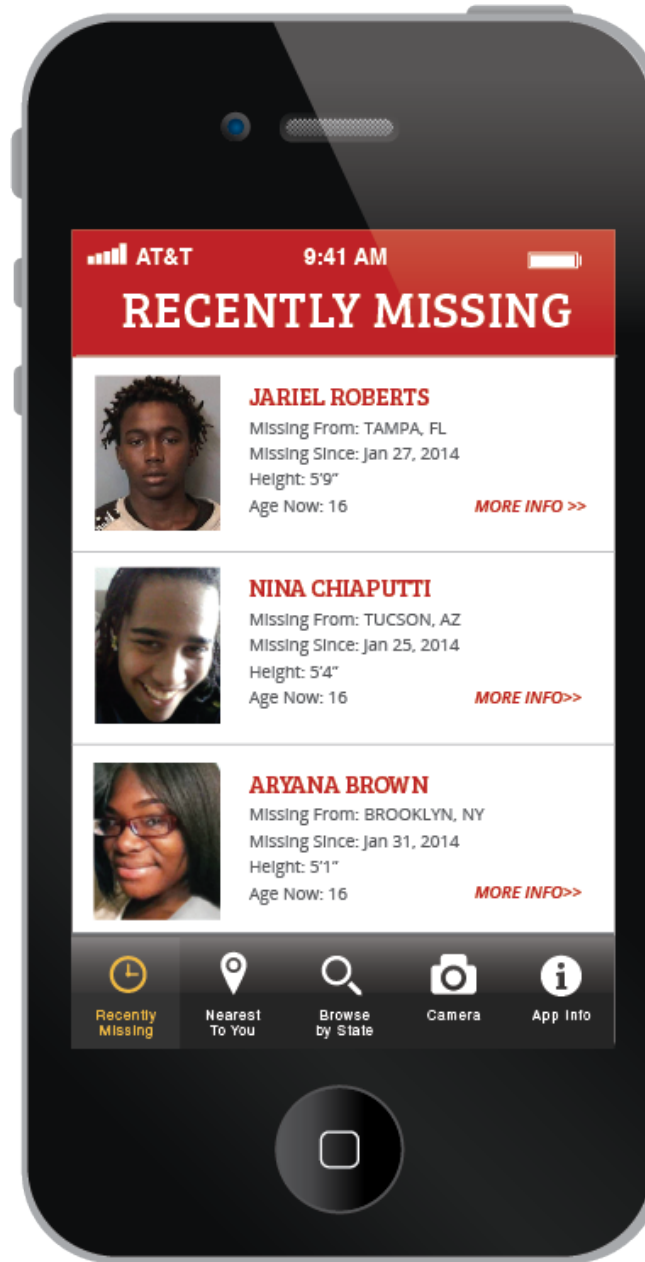
**RESCUE
THE
CHILDREN**

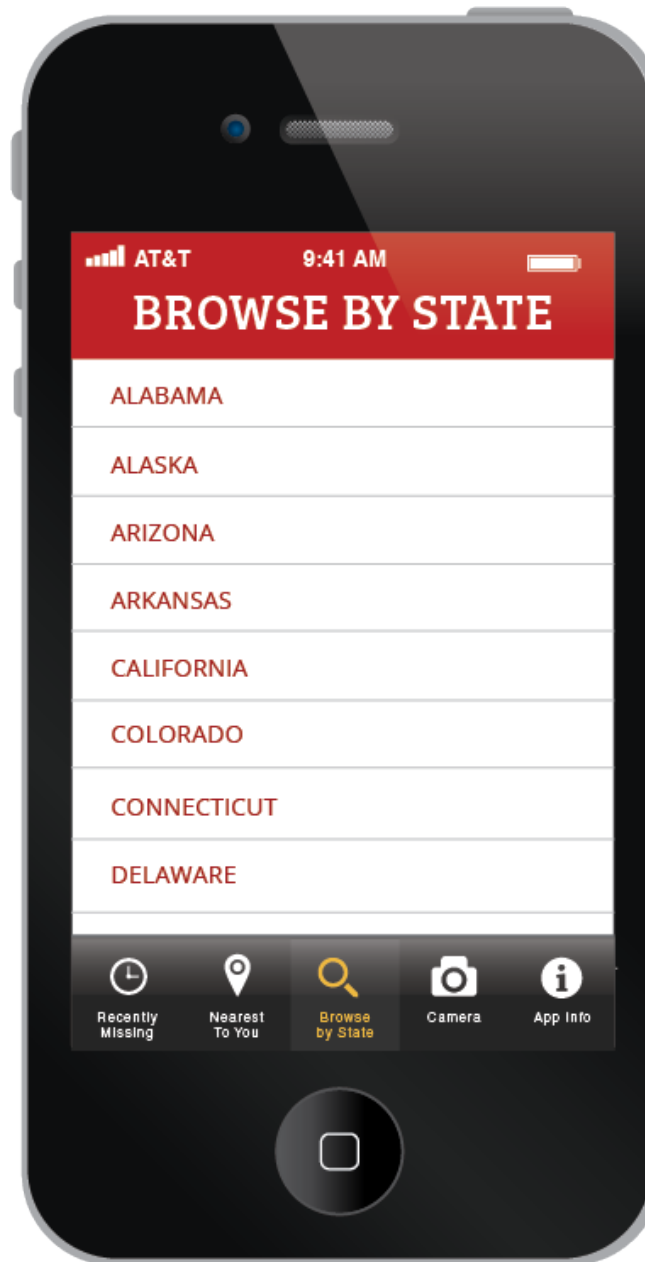
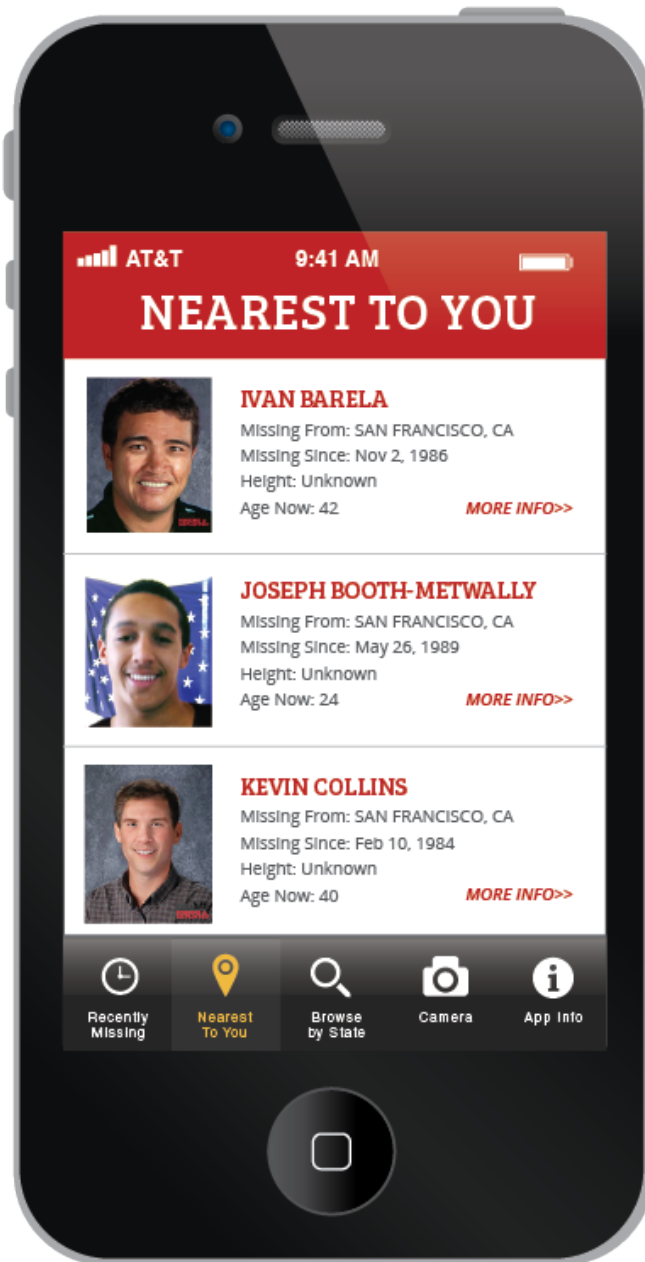


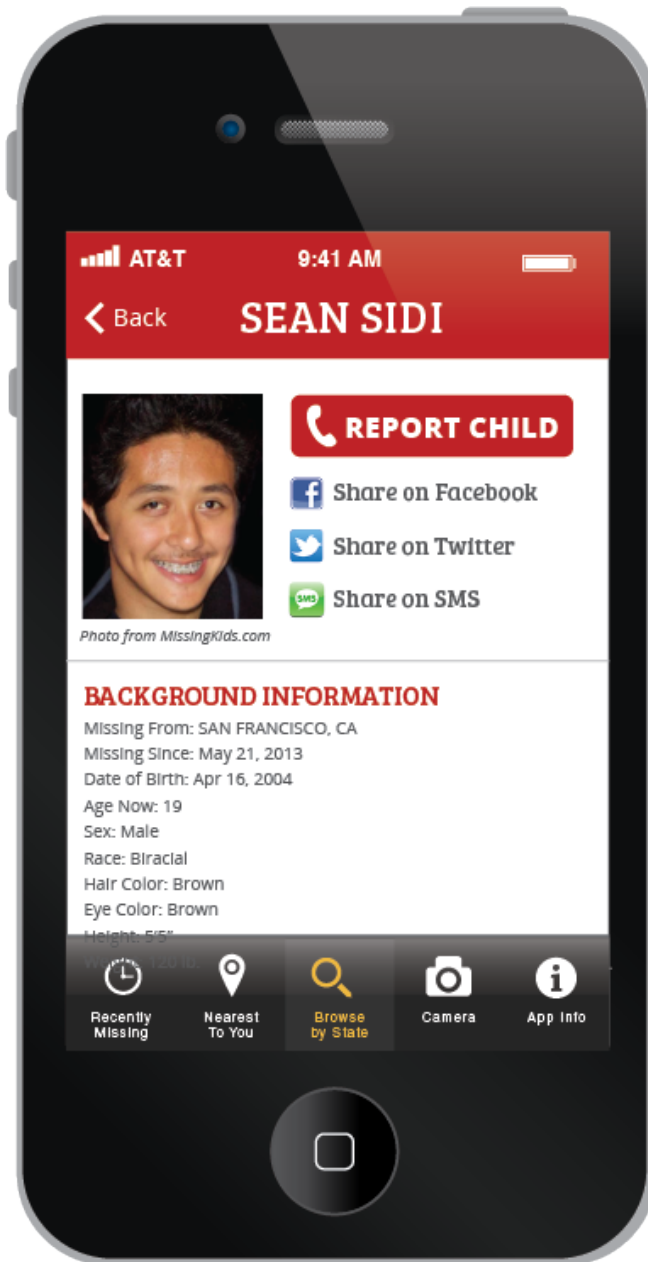




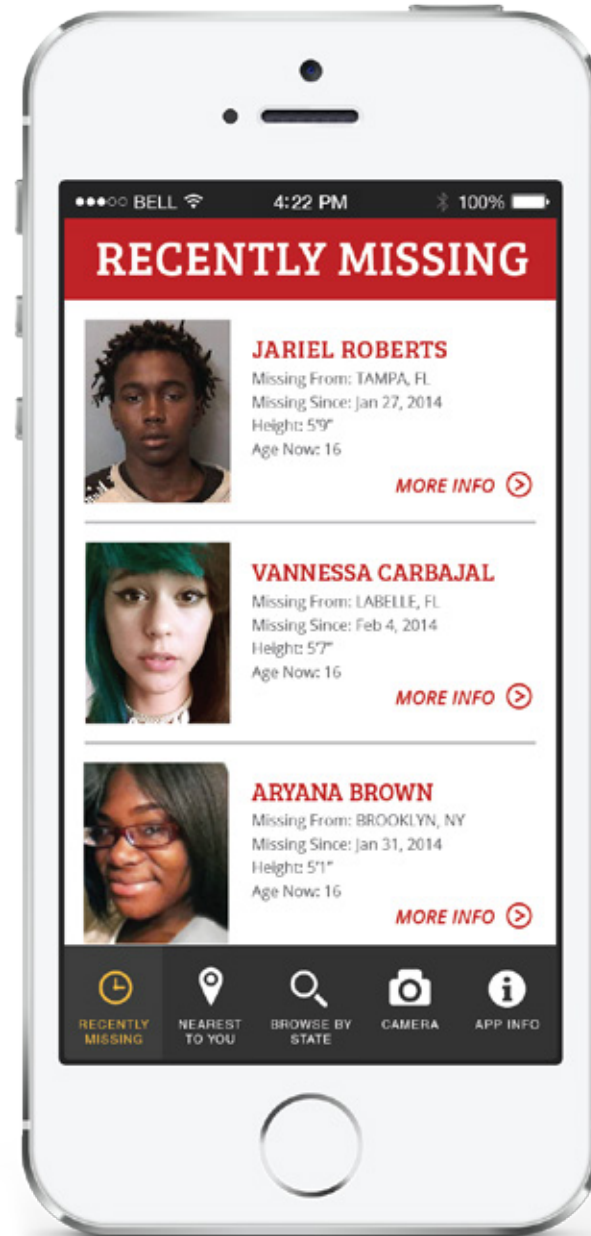


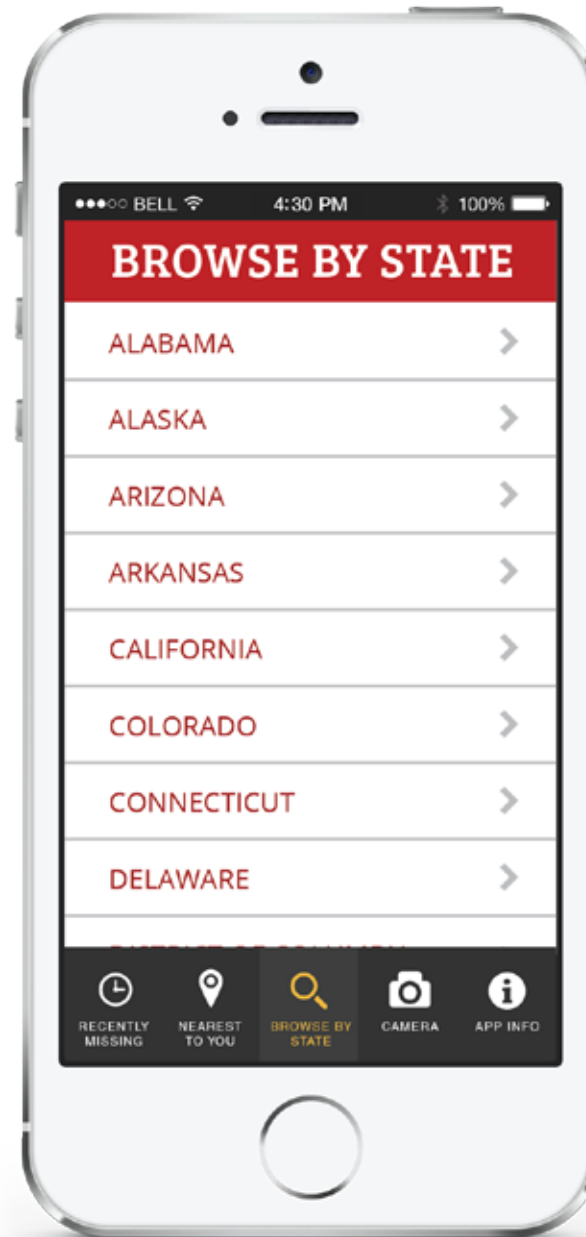
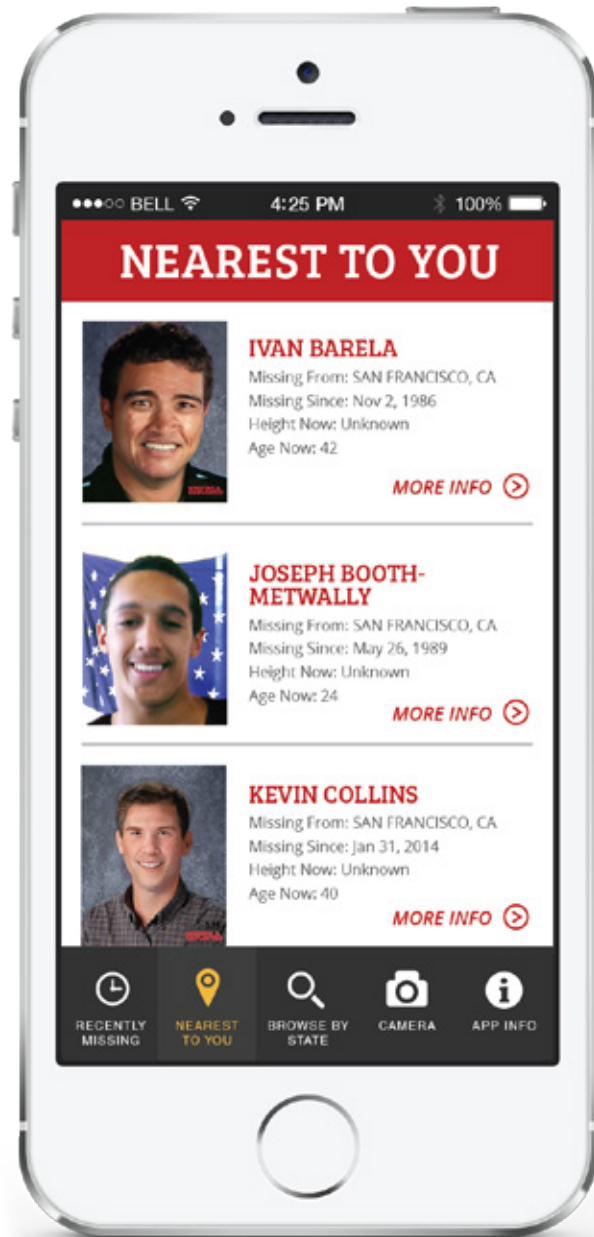


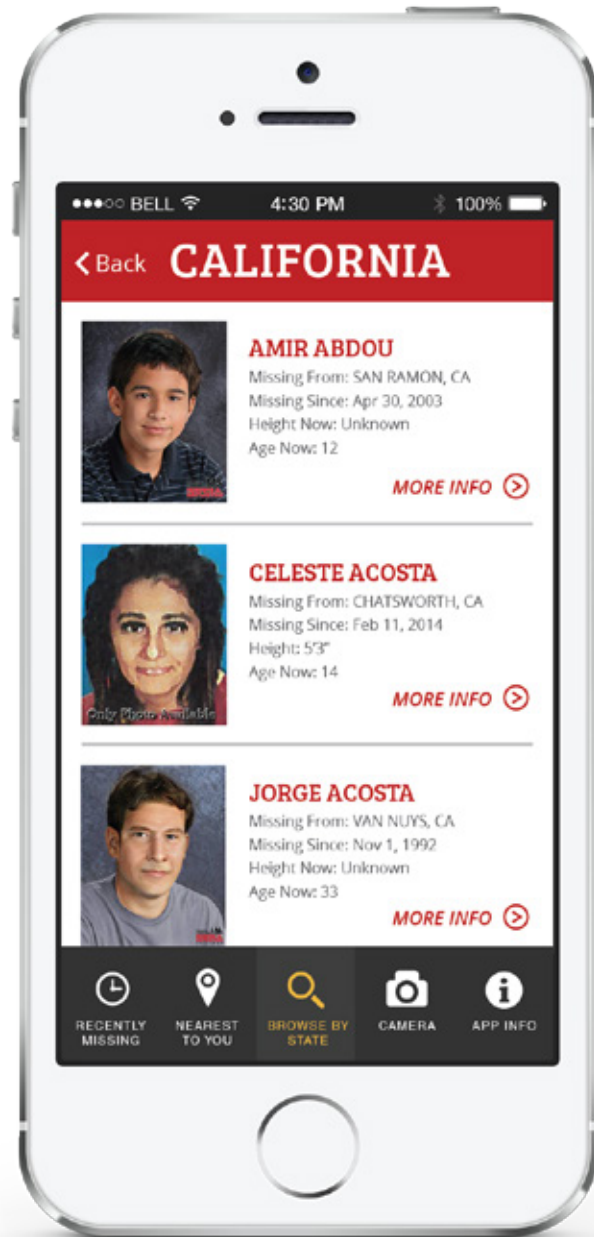


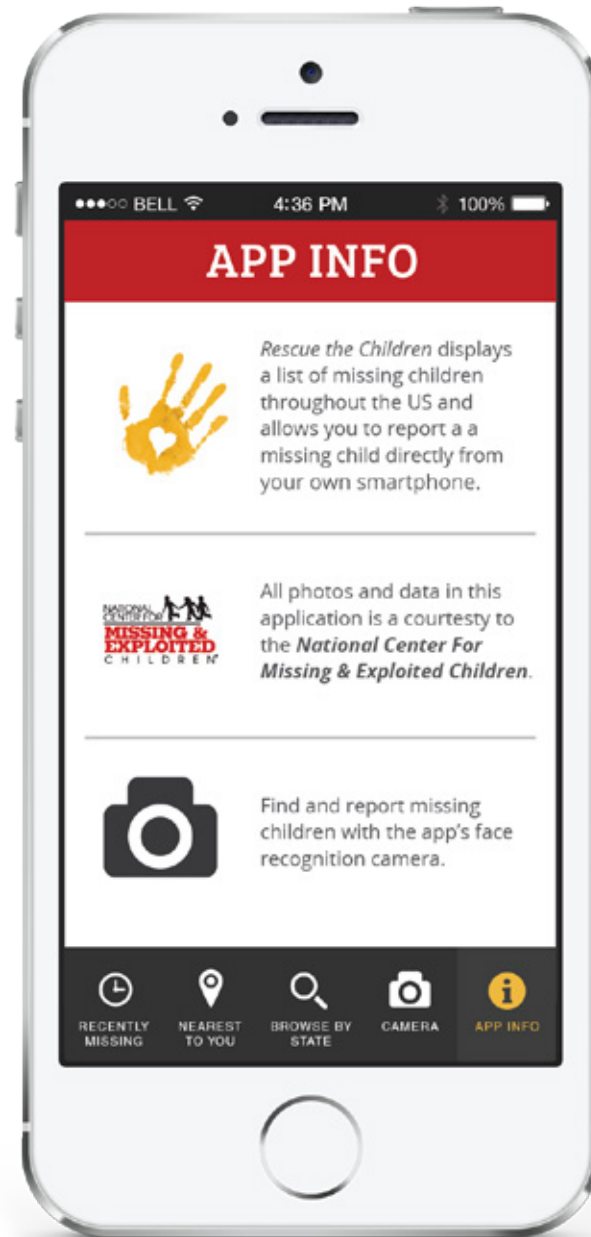












USER INTERFACE REVISIONS





USER INTERFACE REVISIONS



RECENTLY MISSING



JARIEL ROBERTS

Missing From: TAMPA, FL
Missing Since: Jan 27, 2014
Height: 5'9"
Age Now: 16

[MORE INFO](#)



VANNESSA CARBAJAL

Missing From: LABELLE, FL
Missing Since: Feb 4, 2014
Height: 5'7"
Age Now: 16

[MORE INFO](#)



ARYANA BROWN

Missing From: BROOKLYN, NY
Missing Since: Jan 31, 2014
Height: 5'11"
Age Now: 16

[MORE INFO](#)



RECENTLY MISSING



NEAREST TO YOU



BROWSE BY STATE



CAMERA



APP INFO

Rescue a missing child.

Rescue a missing child.
Straight from your smartphone.



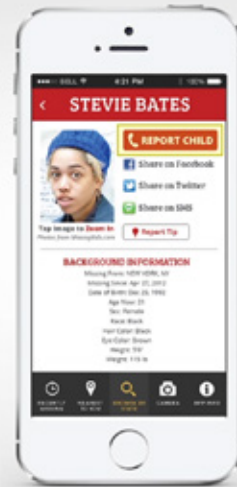
VIEW MISSING CHILDREN NEAR YOUR CURRENT LOCATION



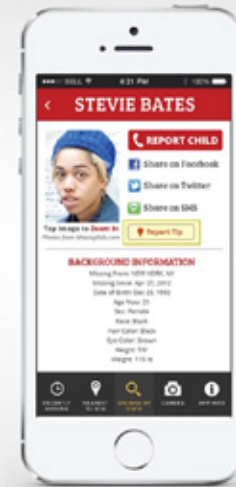
VIEW MISSING CHILDREN FROM EACH U.S. STATE OR TERRITORY

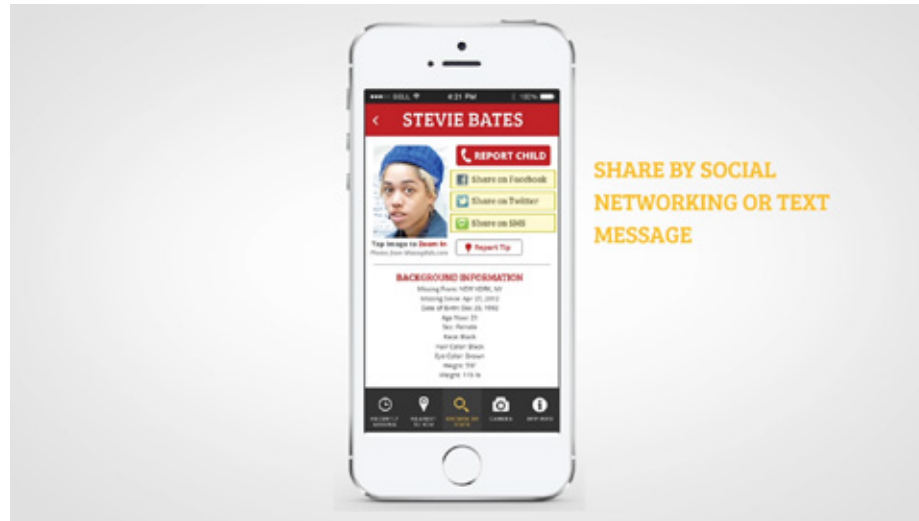


REPORT A CHILD WITH THE TAP OF A BUTTON

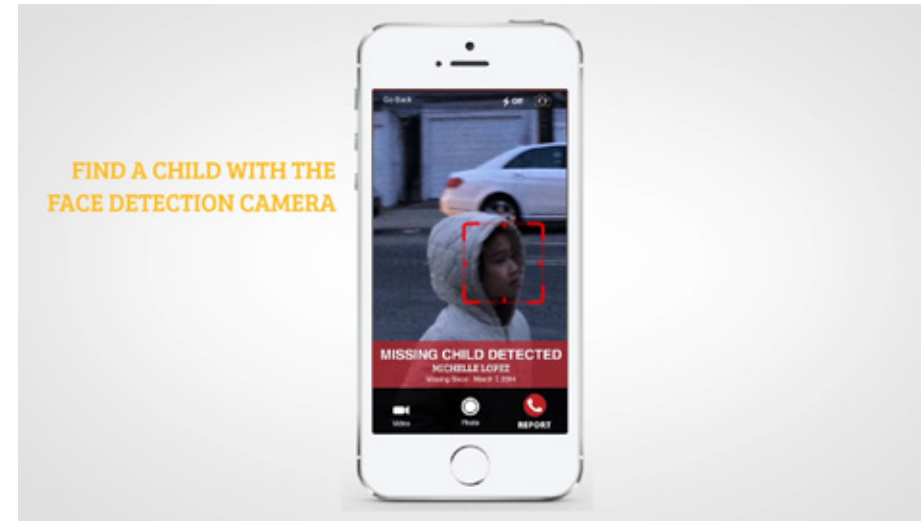


REPORT TIPS TO THE LOCAL POLICE





SHARE BY SOCIAL NETWORKING OR TEXT MESSAGE



FIND A CHILD WITH THE FACE DETECTION CAMERA



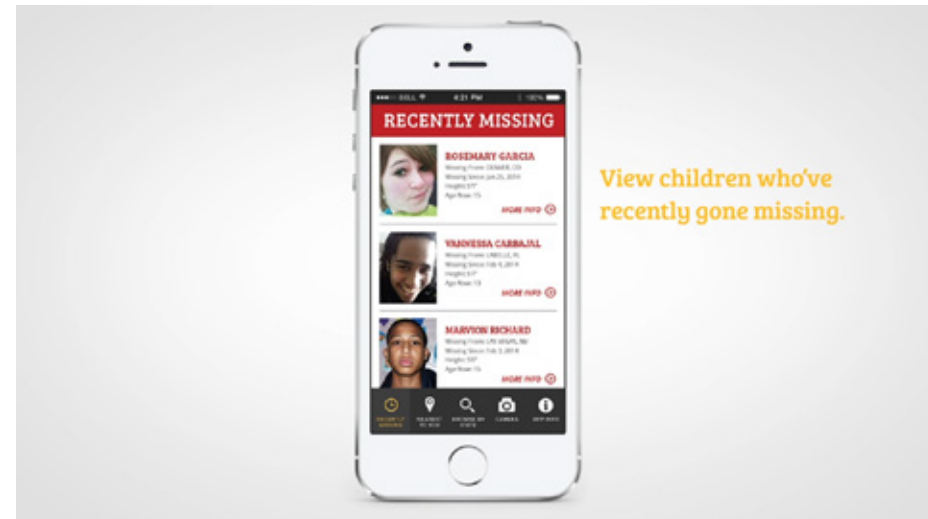
LEARN MORE ABOUT THE APPLICATION ON THE APP INFO PAGE



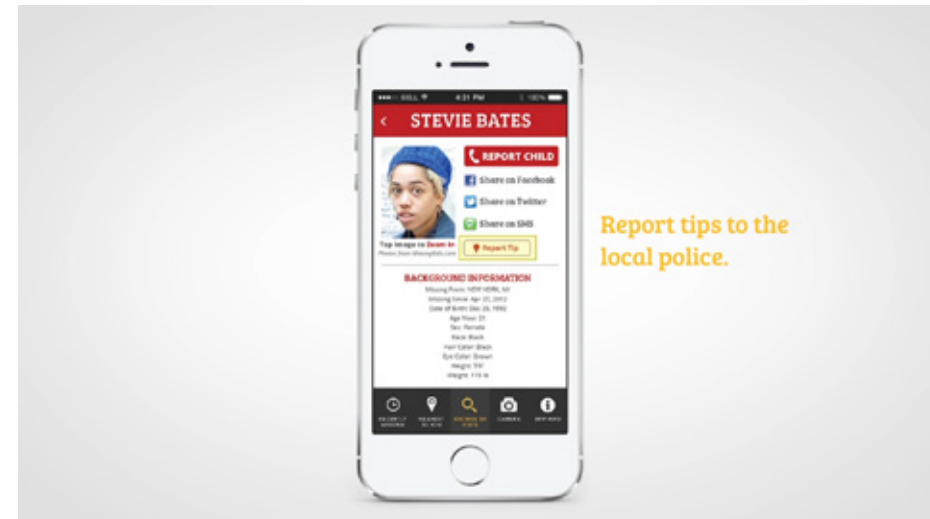
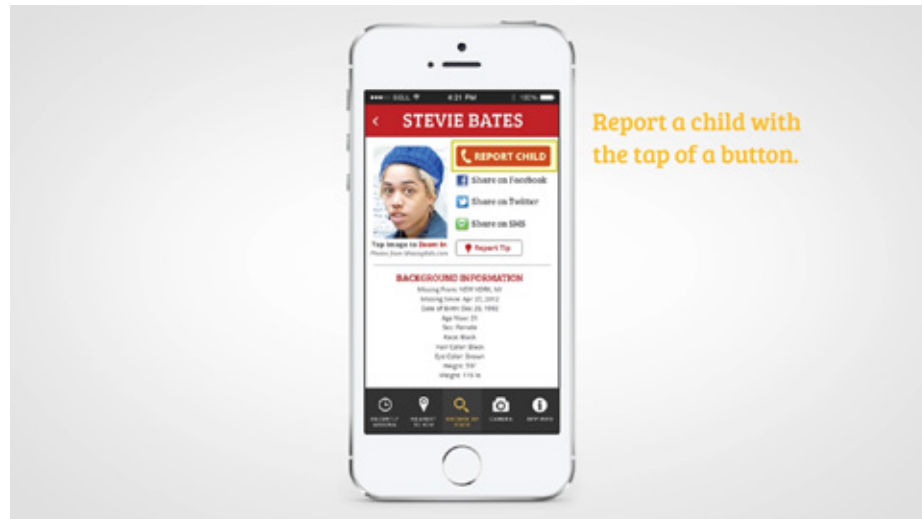
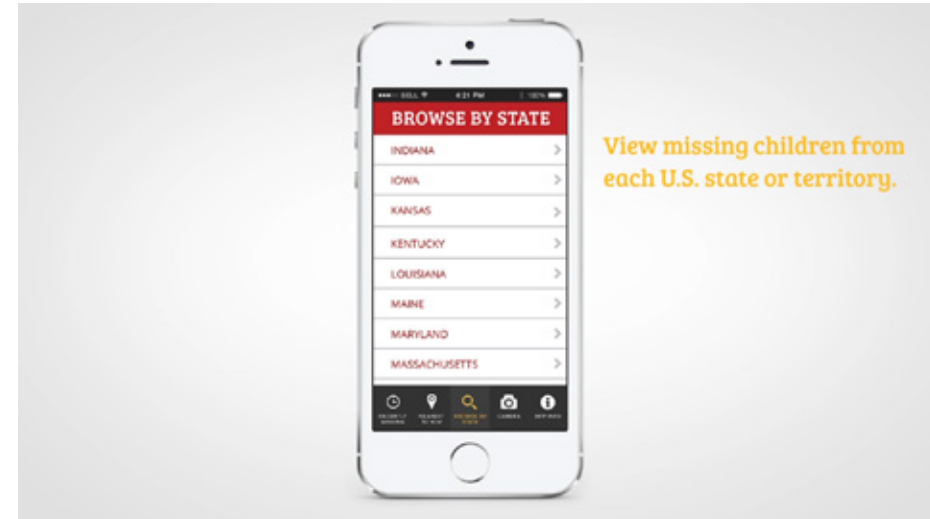
SAVE LIVES. DOWNLOAD TODAY.

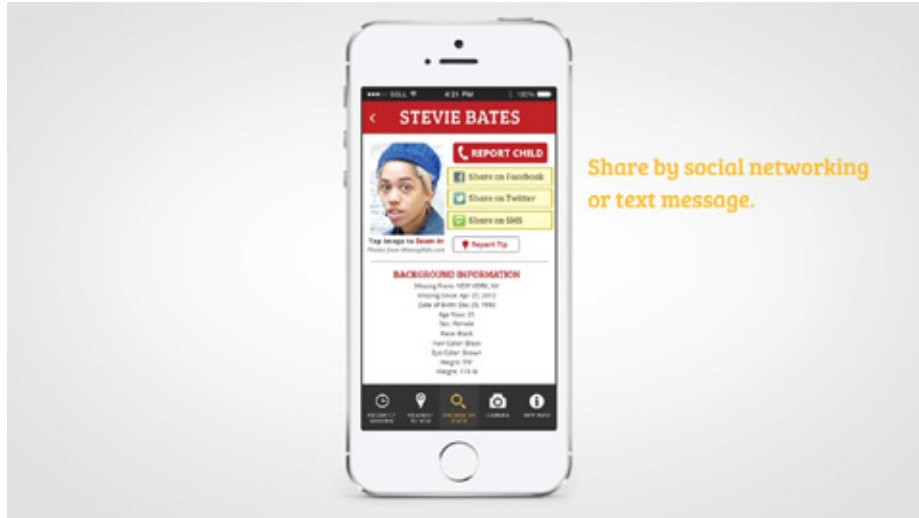
Rescue a missing child.

Rescue a missing child.
Straight from your smartphone.

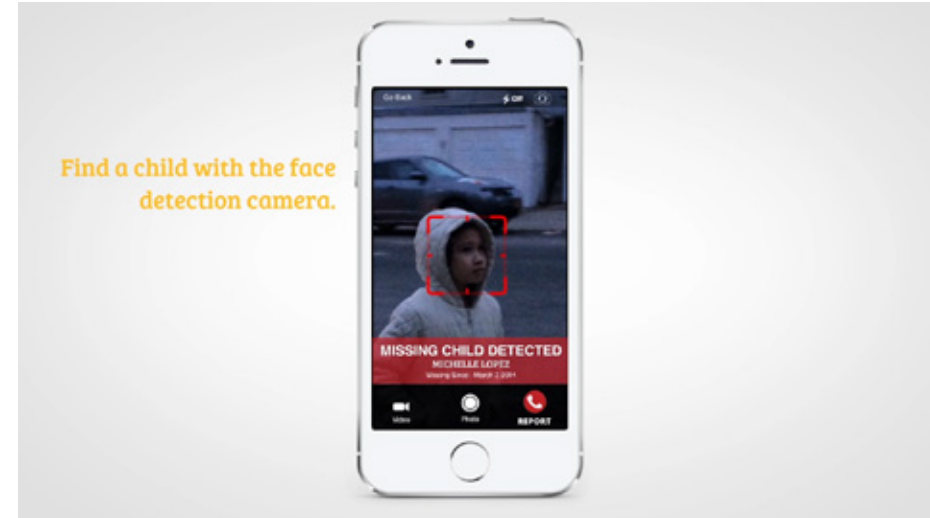


VIDEO SIMULATION REVISIONS





Share by social networking or text message.



Find a child with the face detection camera.



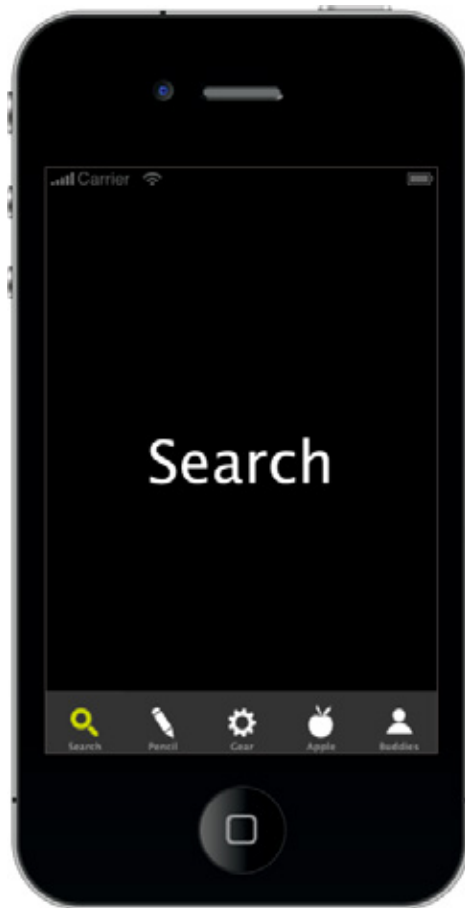
Learn more about the app on the App Info page.



Save Lives. DOWNLOAD TODAY.

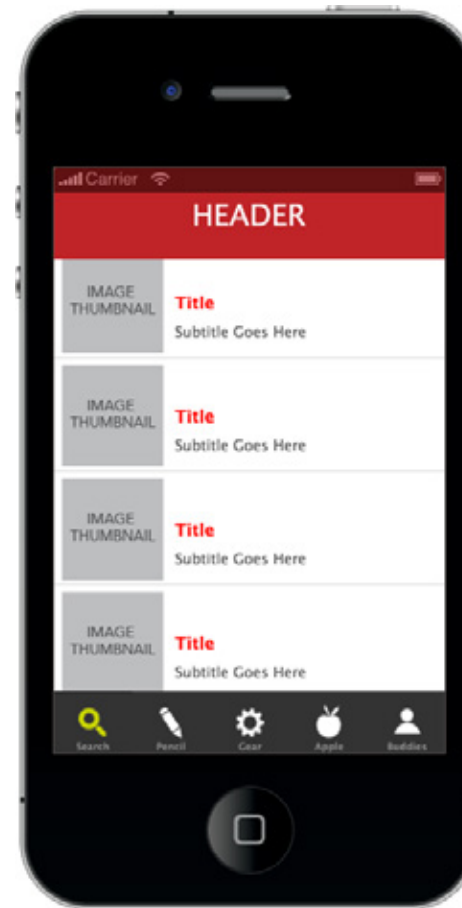


LAUNCH VIDEO



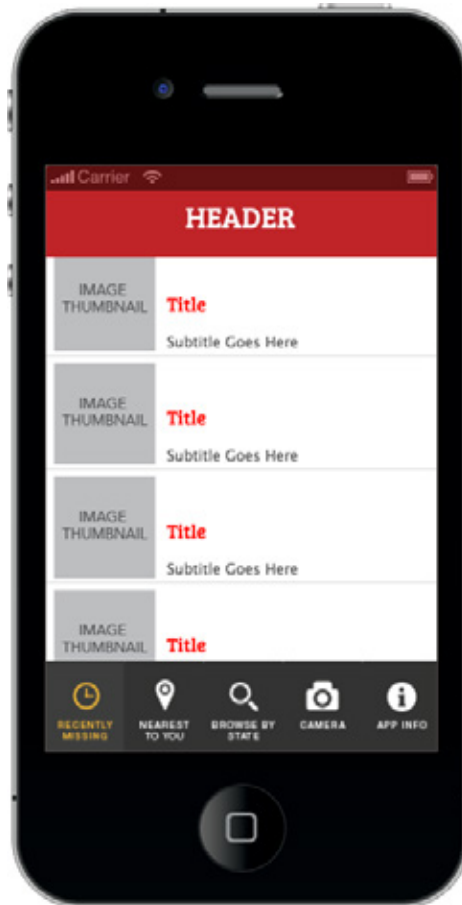
Step One

Above is a screenshot of the Corona Simulator. Since the *Rescue the Children* app uses tab navigation, I first opened a project that I previously created. It's a very basic app with a similar layout, so I started from here to save time.



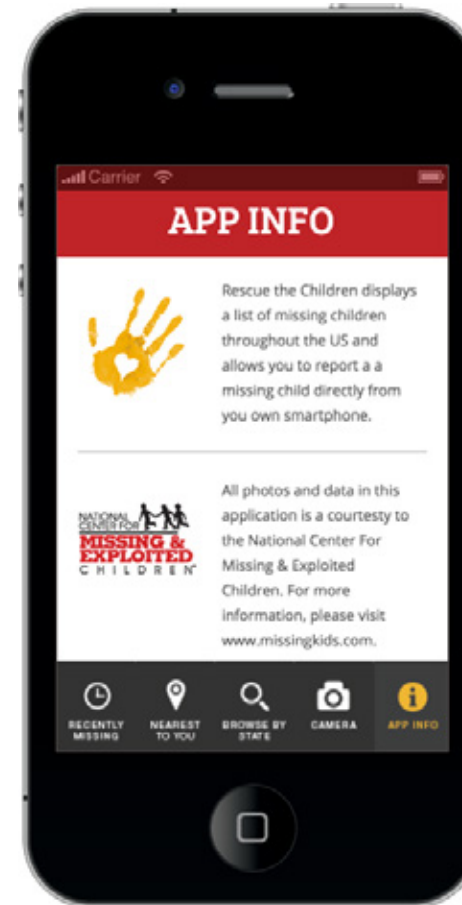
Step Two

From here, I used a table to add the scrolling list with text and images. I just wanted the basic structure done first, so I chose to add the data later in the process.



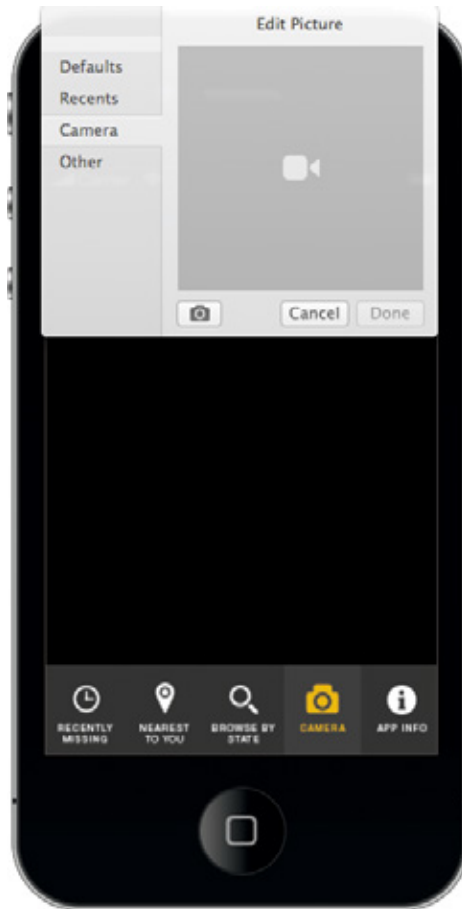
Step Three

The custom font wasn't displaying at first, even if the .ttf file was in the correct folder. I had to make sure that the font was also installed on the computer. I also added the correct designs for the tab bar buttons.



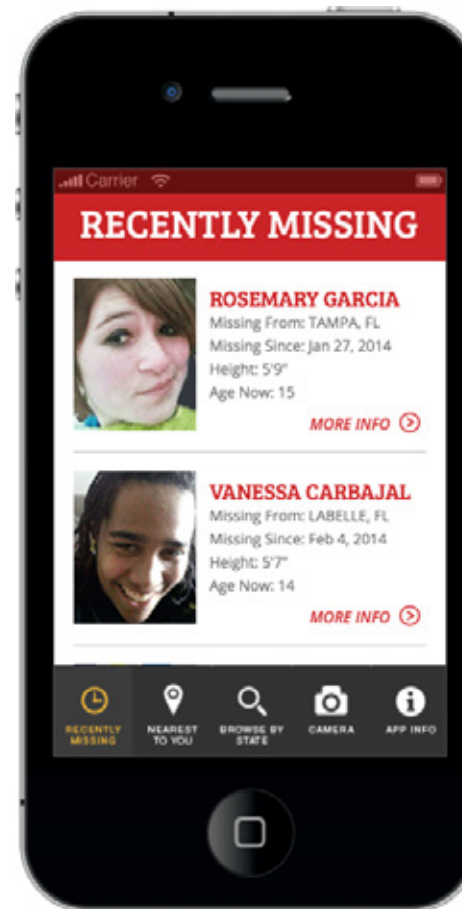
Step Four

Creating the App Info page was fairly easy using a simple Scrollview, wrapped text, and images.



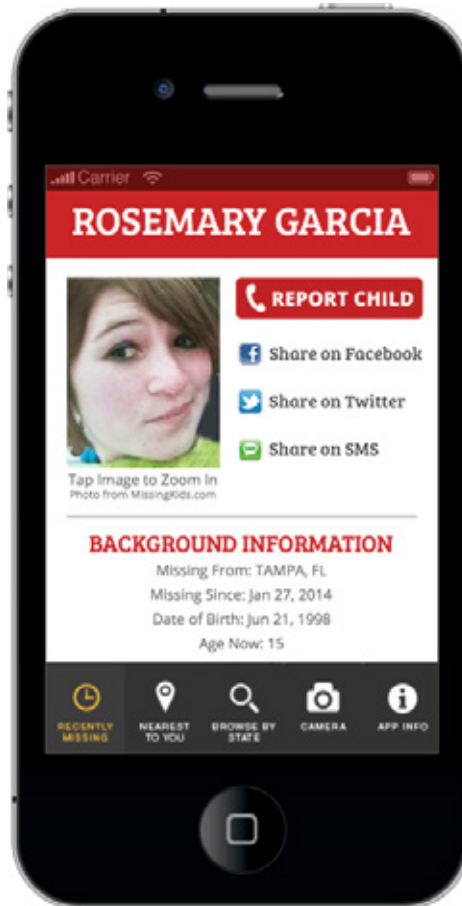
Step Five

I added the app's camera feature with a short bit of code.



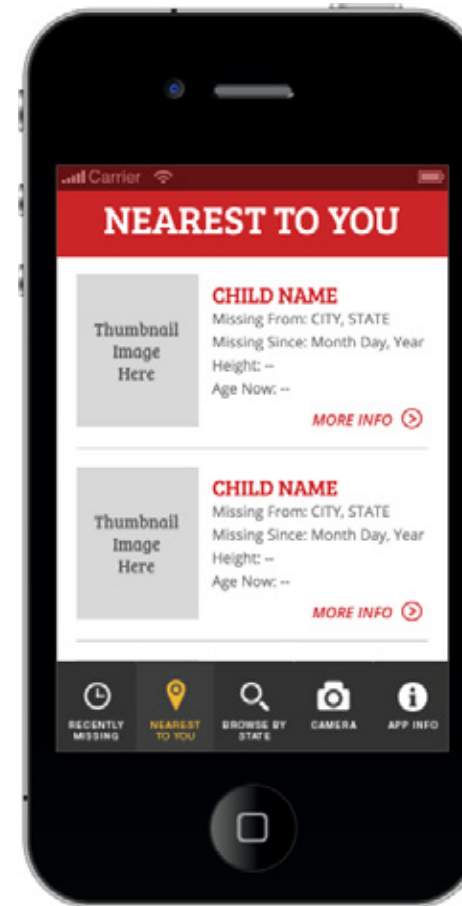
Step Six

The data for the photos and profile information was added to the table on the Recently Missing page.



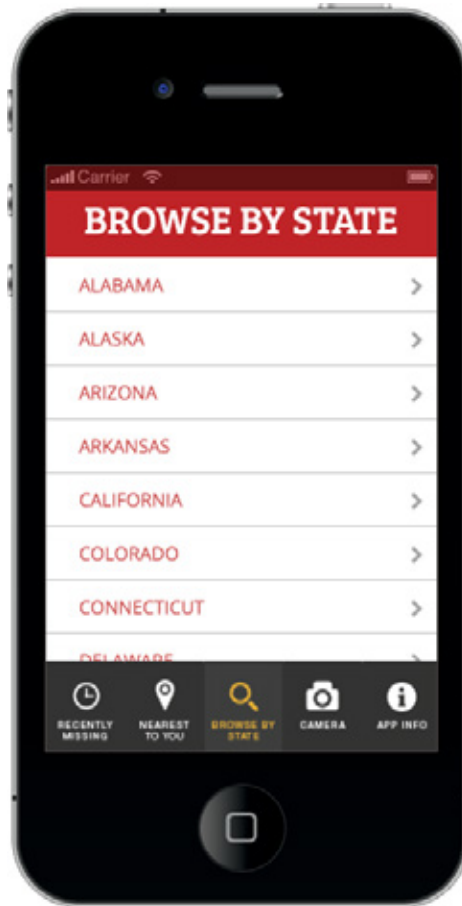
Step Seven

The child profiles were created using a function within the Recently Missing page.



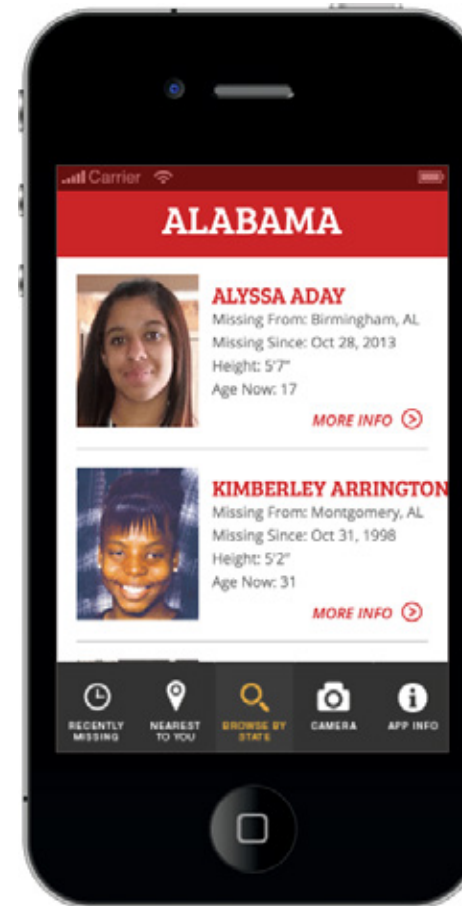
Step Eight

I duplicated the *Recently Missing* page and modified it to create the basic structure of the *Nearest to You* page. This aspect of the will likely be the most tedious part of the project, so I decided to move on to *Browse by State*.



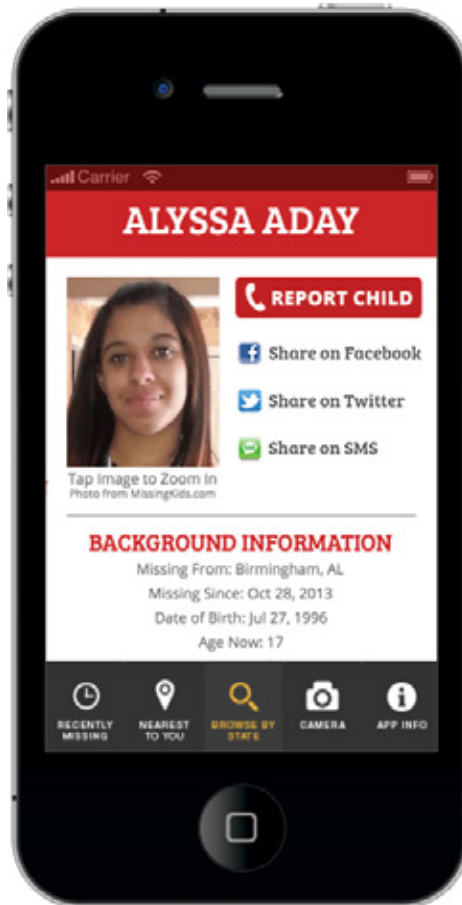
Step Nine

Next, I duplicated the *Nearest to You* page and modified the data in the table to list all US states and territories.



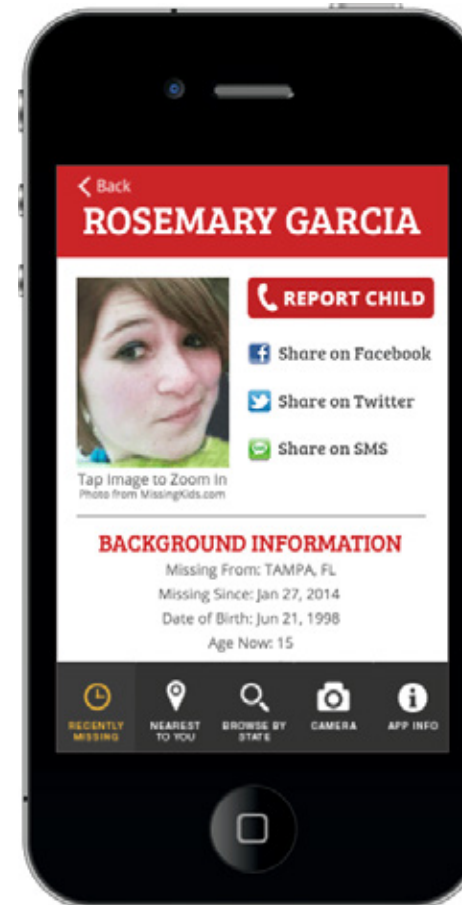
Step Ten

From *Browse by State*, I created a function that leads to a list of missing children in Alabama.



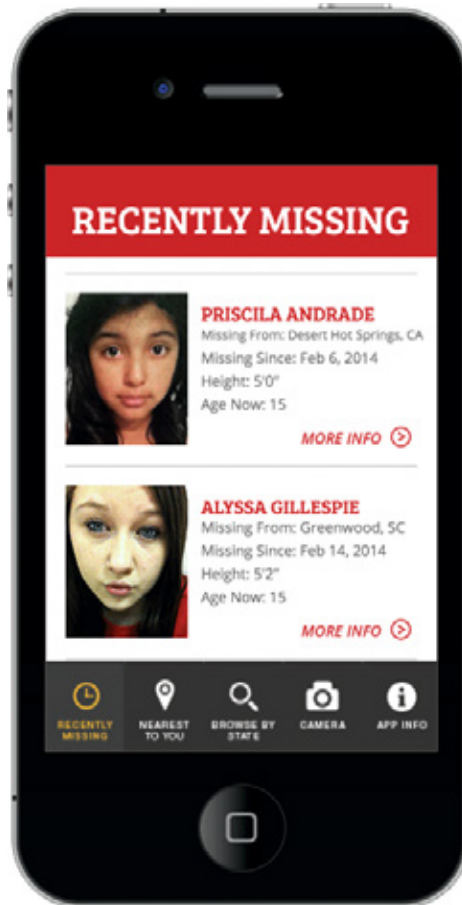
Step Eleven

I used the same code from the *Recently Missing* page to create the child profiles for the children in Alabama.



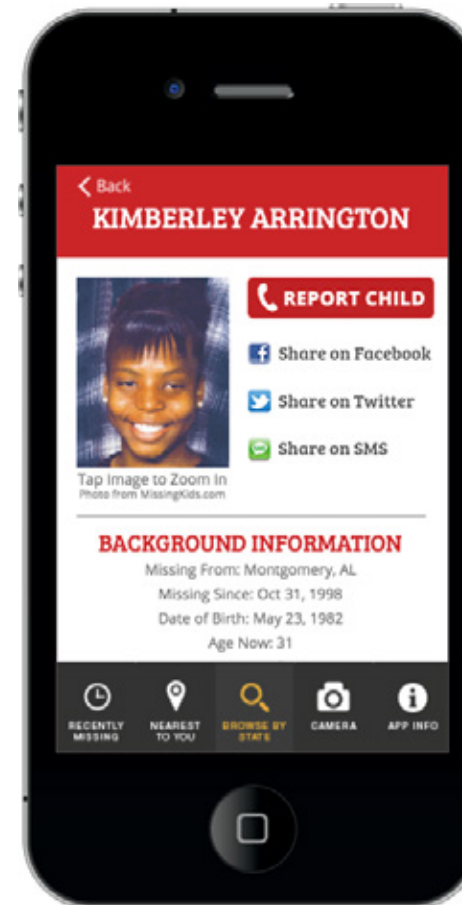
Step Twelve

The next step was to create the back buttons for the child profile pages. I had to deviate from the original design since the text from longer names would overlap the button. I also had each scene purge so the user will save memory when the app is running.



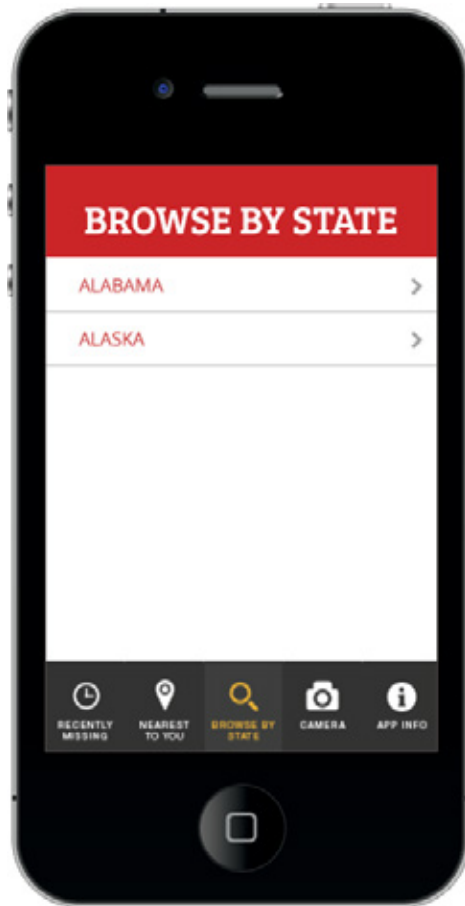
Step Thirteen

I aimed to fix some major issues in the app. For longer names, the text would extend past the phone's boundaries, making the text illegible. It was a challenge finding the right solution, but I found a way to reduce the font size of longer names without affecting the font size of the short names.



Step Fourteen

Just as I reduced the font size of long names of cities in Step Thirteen, I made the text smaller for the long names of the missing children.



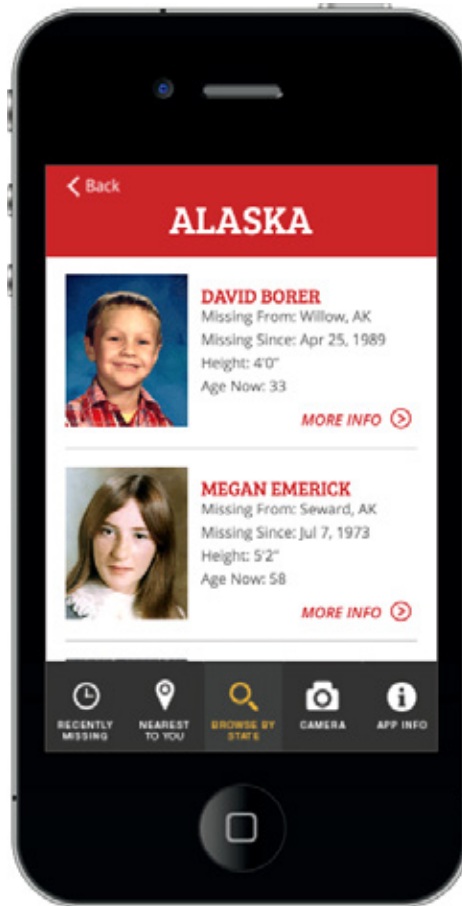
Step Fifteen

In the Browse by State page, the buttons would not lead to separate pages for each US State. This was solved by recreating every button and assigning a unique function to each one that would lead to a separate scene.



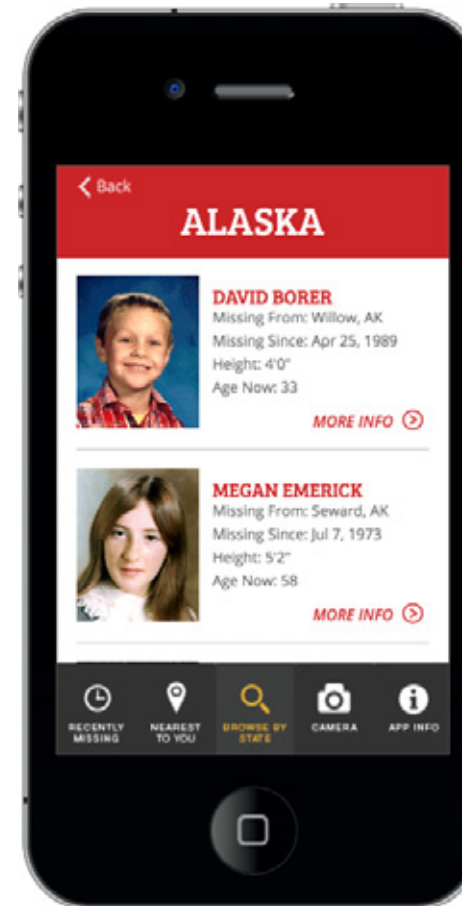
Step Sixteen

On the child profile pages, I added functionality to the share buttons by assigning them to URL links. I also did this for the "Report Child" Button.



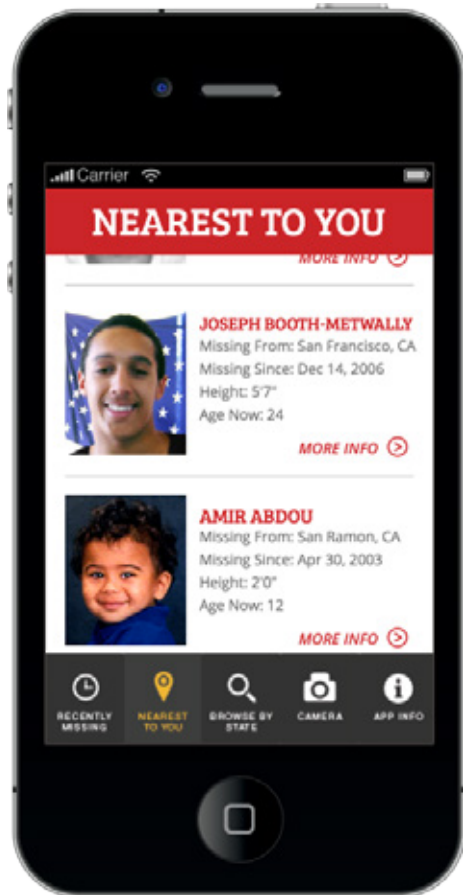
Step Seventeen

Another issue I fixed was placing a "back" button on the state page to return to the Browse by State.



Step Eighteen

Since the basic structure of the Browse by State page was now complete, I added the profiles for the missing children in Alaska.



Step Nineteen

The “Nearest to You” page displays the nearest missing children from top to bottom. This page functions by using latitude and longitude coordinates. I’ve also added the solid black status bar as originally planned.



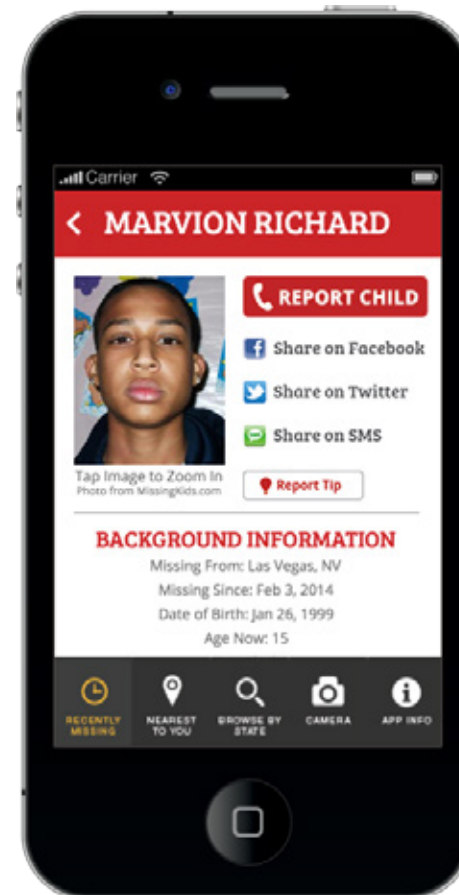
Step Twenty

I changed the back button to a small arrow. The overall user interface is now looking much closer to my intended design.



Step Twenty-One

A function is used to enlarge the child photos on tap.



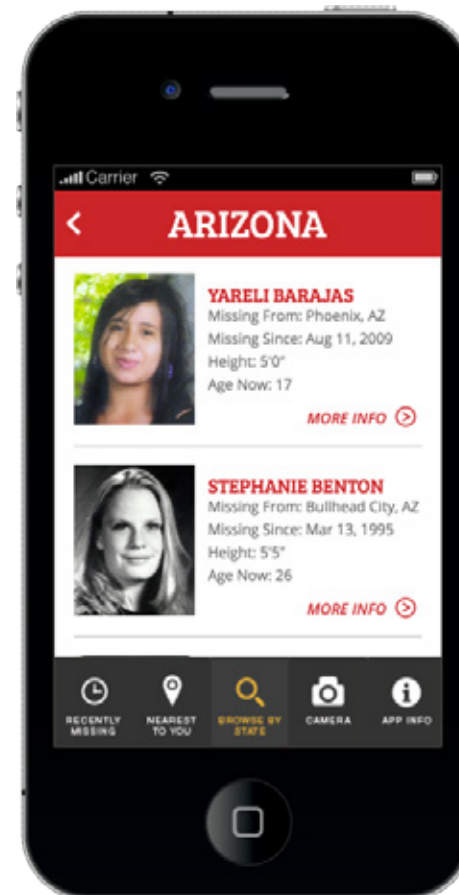
Step Twenty-Two

I added the "Report Tip" button on all of the the child profile pages.



Step Twenty-Three

I added overFiles for both the "Report Tip" button and the "Report Child" button.



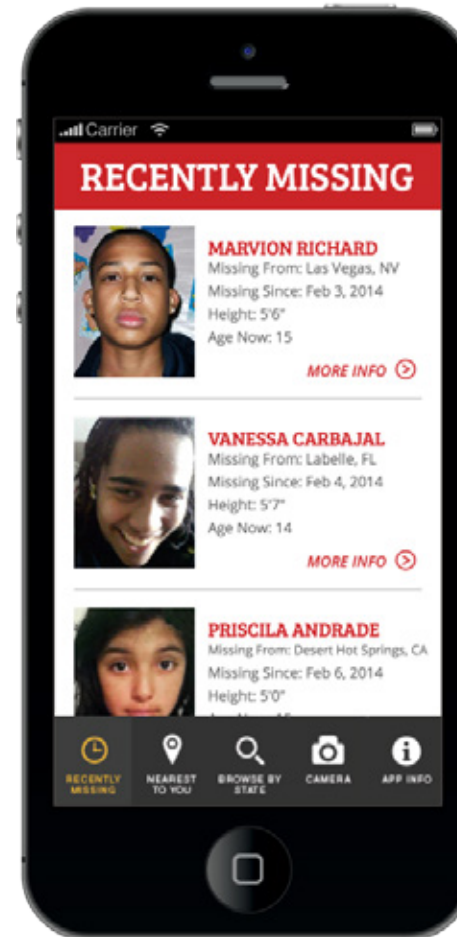
Step Twenty-Four

All of the links to each US state were linked to their own individual pages. Profiles were also added to the Arizona page and the Arkansas page.



Step Twenty-Five

Since the app is now nearly complete, I added a splash image that displays on the app's startup.



Step Twenty-Six

I solved the issue of the iPhone5 tab bar with an "if else" statement, making the app display correctly on all versions of the iPhone.



LAUNCH VIDEO

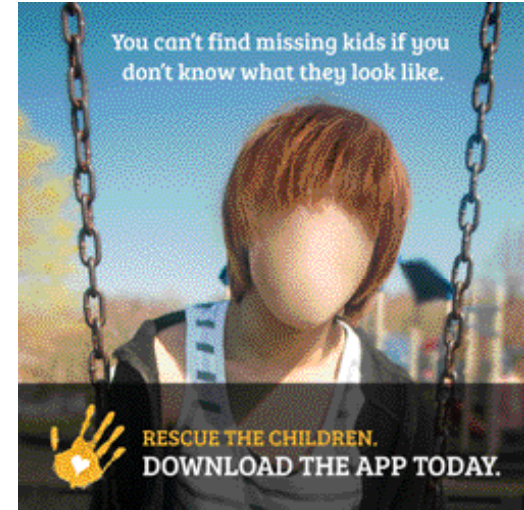
AWARENESS CAMPAIGN



Poster



Print Ad



Mobile Ad/Web Ad

AWARENESS CAMPAIGN REVISIONS



Poster

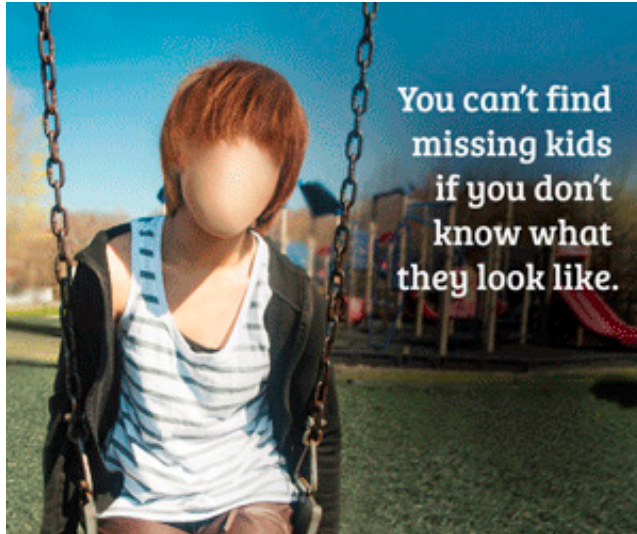


Print Ad



Mobile Ad/Web Ad

AWARENESS CAMPAIGN REVISIONS



Animated Mobile/Web Ad - Scene 1



Animated Mobile/Web Ad - Scene 2



Animated Mobile/Web Ad - Scene 3



Animated Mobile/Web Ad - Scene 4

CEMUSA

 **RESCUE THE CHILDREN**

You can't find missing kids
if you don't know
what they look like.




**RESCUE
THE
CHILDREN**

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 **Google play**



lower babel

...the world is a vast, chaotic, noisy place. It's a place where everyone is trying to get their voice heard, and where the loudest voices are the ones that are most likely to be heard. It's a place where the only way to be heard is to be louder than everyone else. It's a place where the only way to be heard is to be louder than everyone else.

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You can't find missing kids if you don't know what they look like.



RESCUE THE CHILDREN

Download on the App Store

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updated 11:19 PM EDT, Thu May 8, 2014

Make CNN Your Homepage

CNN TRENDS

Neo-Nazi killers • Abducted girls • Ukraine • Michelle Knight • Flight 370 • Goblin shark • Bear attack • Gold heist • Movie locations

DEVELOPING STORY

Texas VA clerk: We were 'cooking the books'



Scheduler: Waits were covered up

Clerks were "cooking the books" at their bosses' behest to hide waits of weeks, if not months, for medical appointments, VA scheduler says.

FULL STORY

- Shinseki: We will end backlog
- Clerk: Hospital fudged books
- VA panel to subpoena Shinseki
- American Legion weighs in



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LIVE TV



Anderson Cooper 360°

11pm ET / 8pm PT

Going beyond the headlines, with various views on the news

Shows and Schedules

Full Schedules: CNN TV · HLN TV

THE LATEST

- 'Anti-gay' remarks cost twins a TV show
- Benham: 'We love homosexuals'
- Abducted Nigerian girls likely split up
- Elderly man decapitated, wife missing
- Sheriff: Victim's head still missing
- New audio purported to be Sterling
- Tornadoes hit Colorado, Minnesota
- See tornado rip through playground
- House moves to probe Benghazi
- Michelle Knight: Rescue was 'terrifying'
- Journalists brawl on live TV
- Car plows wildly through crowd
- 4 found dead in house fire were shot
- Rare megamouth shark caught
- Goblin shark wasn't all that surfaced

41 SPORTS PHOTOS

Amazing sports photos

Adrien Broner lands a punch against Carlos Molina during their super-lightweight boxing match in Las Vegas. PHOTOS



READ THIS, WATCH THAT



Shape Magazine told me to cover up



7 reasons to consider going gray



'Serial pooper' has city steaming mad

WEATHER

Enter a U.S. Zip or Intl city

GO

Atlanta, GA



COLOR SCHEME

To maintain brand consistency, please use the color scheme below without implementing additional colors.

COLOR #1



CMYK: 4, 30, 95, 0
RGB: 242, 182, 46
HEX: #E1C133

COLOR #2



CMYK: 12, 96, 95, 2
RGB: 210, 46, 44
HEX: #AE272E

COLOR #3



CMYK: 22, 98, 98, 15
RGB: 172, 37, 37
HEX: #901B27

COLOR #4



CMYK: 0, 0, 0, 95
RGB: 40, 40, 40
HEX: #282828

COLOR #5



CMYK: 0, 0, 0, 90
RGB: 65, 65, 65
HEX: #404041

COLOR #6



CMYK: 0, 0, 0, 70
RGB: 106, 106, 106
HEX: #6A6A6A

COLOR #7



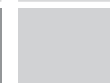
CMYK: 0, 0, 0, 50
RGB: 106, 106, 106
HEX: #9A9A9A

COLOR #8



CMYK: 0, 0, 0, 30
RGB: 197, 197, 197
HEX: #C5C5C5

COLOR #9



CMYK: 0, 0, 0, 20
RGB: 217, 217, 217
HEX: #D9D9D9

COLOR #10



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

TYPOGRAPHY

Please follow these typographical guidelines to maintain brand consistency.

FOR HEADERS, PLEASE USE ONLY THE FOLLOWING FONTS : **Bree Serif**, Open Sans (any fontweight)

HEADER
Bree Serif

HEADER
Open Sans

HEADER
Open Sans Extrabold

FOR LONG BODIES OF TEXT, PLEASE USE ONLY THE FOLLOWING FONTS : Open Sans Regular, Open Sans Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum in ipsum eu leo fermentum tristique sit amet ut ligula. Nam interdum consectetur lectus, id lacinia neque rutrum sit amet. Nulla sodales, lorem a porta posuere, velit.

Open Sans Regular, 12 pt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum in ipsum eu leo fermentum tristique sit amet ut ligula. Nam interdum consectetur lectus, id lacinia neque rutrum sit amet. Nulla sodales, lorem a porta posuere, velit.

Open Sans Light, 12 pt.

YOU MAY BOLDEN OR ITALICIZE WITHIN SENTENCES AND PARAGRAPHS IF IT IS MORE EFFECTIVE OR NECESSARY.

Missing children **must be found.**

Missing children *must be found.*

PERMITTED LOGO VARIATIONS

MAIN LOGO



MAIN LOGO WITH WHITE TEXT



ONE COLOR



ONE COLOR INVERTED



BLACK ON WHITE



WHITE ON BLACK



PERMITTED LOGO VARIATIONS

LOGOMARK ON LEFT



LOGOMARK ON LEFT WITH WHITE TEXT



LOGOMARK ON LEFT : ONE COLOR



PERMITTED LOGO VARIATIONS

LOGOMARK ON LEFT : ONE COLOR INVERTED



LOGOMARK ON LEFT : BLACK ON WHITE



LOGOMARK ON LEFT : WHITE ON BLACK



PERMITTED LOGO VARIATIONS

3-LINE LOGOTYPE - GRAY

**RESCUE
THE
CHILDREN**

3-LINE LOGOTYPE - YELLOW

**RESCUE
THE
CHILDREN**

3-LINE LOGOTYPE - GRAY INVERTED

**RESCUE
THE
CHILDREN**

3-LINE LOGOTYPE - YELLOW INVERTED

**RESCUE
THE
CHILDREN**

3-LINE LOGOTYPE - BLACK ON WHITE

**RESCUE
THE
CHILDREN**

3-LINE LOGOTYPE - WHITE ON BLACK

**RESCUE
THE
CHILDREN**

PERMITTED LOGO VARIATIONS

1-LINE LOGOTYPE : GRAY

RESCUE THE CHILDREN

1-LINE LOGOTYPE : YELLOW

RESCUE THE CHILDREN

1-LINE LOGOTYPE : YELLOW INVERTED

RESCUE THE CHILDREN

1-LINE LOGOTYPE : GRAY INVERTED

RESCUE THE CHILDREN

1-LINE LOGOTYPE : BLACK ONE WHITE

RESCUE THE CHILDREN

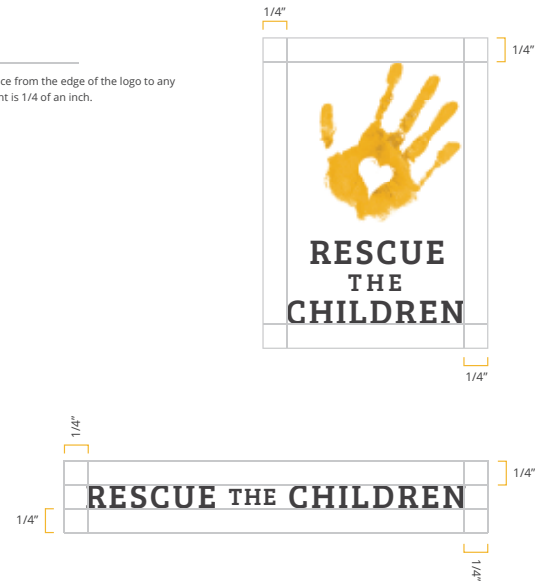
1-LINE LOGOTYPE : WHITE ON BLACK

RESCUE THE CHILDREN

LOGO PLACEMENTS AND ALIGNMENTS

CLEARSPACE

The minimum distance from the edge of the logo to any other graphic element is 1/4 of an inch.



LOGO MISUSES



Do not alter the icon nor the wording of the logo.



Do not alter any colors of the logo. For more options concerning logo colors, please review the pages on Permitted Logo Variations.



Do not distort any part of the logo.



Do not change the font of the logo.



Do not reduce the size of the logo to the point that the type is no longer legible. The minimum height for the logo is one inch.



Do not place the logo in front of any photo or solid background in a way that makes the logo difficult to see or read.



**RESCUE
THE
CHILDREN**