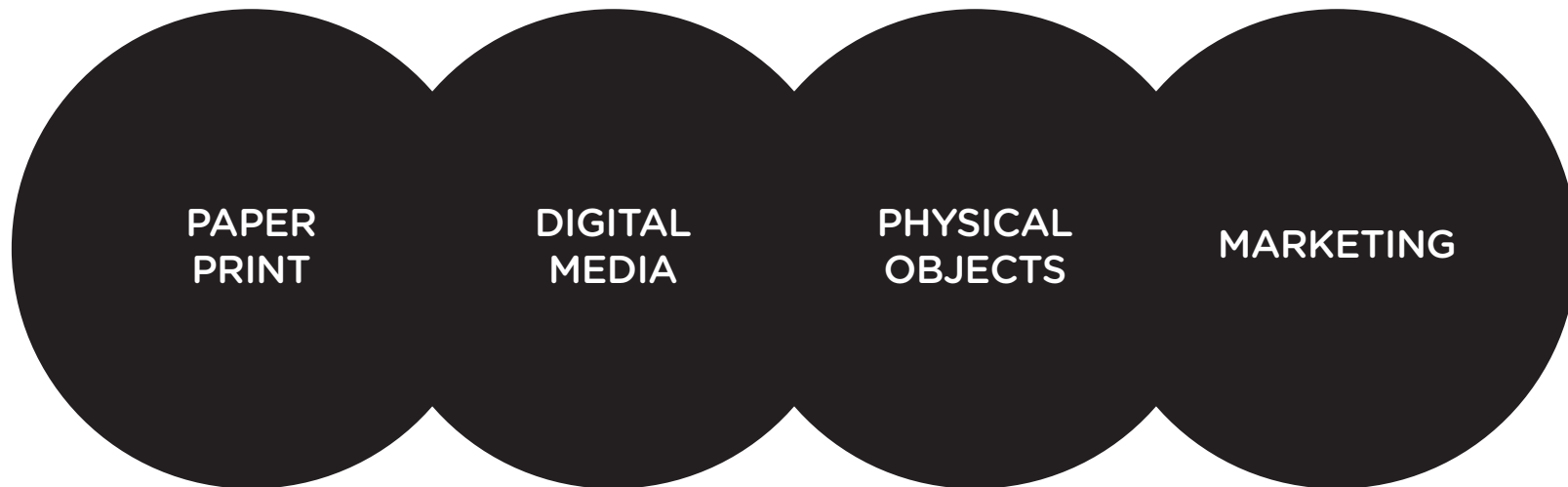




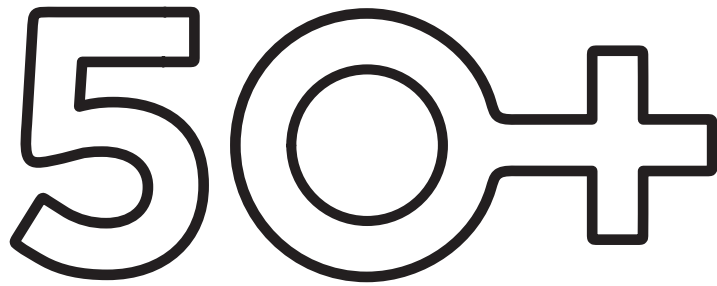
## LOGO PROPOSAL

WORKSHOP TYNET 50+  
BÅSTAD, 25 /04 /2013  
JOANA HOLMSTRÖM- C  
MA INDUSTRIAL DESIGN

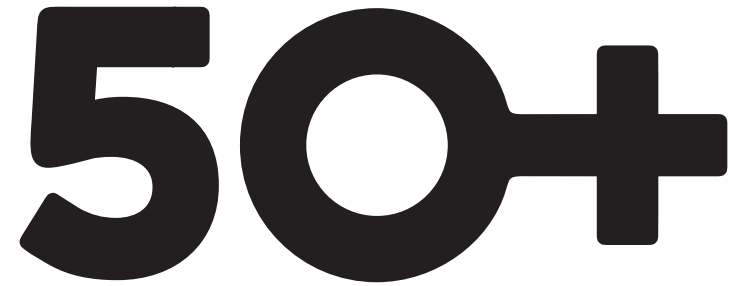
## (1) LOGO USAGE



## (2) LOGO PROPOSAL



TYNET 50+ A DIGITAL ICT COMMUNITY FOR WOMEN



TYNET 50+ A DIGITAL ICT COMMUNITY FOR WOMEN

### (3) LOGO IMPLEMENTATION EXAMPLE

Draft Agenda Workshop 2  
Venue: Apelrydskolan, Båstad  
([www.apelryd.se](http://www.apelryd.se))  
25th April 2013



*What can ICT do for me? This workshop will share experience and knowledge between partners and learners about tool available online which 50+ women want to use and how to train 50+ women in their use.*

**To achieve this we will:**

- Empower young women mentors in how to support women 50+ in using the internet
- Share best practice from young women with regard to their experiences in encouraging women 50+ to use technologies
- Share best practice and experiences from women over 50+ with regard to their experiences in using technologies
- Develop a range of recommendations to encourage women over 50+ to use technologies (including training)

Draft Agenda Workshop 2  
Venue: Apelrydskolan, Båstad  
([www.apelryd.se](http://www.apelryd.se))  
25th April 2013



9.00 – 9.15	Attendants arrive
9.15 – 9.30	Welcome and presentation with a brief summary of the project by Business Management Öresund
9.30 – 10.45	Participants introduce themselves (Partners 1 minute each, Learners 3 minutes each)
10.45 – 11.00	Coffee break
11.00 – 11.15	Storytelling from the UK young female Learner
11.15 – 11.30	Storytelling from 50+ female Learner from -(to be decided)
11.30 – 12.45	3 Group discussions: A) Useful tools available online for women 50+ B) How to encourage women 50+ to use ICT C) Best practice within a mentoring relationship
12.45 – 13.45	<b>Lunch</b>
13.45 – 14.45	Summaries of group discussions by group reporter
14.15 – 14.45	Lecture about Applications (Apps)
14.45 – 15.45	Workshop on 2 methods and tools for continuation of the learning process
15.45 – 16.00	Debate (motivation to learn more?)
16.00 – 16.15	Coffee Break – Learners leave
16.15 – 18:00	Logotype –presentation and discussion about the suggested design Dissemination of the outcome of the project Evaluation form –Summary of the reporting ( Ute Wanzek) Elaboration of topics for the next workshop in Greece, September 2013 Wrapping up& Closing remarks
19.00 – 22.00	Joint dinner with all who has participated will be served at the venue



## (4) LOGO IMPLEMENTATION EXAMPLE

The screenshot displays a web browser window with the address bar showing <http://www.facebook.com/tynet50?fref=ts>. The browser's top bar includes various bookmarks such as 'The Rajic Journal', 'Sticka', 'WWF', 'Monocle', 'Rohan Jagus...vironments', 'Bröllop', 'RunKeeper', 'OpenIDEO', 'Alias Autodesk', 'Adobe TV', 'TED Talks', 'Core77', 'Studentport', 'Wikipedia', 'SVT Play', 'Hotmail', and 'YouT'. The Facebook interface features the 'facebook' logo, a search bar with the text 'Sök efter personer, platser och saker', and a user profile for 'Joana' with links to 'Startsida', a lock icon, and a settings icon.

The main content area shows a large cover photo of a close-up of an elderly woman's eyes. Overlaid on the bottom left of this photo is the '50+' logo, which consists of the number '50' followed by a plus sign, with the text 'TYNET 50+ A DIGITAL ICT COMMUNITY FOR WOMEN' underneath. To the right of the cover photo, the page title 'Tynet 50+' is displayed, along with '30 gillar detta' (30 likes this) and buttons for 'Gillar' (Like) and 'Meddelanden' (Messages).

Below the cover photo, a description reads: 'Webbplats om samhälle/kultur TYNET promotes intergenerational learning through sharing European expertise on methodologies to support young women living abroad and 50+ women who have family abroad, to develop mentoring relationships primarily for supporting ICT development.' To the right of this text is a photo of a group of people at a table, with a '30' like count and a thumbs-up icon. Below the description is a link 'Om - Föreslå en ändring' (About - Suggest an edit).

Below the description, there is a section for 'Höjdpunkter' (Highlights) with a dropdown arrow. This section contains two main areas: a 'Skicka' (Send) button with a speech bubble icon and a 'Foton/filmklipp' (Photos/videos) button with a photo icon, followed by a text input field labeled 'Skriv något...' (Write something...); and a section titled 'Senaste inläggen av andra på Tynet 50+' (Latest posts from others on Tynet 50+) with a 'Visa alla' (Show all) link.

At the bottom, a post from 'Tynet 50+' dated 'den 19 april' (19 April) is visible. The post text reads: 'The second meeting of our Project TYNET 50+ will be next week in Bastad (SWEDEN), a great place to work. We will be updating all the info about the experience and work'.

On the right side of the page, there is a sidebar with a 'Skapa sida' (Create page) button, a 'Nu' (Now) section, and a 'Började' (Started) section. At the bottom right, there is a 'Sponsrade' (Sponsored) section with a link to 'Kysoku Bihaku' and a 'Supleme' link.

## (5) QUESTIONS?



50+

TYNET 50+ A DIGITAL ICT COMMUNITY FOR WOMEN