

## Day care Name

Kindershare Arts Day care

## User profile

Meredith and William Smith have been married for several years and have a two year old daughter, Grace. Meredith is a graphic designer and William is a CPA. Meredith has just accepted a curatorial position in exhibits at the Art Institute of Chicago. She has been freelancing since Grace was born, but is eager to get back to the professional work setting. William has found a beginning position at a firm in Chicago. Both Meredith and William are concerned about money and costs of living. They are looking for a day care that is reasonably priced, respected, and educational. Both the arts and academics are important to the Smith's. They want to make sure their daughter will be engaged during her care hours, and exposed to creative learning.

The Smith's day begins around 5:30 am when Meredith and William wake. William is in charge of breakfast while Meredith gets ready. Just before 6 Grace wakes. Meredith gets her dressed and downstairs. There is a hurried breakfast followed by a mad dash for the door. William drives Meredith and Grace to the metro stop near their house, where they board the metro for a few stops to Kindershare. William drives into work. Meredith arrives at Kindershare around 7:30, drops Grace off, and walks the few blocks to the Art Institute. Meredith day is jammed full of meetings and designing. She leaves late around 6:30 but is glad Kindershare has extended hours! Meredith picks up Grace and they make their way home, Meredith calls William, and he picks them up at the stop. A busy day is followed by a quick dinner and putting Grace to bed by 8. Meredith and William finally have a few minutes to relax, but are soon exhausted and off to bed, only to start it all over again.

The Smith's are very invested in a well rounded artistic upbringing. Although Meredith is extremely creative and William is more logically driven, they both recognize the importance of creative energies. Meredith's career has been driven by art history, museum studies and photography. William is much more corporate and methodical in his work, but the Smiths realize as Grace gets older the school system will not focus on creative activities, but more science and math driven curriculum. The Smith's know this day care will provide artistic knowledge and exposure to art history giving Grace a creative base for logical education.

## Target

Parents 25-40 looking for an artistic educational day care in the downtown arts district of Chicago. Exposure to artistic mediums and basic arts education will be the focus of curriculum. Kindershare is a private day care focused on offering reasonable day care for middle to upper class parents.



## Philosophy

### Kindershare: Art in Everything

Kindershare believes a child flourishes from learning and creativity born of a multidisciplinary “sharing” of educational ideas. Kindershare is a day care center with artistic centered activities. Children have wild imaginations and tendencies for creative activities, but are usually stifled in the formal educational system. Kindershare allows children to explore anything creative. This is not just a day care but a place to expand your child mind. Kindershare welcomes children of all backgrounds, interests, and educational levels.

## History

Kindershare was founded in 1991 by artists Susan Arnold (painting) and Becca Newberry (photography). At the time, both were in their early 30's working at local galleries. Susan is a single mother with a 2 year old child, and Becca is married with a 6 year old and 2 year old. They met at a local parent group for artists. Both recognized the need for reliable day care that was artistically focused in the Chicago area. They started small, but now employ over 50 caregivers .

## Certification

<http://www.ilchildcare.org/providers/itn/curriculatrainings.htm>

"Advanced Infant and Toddler Training takes an in-depth look at cognitive & social-emotional development, encouraging growth within daily routines and tips on setting up appropriate environments for experienced infant and toddler professionals.

Creative Curriculum for Infants and Toddlers offers ideas on building positive relationships, observational skills, health, child guidance & ideas for encouraging growth in all developmental areas.

Creative Curriculum for Family Child Care provides a practical approach to planning for a home setting and for encouraging individual development in a mixed age group.

Creative Curriculum for Preschool encourages development of children's skill areas through block play, art, music & movement, cooking, computers, literature and sensory play.

Early Childhood Developmental Screening Training introduces the basics of conducting a developmental screening and making appropriate referrals to access services appropriate to children's needs."



## Information at a glance

### Address

110 S. State Street  
Chicago, IL 60603  
Near the Monroe/State Metro stop

### Phone

312-676-2773  
312-676-2774  
email  
info@kindershare.com

### Age range

6 month—5 years full day service  
5 years—12 limited day and full after school service

### Hours

6.30 am – 8pm  
Bus pickup available at local schools for after school service

## Design Narrative

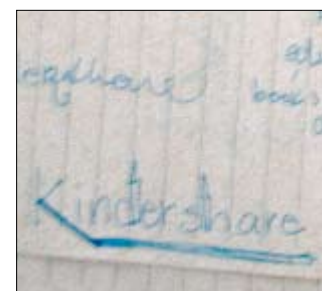
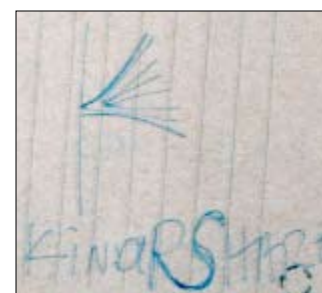
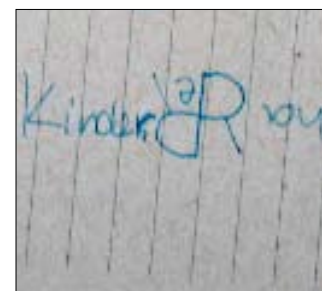
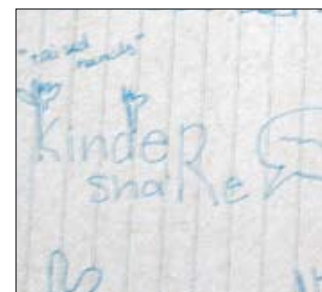
Kindershare is a bright engaging environment and this visual excitement will be carried to the web site. Bright colors, clean typography, and simple graphics will help our parents navigate our services. Navigation will be simple and accessible from every page. Experimental typography will be implemented for headlines and signage, drawing on Bradbury Thompson's experimentations with the alphabet 26. Gill sans, a simple sans serif, will be used for lengthy copy. It will provide a clean friendly message. Imagery will highlight Kindershare facilities, learning activities, and students. Logo will incorporate ideas of communication, art, and sharing.

### Business Goals

Kindershare Arts Day care is dedicated to educating youngsters about art historically and creatively. They are a private facility offering reasonable day care for middle-upper middle class parents. Education is just as important as profit, making Kindershare unique. Separate sets of staff facilitate creative endeavors and financial responsibilities.

### User Goals

The Kindershare web site will serve two purposes 1. Serve as a resource to current parents 2. Encourage new enrollment. The site will have a special "login" section geared to current parents allowing them to check on their individual child's report card and drop off schedules. To encourage new enrollment the Kindershare site will



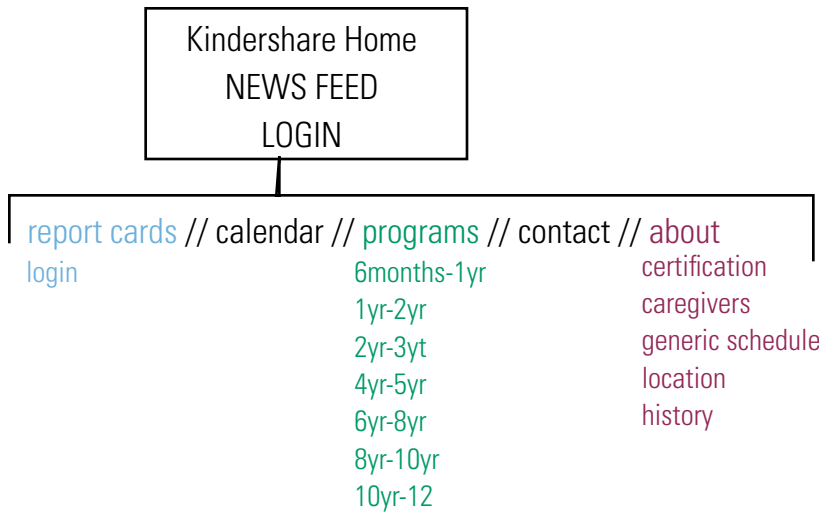
also provide basic information about the company informing and enticing prospective parents.

Design Goals

A clean site to facilitate the parent's education of their child's day care experience. Color, logo/icon, and artistic imagery will guide users around the site. A news feed will be featured upon site load. This will give quick information about events and happenings at Kindershare and encourage parents to log on frequently. A detailed Login Section will allow parents to read and archive report cards.

Kindershare Architecture

The site will be structured as such, with a consistent navigational bar on each page.

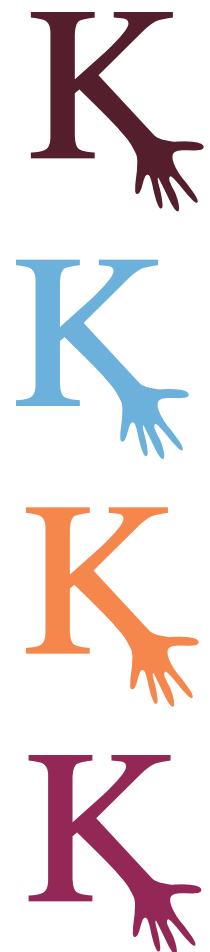


Motivation

Kindershare encourages parental involvement! From the very busy parent who can only check on their child's progress online, to those who can come in occasionally, Kindershare welcomes everything. Artistic involvement is dependent on experiences and knowledge, the more people are involved the better! Parents love this hands on approach of staff, other parents, and their own involvement

Branding

Branding will be enforced on the Kindershare web site, printed materials, and in house facilities. This consistent application of logo and colors will surround the parent with confidence and the child with familiarity.



**Programs** (guidelines taken and adapted from <http://www.kindercare.com/our-programs>)

### Full Day

#### 6months-2yr

- Age-appropriate toys, games, and art to stimulate development
- Nurturing, personal care that builds trust and self-esteem
- Stimulating activities and group interactions that encourage your child to play and explore, generating interest and curiosity as your child grows
- Regular communication with teachers, including daily notes, to inform you about your child's day

#### 2yr-3yr

- Balance of nurturing, playtime, and learning throughout the day
- Monthly thematic art units that provide a rich array of daily activities and a variety of experiences
- Learning areas that focus on dramatic play, creative arts, and sensory exploration
- Development of confidence, self-esteem, and a love of learning
- Regular communication with teachers so that you are informed about your child's day

#### 3yr 5-yr

- Whole-group activities that develop social skills, such as sharing, listening and cooperation
- Learning with arts based vocabulary, letters, and words
- Development of independent learning skills and creative sets with our hands-on experiences
- Thematic units that encourage curiosity, self-direction, and confidence
- Regular communication with teachers so that you are informed about your child's day

### After school

#### 6yr-12yr

You'll find our Kindershare after school program helps school-age children develop a sense of who they are and what they can do. We promote collaboration and positive group interaction, giving children a choice in daily planning, and encourage independent learning. Additionally, we offer exciting activities, hands-on exploration, and daily homework time.

### Day care research

Bright Horizons : <http://www.brighthorizons.com/Site/pages/mission.aspx>

" The Bright Horizons Family Solutions mission is to provide innovative programs that help children, families, and employers work together to be their very best."

Bright Horizons is a childcare and early education facility. One interesting facet of their web presence is that they have portals for employees, parents and potential employees. I thought this was an interesting and helpful addition. It makes sense because they are a national company with over 600 locations. They have very different needs than Kindershare which is a single private company.

Mulberry Childcare and Preschool: <http://www.mulberrychildcare.com/>

" We understand that you want to be certain you have made the best choice for your child. At Mulberry, we create a joyful, warm and safe environment for your child."

Their site is pleasant and incorporates a unique variety of imagery and hand rendered drawings. They also have a good navigational system. They also have a "we promise" section in the about us section. I thought it was very important to outline the centers goals. Parents would find this helpful and reassuring when choosing a center.

### References

<http://www.nccic.org/index.html>

<http://www.answers.com/topic/alphabet-26>

<http://www.pbtweb.com/alpha26/index.html>

