



APPNA

Association of Physicians of
Pakistani Descent of North America

APPNA Association of Physicians 31st Annual Summer Meeting 2009: Graphic Design Case Study

This case study focuses on the graphic design efforts for the APPNA Association of Physicians' 31st Annual Summer Meeting in 2009.

The case study highlights the design process, objectives, and ultimate success of winning the first prize in a design competition for both the event brochure and t-shirt design.

Year of Heart Health

Washington, DC



APPNA 2009

31st Annual Summer Meeting

June 25th to 29th, 2009



APPNA

ASSOCIATION OF PHYSICIANS
OF PAKISTANI DESCENT OF NORTH AMERICA

Design Objectives

1. Create a visually appealing and informative brochure that attracts attention, and highlights event details.
2. Develop a unique t-shirt design that embodies the spirit of the event, represents the organization's mission, and fosters a sense of unity among participants.
3. Maintain a cohesive visual identity across all design elements, aligning with APPNA's existing brand guidelines.



APPNA
Year of Heart Health
San Francisco 2009

Results and Achievement

The efforts put into the design of the event brochure and t-shirt paid off, as they won the first prize in a design competition. The designs effectively met the objectives and received positive feedback from both the APPNA community and attendees.

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**Summer 2009
San Francisco, CA**



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09 FOR BETTER AND HEALTHIER HEART

The successful outcomes were attributed to the following key factors:

- 1. Engaging and aesthetically pleasing designs that effectively communicated the event's message**
- 2. Attention to detail, ensuring clarity and consistency in typography, color scheme, and imagery**
- 3. Incorporation of cultural elements that resonated with the target audience**