Phase 1 Concept

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Major Project
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IDEA #1

Yin Yoga website

for Olga Ledentsova

A portal about Yin yoga practice in London for a certified yoga teacher. She shows a unique approach via a combination of yoga and psychology. A safe space for those who search for contact with themselves and their body.

IDEA #1

It's not just a personal yoga teacher website.

It's an information hub for those who want to discover Yin yoga.
Olga's unique approach is based on a combination of yoga practice and psychology.
Certified Yin yoga teacher and yoga psychology teacher with a background in social psychology, Olga will share her practice and knowledge via this online portal.

IDEA #1

The rhythm of our life is so fast nowadays, many people find themselves in a state of constant rush and stress. The problem of finding an inner balance and supporting mental health became extremely important and especially in these uncertain COVID times. Combination of Yin yoga, breathwork and meditation provide a unique way to balance your body, mind and soul.

But to step on this path will be easier with a wise teacher.

IDEA #1

Olga shares her knowledge in pre-recorded short videos and webinars and runs personal and group yoga practices online and offline in her yoga studio in Islington.

IDEA #1

Value proposition:

- to know basic information about this type of yoga
- to try this yoga&psychology practice individually and in small groups
- to understand the meaning of yoga psychology, the benefits of this approach, and how it can change the quality of life
- it can be either practical support to the work with the therapist or, on contrary, the first step on the way to working with the therapist
- to deepen the knowledge with video explanations of all main asanas to be able to continue practising at home

Mission:
Help people understand and accept themselves in all their imperfection
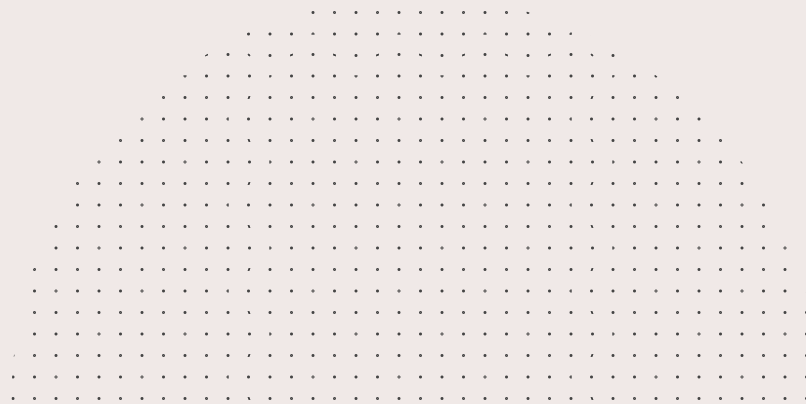
IDEA #1

Some brief ideas about the content:

- About Yin yoga and psychology

- About Olga, her experience, and the practices she runs

- A timetable for online and offline classes in London

- A database of short videos with main asanas and explanations

IDEA #2

An online guide of theoretical design basics for those who are new to design

IDEA #2

Target audience

People new to design but eager to learn it and dive into this vibrant industry

Sometimes the most complicated thing when you start learning is to find good resources as there are plenty of them online. Which one to choose? And is it always good to start with tutorials? Or is it better to get some theoretical knowledge to make each project more thoughtful?

IDEA #2

Design theory is not boring!
And it is as important as practice.

This website is a brief guide of theory basics for those who start their design learning. With lots of online technical tutorials, it's always nice to combine practice with theory, which is equally important.

IDEA #2

This website will cover some major basics of design and composition:

Principles of perception
Basics of composition
Grid basics
Typography basics
Colour theory basics

Each module will be provided with examples and illustrations and resources to deepen the knowledge in each theme (with recommended books, websites and experts to follow with a level of difficulty on each from beginner to advanced).

IDEA #2

As I'm on this path of learning myself, I would be glad to have such a database of information in one place. I'm sure that the best way to learn is to dive into the theme, so I could set a structure in my own head first and then help others on the same path.

Thank you