

Meghan Wrobel

ART 490 Internship

Center For Community Engagement, Graphic Design Intern

I am responsible for creating digital content and graphics for the CCE social media platforms and the CCE website to be used for promoting the CCE programs and events to the campus and local Willimantic community. I use Adobe programs to create eye-catching flyers for CCE student leaders to spread the word of different programs and events that students can volunteer for.

Internship Design Report

One of my biggest projects that I have worked on for my internship at the Center for Community Engagement is a variety of promotional items for an event hosted by the Windham Area Interfaith Ministry. This organization is holding an event called Walk for Warmth, where people will walk through Willimantic and provide donations to support families who are experiencing homelessness in the coming winter months. The coordinators of the event recruited me to design their flyer, lawn signs and billboard to promote the event.

I was provided with examples of some design work for each item of promotion from the previous year to reference. There were not many specifications for the overall image of the flyer, lawn signs and billboard, the coordinators were open to a new color scheme and any design ideas I had. I first made a flyer with rounded, almost cursive typography for the title, with a serif font for the body text. The title was placed at the top of the flyer along with the date of the event so it could stand out and attract the viewer. I used a monochromatic blue color scheme overall, and included a forest landscape underneath the title with a graphic of human figures walking towards the bottom of the page to accompany the Walk for Warmth title. I placed the information of the event in the middle, which stood out against the graphic of people walking across the flyer. When I received feedback from the coordinator, they liked the overall design idea, but wanted the font of the title to not be as rounded, wanted the trees to be replaced with a cityscape, and wanted the color scheme to be warmer and incorporate more fall colors.

The second draft of the flyer had a similar design, but I had changed the trees to a cityscape and made the image red and orange to fit the warmer color scheme they had requested. I also found a similar bold font for the title, but it was less rounded like they had asked. The rest of the flyer stayed relatively the same. The coordinator loved this design much better with the changes, and requested that I make the cityscape more transparent or less bold than the rest of the

flyer to bring attention to the information. To accommodate this, I lowered the transparency of the cityscape and placed a vertical gradient to soften the harshness of the image. The coordinator loved the change, and this became the final version of the flyer.

After getting the flyer approved, I moved onto creating the billboard and lawn signs with that same design concept so they could all match. For the billboard, the title was placed across the top with the cityscape underneath and a graphic of people walking across the billboard in front of the city. The date was in a large font and was placed on the skyline above the cityscape underneath the title, so people driving by would be able to see the title and date immediately. The other information was placed towards the bottom of the billboard along with the organization's logo. The lawn signs also had the title placed at the top with the cityscape underneath. Under the cityscape, I placed a maroon rectangle stretching across the sign containing the date and the information underneath. All these different projects contained a consistent design theme so they could all coincide with one another.

Overall, the coordinators of the event loved the final design, and I am very happy with the results. The final design gets the information across effectively and contains a simple and pleasing design to help emphasize what the event is about. The fact that all three projects maintain a consistent theme will help people recognize the event when they see different forms of promotion and make the advertising more effective.



WAIM's Annual
WALK
for
WARMTH

Sunday November 19th, 2023

**Walk with us to help our neighbors
stay safely housed and warm this winter**

Location

Temple Bnai Israel
383 Jackson St.
Willimantic, CT

Interfaith Thanksgiving Service

1:30pm

Registration

<https://www.runreg.com/waim-walk-for-warmth>

Registration

12:30pm-2:15pm

Website

[www.waimct.org /events/walk-for-warmth/](http://www.waimct.org/events/walk-for-warmth/)

**Walk begins at 2:15pm
Refreshments to follow!**

Windham Area Interfaith Ministry

Walk for Warmth Flyer

**— WALK FOR —
WARMTH —**



Sunday November 19th, 2023



Temple Bnai Israel, Willimantic,
1:30pm
Registration and Info at waimct.org

Walk for Warmth Lawn Sign

— WALK FOR WARMTH —

Keep Struggling Families Housed and Warm this winter!

Sunday November 19th, 2023
Temple Bnai Israel - 1:30pm





Windham Area Interfaith Ministry

**Registration and More Information at
www.waimct.org**

Walk for Warmth Billboard