

City I See Revised Distribution Plan

This guide will be used at freshman orientation for Northeastern's incoming students. This system will serve as both a way for Everyday Boston and City I See to gain exposure, but will also allow students the opportunity to get to know different parts of Boston.

Orientation leaders will assemble students into groups and they will go on the Rainbow Tour as part of an orientation activity. Students will be given the flyer below for instructions. Students and their leaders will be assigned to go to different parts of Boston (i.e. Jamaica Pond, Cambridge, SoWa, Mission Hill, North End) and explore. While exploring, they will be asked to execute the instructions on the flyer. (Note: The "rainbow" concept can be adjusted for content variability. It can be changed to "texture", "shape", "value", "curious objects", etc.) Then they will direct message the collected photos from the day to @thecityisee Instagram or they will have the option to make their own collage and submit it that way. Alternatively, photos can be sent through Snapchat to @cityisee.tour. If successful, this should generate a great deal of content for City I See. After orientation is over, these flyers can be put up around campus to invoke voluntary content submission from the general student body.



The flyer features a graphic of a rainbow on the left side, composed of colored squares in the following order from top to bottom: red, orange, yellow, green, cyan, blue, and purple. The text is centered on the right side of the flyer.

Take a Rainbow Tour of Boston with #CityISee

We want to see Boston through your eyes.

Challenge:
Find and photograph one object from
each color of the rainbow (ROY G BIV)

Assemble a collage from your
findings or send in your individual photos
through Instagram or Snapchat

Instagram // @thecityisee
Snapchat // @thecityisee.tour



A small graphic of a rainbow, composed of colored squares in the following order from top to bottom: purple, blue, cyan, orange, green, and red.