

FLCA Document

Overview

This website serves as a dedicated repository for content curated by the Faculty Lead Abroad Classes (FLCA) team from Durham College in collaboration with SOS. It aims to showcase the vibrant spirit, resilience, and enthusiasm of the people of Guatemala, bringing their stories to a global audience. Through a rich collection of photos, videos, and heartfelt testimonials, this platform offers an authentic glimpse into their lives, culture, and experiences. By capturing these moments firsthand, we strive to foster cross-cultural understanding and highlight the meaningful connections formed through this initiative.



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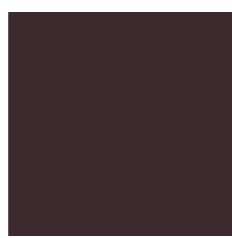
#C57541



#4797D0



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Colour Scheme

FLCA Guatemala's colour palette is inspired by the rich cultural and natural heritage of the Mayan civilisation. Drawing from traditional textiles and artifacts, these colours reflect the vibrancy of Guatemala's landscapes and history. Earthy reds, deep blues and lush greens symbolise elements like sacred maize, jade, the sky, and the rainforest. This palette embodies the spirit of Mayan artistry while creating a bold and authentic visual identity that connects FLCA Guatemala to its roots.

Font(s) Chosen :- Raleway

Raleway is a modern, elegant sans-serif typeface known for its clean lines and refined design. Originally designed by Matt McInerney, Raleway features sleek letterforms with a geometric structure, making it highly versatile for both headings and body text. Its balanced spacing and contemporary aesthetic provide excellent readability across digital and print mediums.

Raleway Regular - Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway Bold - Header/Display

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

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DC Colour Scheme

The logo evolved with the introduction of DC's secondary colours, reinforcing brand consistency. Alongside these, a Mayan-themed blue was integrated to honour the cultural inspiration behind FLCA Guatemala, adding depth and a historical connection to the region.



The Process

The FLCA Guatemala logo was crafted through an iterative process, balancing symbolism, cultural inspiration, and brand identity.

Initial Concept

The design began as a monochrome representation of interlocking hands forming a diamond around the "DC" initials, symbolizing unity and collaboration.

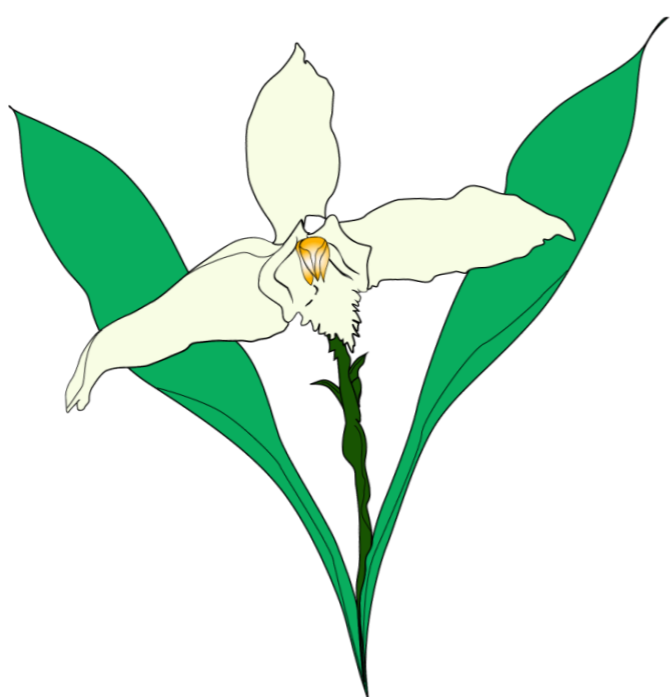
Incorporating Colours

DC's secondary colours were introduced to reinforce brand consistency, while a Mayan-themed blue was added to honour cultural heritage and create a historical connection.

Final Adjustments

The colour distribution was refined for harmony and clarity, ensuring a vibrant yet balanced design that embodies unity, heritage, and a strong brand identity.

Asset Creation



Resplendent Quetzal (National Bird)

We created this illustration to showcase the Quetzal, a vibrant green and red bird with long tail feathers, symbolizing freedom and resilience in Guatemalan culture.

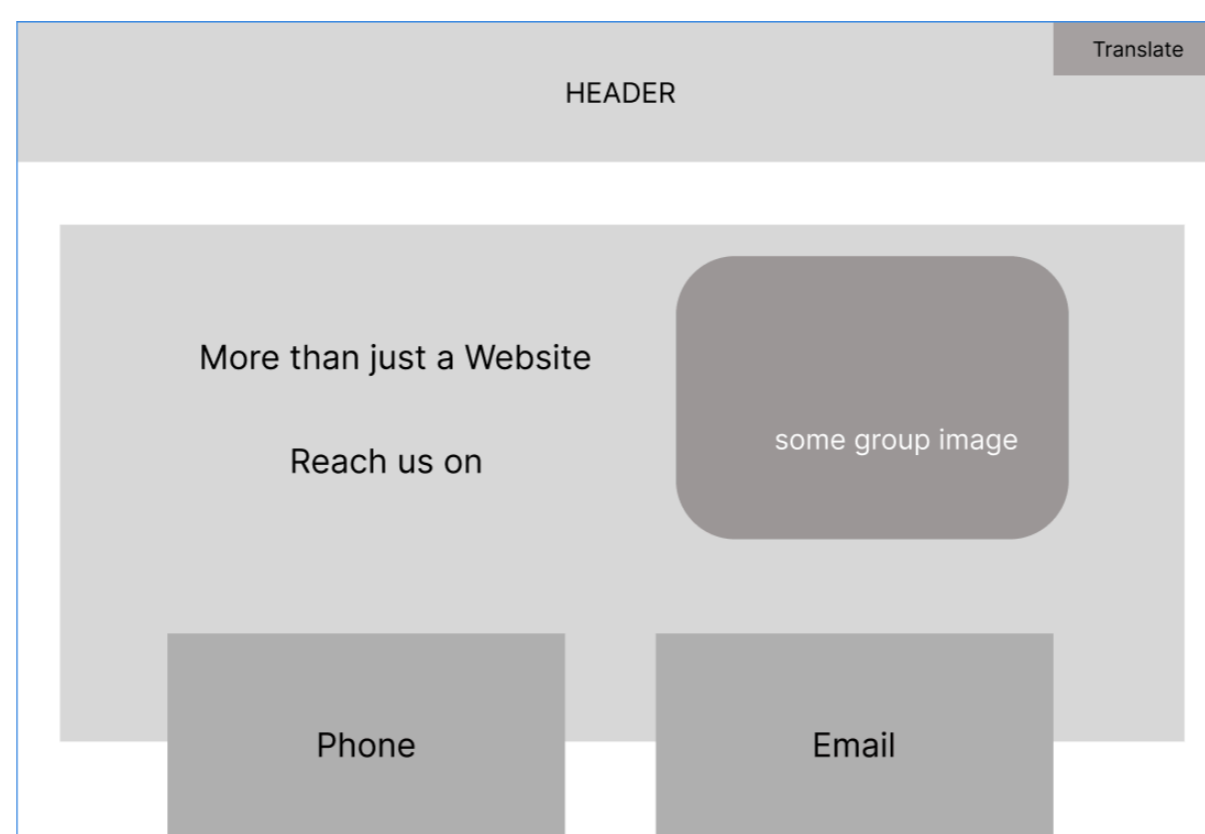
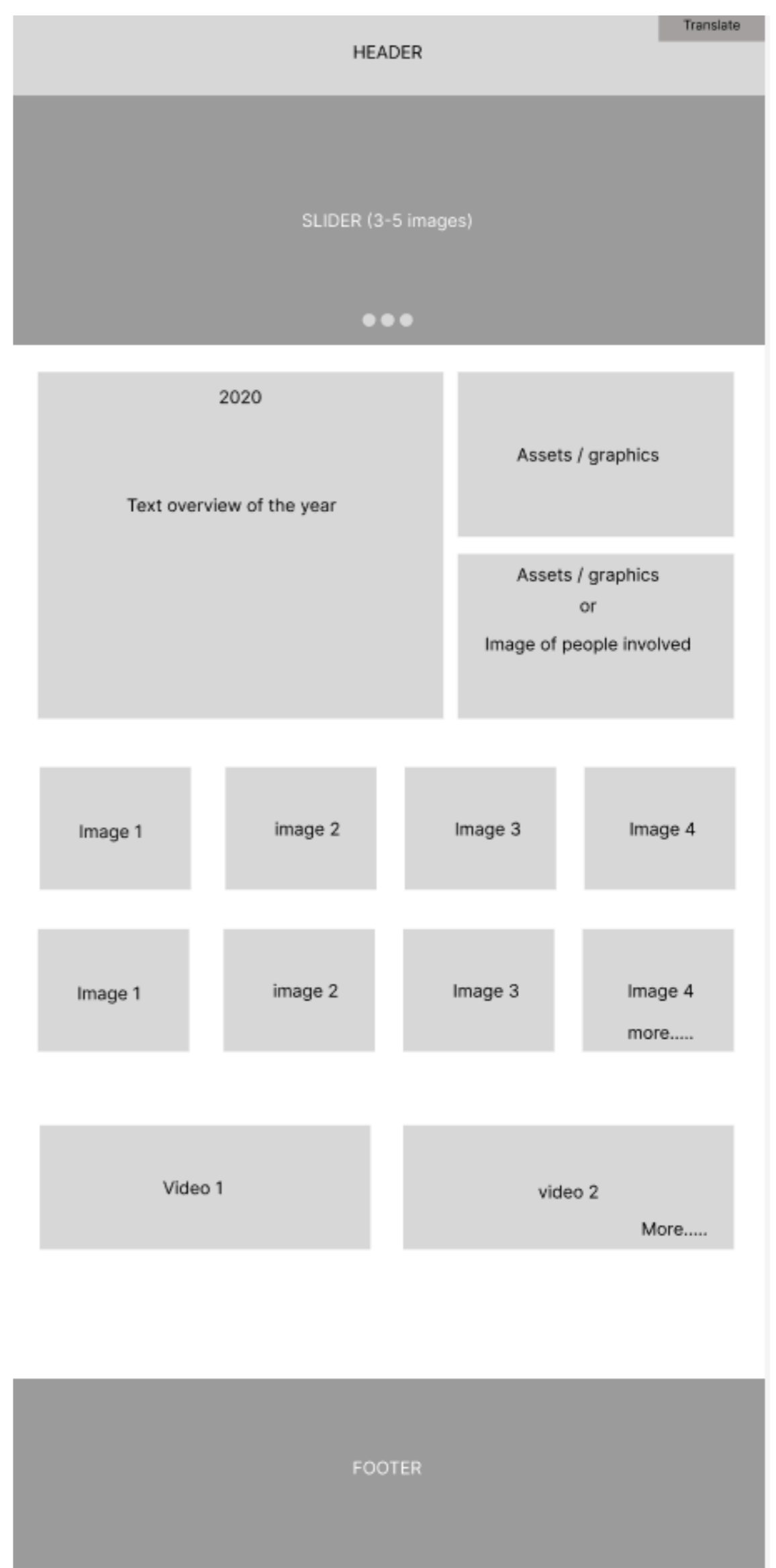
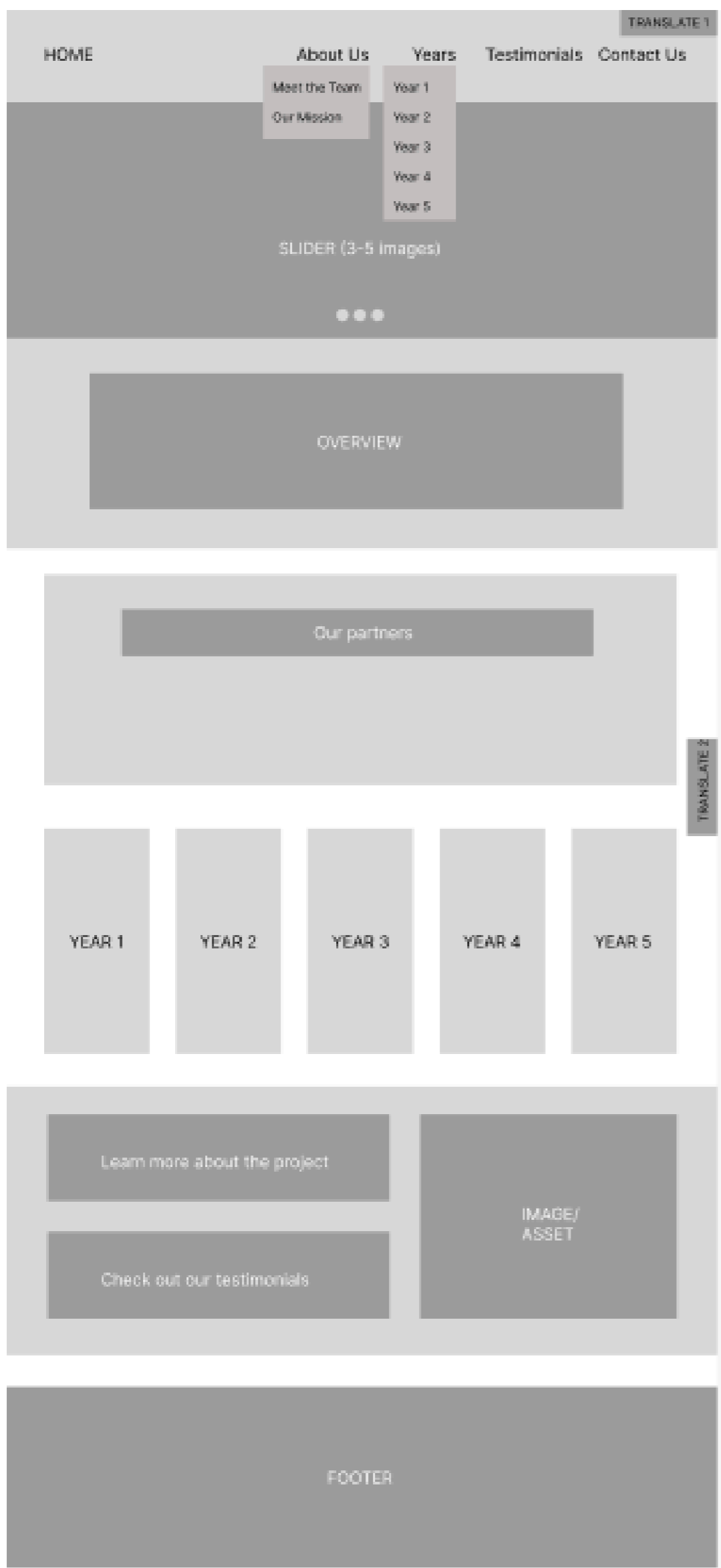
White Nun Orchid (National Flower)

This delicate white orchid, also known as "Monja Blanca," symbolizes peace, beauty, and Guatemala's rich biodiversity.

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Wireframe

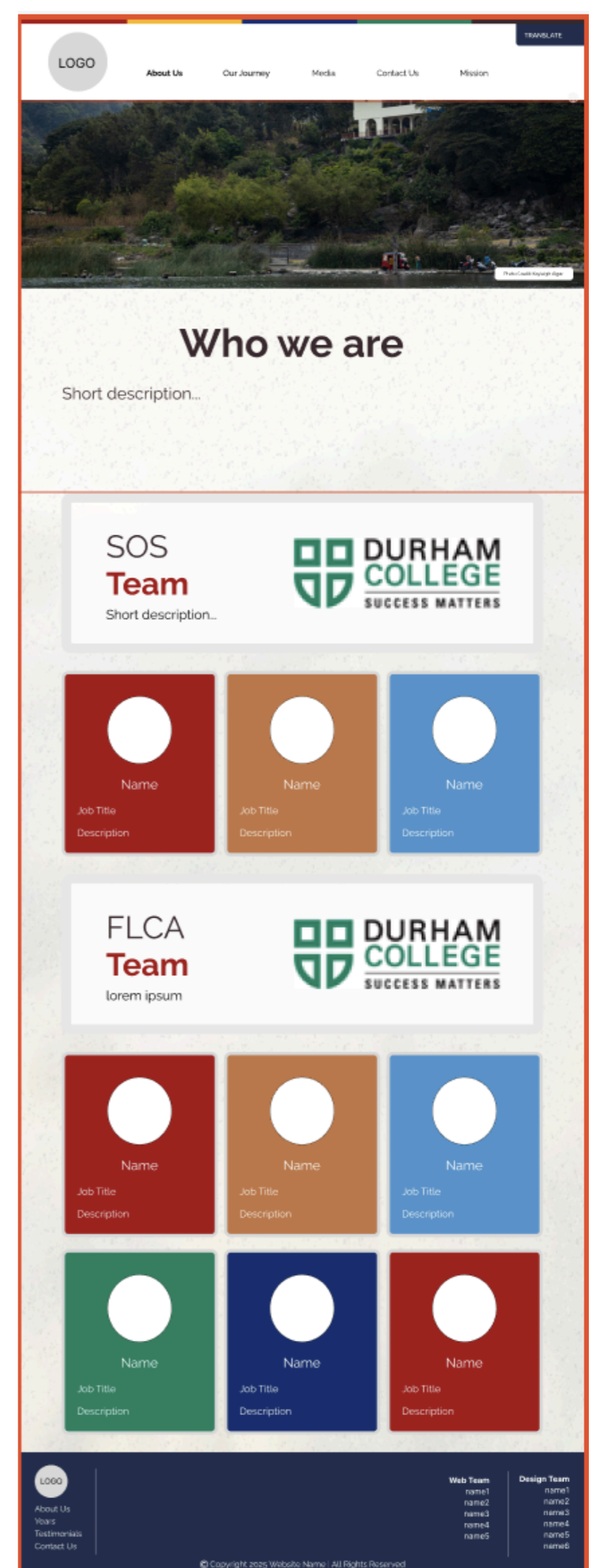
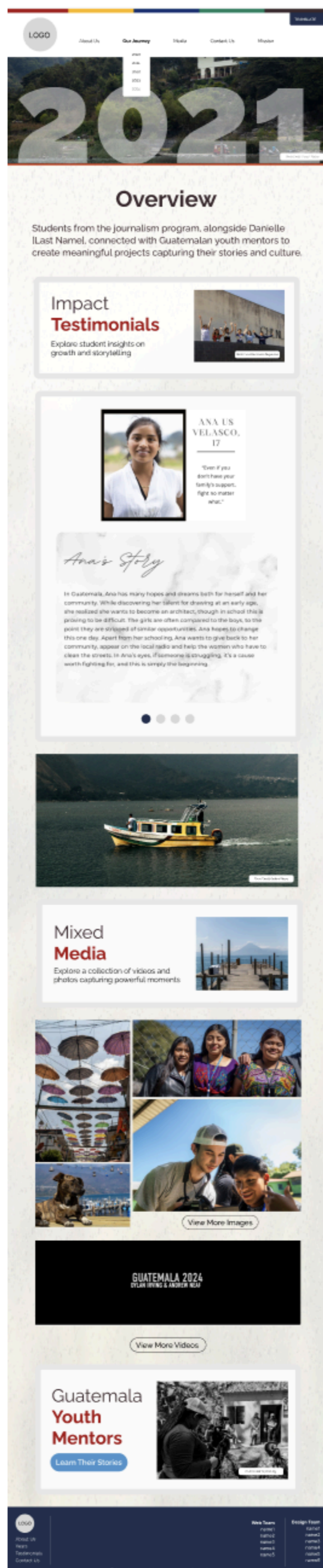
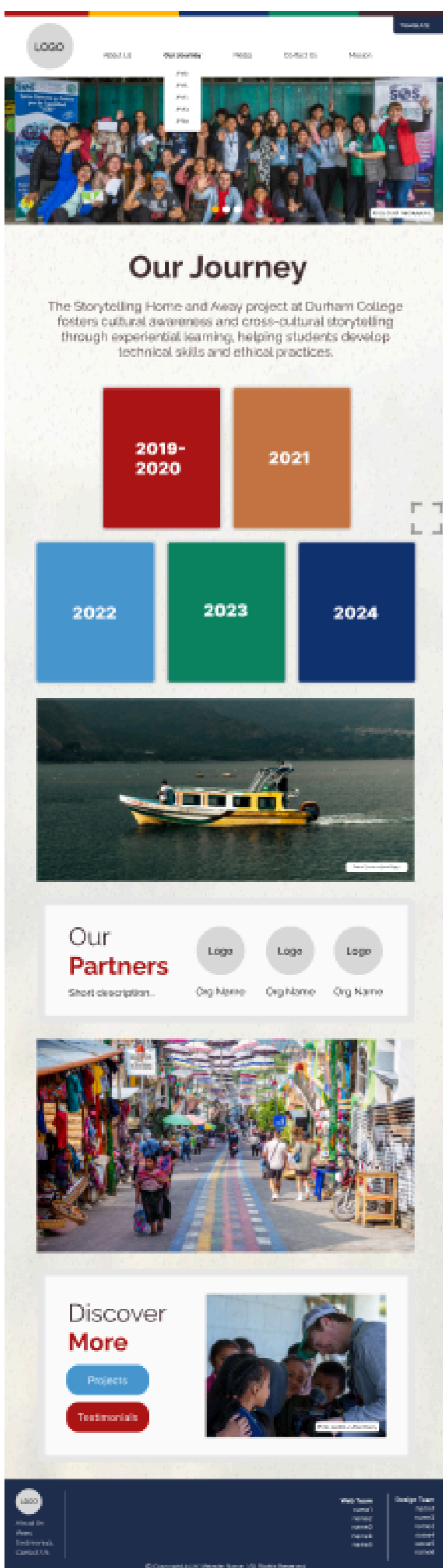
The FLCA-Guatemala website wireframe is designed for clarity, engagement, and ease of navigation. It balances text and visuals, incorporating structured layouts, image sliders, and interactive elements to highlight the organization's mission and impact. With a clean and scalable design, the framework ensures accessibility while allowing for future growth. The layout guides users through key information seamlessly, creating an informative and immersive experience.



FLCA Document

Web Design

The FLCA-Guatemala website design closely follows the original wireframe while incorporating refinements that enhance usability and visual appeal. The overall structure remains consistent, maintaining key elements such as the image slider, content sections, and navigation system. However, the final design introduces a more polished aesthetic with richer imagery, bold typography, and refined spacing to improve readability and engagement.

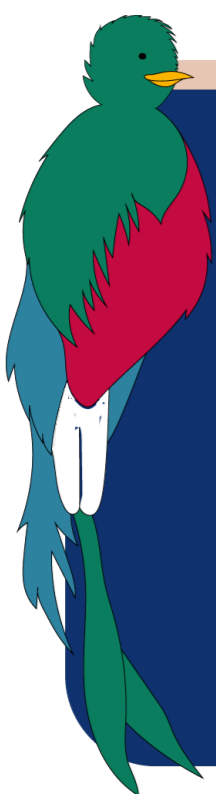


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Content

The project's content evolved to include videos, photos, and written testimonials, capturing authentic stories and experiences. This diverse media collection adds depth and provides a meaningful connection to the communities in Guatemala.

A key challenge was the restriction on using photos of children, despite them being central to the project. To navigate this, we carefully reviewed all content, ensuring it aligned with privacy guidelines. This required thorough revision and curation of videos, photos, and written testimonials. We then organized the material by project year, creating a cohesive narrative that highlighted the growth and impact of the initiative over time. Additionally, we edited videos and developed dedicated testimonial pages, allowing the voices and experiences of the communities to be authentically shared while respecting their privacy.



"The perspective I gained in Guatemala changed the way I view food waste, how easily small commodities like running water and electricity are taken for granted."

This course was one of the most valuable experiences and was one of the best decisions that I have made in my life. It was beyond rewarding, it was eye-opening, and provided a lot of self-reflection on how I live my life here in Canada. The perspective I gained in Guatemala changed the way I view food waste, how easily small commodities like running water and electricity are taken for granted among other things. I was given a chance to work with indigenous leaders, understand an entirely different culture from my own, and make an impact on the students there. It was an adventure of a life-time and I would do it again if I could! Hearing the music, watching the kids perform songs and being given the chance to play on a hand-made marimba myself, it is a memory that will live rent-free in my head for the rest of my life!

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