

Bramble Lab Portfolio 2016

Please keep confidential, as some
of the following projects have
yet to be publicly announced.

For more information, email
cary@bramblelab.com



After-school programs across Baltimore



Pick Interests

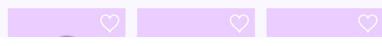
SPORTS



SOCIAL STUDIES



SCIENCE + TECH



[View all interests](#)

[View all clubs](#)

[View all events](#)

[View all clubs](#)

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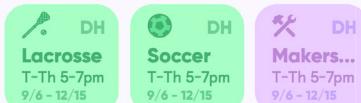
Sierra

3
CLUBS



6
INTERESTS

MY CLUBS



WAITLIST



NEARBY



Electronic Music

DIGITAL HARBOR HIGH SCHOOL

4-6 pm (Mon., Weds.) | 9/6 - 12/15

About

Bi-weekly electronic music studio, with final projects including a public performance. 15-student limit.

Criteria

None.

Transport

53 minutes via 36 Bus. [View map](#)

Contact

Ali Wood:
410-271-2839
nrg@digitalharbor.org

[+ ENROLL](#)

JV Soccer

DIGITAL HARBOR HIGH SCHOOL

5-7 pm (Tues., Thurs.) | 9/6 - 12/15

About

Bi-weekly JV Soccer, games every other week. 30-student limit.

Criteria

Minimum 2.7 GPA.

Transport

53 minutes via 36 Bus. [View map](#)

Contact

Heather Pock:
410-271-2839
nrg@digitalharbor.org

[+ ENROLL](#)

MarylandCAN

Along with legislation allowing Baltimore City Public School high-school students to enroll in after-school programs across the city, this app prototype (requested by Mayor Pugh) allows them to enroll and find transportation options. Icons from the Noun Project.

A map interface showing a route from a starting point to a destination. The map includes a legend for distance (0-5 miles), interest (sports, arts, etc.), and grade level (K-12). Below the map are three cards for specific programs:

- JV Soccer** at Digital Harbor High School, 5-7 pm (Tues., Thurs.) | 9/6 - 12/15
- DH Maker Space** at Digital Harbor High School, 4-6 pm (Mon., Weds.) | 9/6 - 12/15
- Electronic Music** at Digital Harbor High School, 4-6 pm (Mon., Weds.) | 9/6 - 12/15

1 in 3 women & girls lack proper sanitation.



WaterAid

Hygiene is a human right.
Sanitation for all.



LEARN MORE ▶



1 in 3
women & girls
lack sanitation.



**HYGIENE IS A
HUMAN RIGHT.
SANITATION FOR ALL.**

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**HYGIENE IS A HUMAN RIGHT.
SANITATION FOR ALL.**



LEARN MORE  **& ACT NOW ▶**



**LEARN MORE
& TAKE ACTION ▶**

WaterAid Banner Ads

Banner ads for WaterAid America's 2016 Women & WASH Access Campaign, in collaboration with We Divine Water.

WASHING OUT INEQUITY

For women & girls, **WASH*** access is essential.

* CLEAN WATER, SANITATION, HYGIENE

1 in 3 lack WASH, leading to

VULNERABILITY

"THEY RAPE LONELY WOMEN WHO THEY SEE RELIEVING THEMSELVES."

- TAEMWA, ETHIOPIA

VIOLENCE REPORTED by 94% of women en route to defecate in Bhopal, India.

"I WILL MISS THE EDUCATION, BUT THERE IS NO OPTION."

- MADELINE, MADAGASCAR

SCHOOLS WITHOUT WASH in low-income countries is nearly 1 out of 2

"YOU JUST LOOK AT THE BABY AS IT PASSES AWAY."

- FARIDA, TANZANIA

HEALTHCARE FACILITIES WITHOUT WASH access is at 2/3 in low-mid income countries.



TOILETS

Without one, many women & girls wait til night to go in the open.



MENSTRUATION

When a girl reaches puberty, menstrual education & access to a safe, private toilet can make a crucial difference. But taboo & poor sanitation forces many girls to miss school while menstruating, resulting in lower grades & graduation rates.

CHILDBIRTH

For those who become pregnant, giving birth in a place without WASH can be life-threatening for mother & child.



For the rest, it means safety &

EMPOWERMENT

"BEFORE NOW, THE PLACE WE USED AS A TOILET WAS 4 MILES AWAY"

- GANGA & MAEDWA, INDIA



GENDER-BASED VIOLENCE REDUCED by 30% if a public toilet program was introduced in South Africa.

"ALL GIRLS WANT TO ATTEND OUR SCHOOL NOW."

- TESFAYE, ETHIOPIA



GIRLS' ATTENDANCE rose 11% after a sanitation project in Bangladesh.

"I'M SO RELIEVED I GAVE BIRTH IN A PLACE WITH ENOUGH WATER"

- KEMISA, UGANDA



SURVIVAL RATES INCREASE 44% among newborns when attendants & moms can wash their hands.

A SAFE TOILET IS A HUMAN RIGHT. SANITATION FOR ALL.

#TBD

WaterAid

WATERAIDAMERICA.ORG

WaterAid Infographic

Infographic created to expand on issues introduced in a PSA video (for distribution to American politicians, media and public) for WaterAid America's 2016 Women & WASH Access Campaign, in collaboration with We Divine Water. It describes the overlapping problems of water access and women's rights.

WASHING OUT INEQUITY

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- MADELEINE, MADAGASCAR



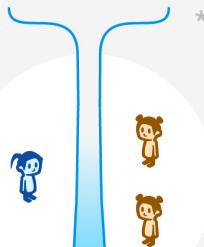
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VIOLENCE REPORTED by 94% of women en route to defecate in Bhopal, India.

HYGIENE IS A HUMAN RIGHT. SANITATION FOR ALL.  **LEARN MORE →**

#TBD

[WATERAIDAMERICA.ORG](#)

 WaterAid



"I'M SO RELIEVED I GAVE BIRTH IN A PLACE WITH ENOUGH WATER"



NEWBORN SURVIVAL RATES INCREASE 44%
when attendants & moms can wash their hands.

HYGIENE IS A HUMAN RIGHT. SANITATION FOR ALL.  **LEARN MORE →**

#TBD

[WATERAIDAMERICA.ORG](#)

 WaterAid

WaterAid Infographic (Social Media)

Snippets of the infographic created for WaterAid America's 2016 Women & WASH Access Campaign, in collaboration with We Divine Water.

THE MAYOR & BALTIMORE CITY SCHOOLS

2016 MAYORAL RACE



Baltimoreans for
Educational Equity

Designed by Bramble Lab



VOTING



BY MAIL

visit turbovote.com
to send a vote-by-mail
ballot.
Register and vote by the
below dates.

PRIMARY ELECTION

register by
APR 5

9pm

vote BY
APR 19

4pm

GENERAL ELECTION

register by
OCT 18

9pm

vote BY
NOV 1

4pm



EARLY

visit turbovote.com
to register. If it's your
first time, be sure to
bring a government-
issued ID to the polls.

PRIMARY ELECTION

register by
APR 5

9pm

vote on
APR 14-21

10am-8pm

GENERAL ELECTION

register by
OCT 18

9pm

vote on
OCT-NOV 27-3

8am-8pm



AT THE POLLS

visit turbovote.com
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issued ID to the polls.

PRIMARY ELECTION

register by
APR 5

9pm

vote on
APR 26

7am-8pm

GENERAL ELECTION

register by
OCT 18

9pm

vote on
NOV 8

7am-8pm

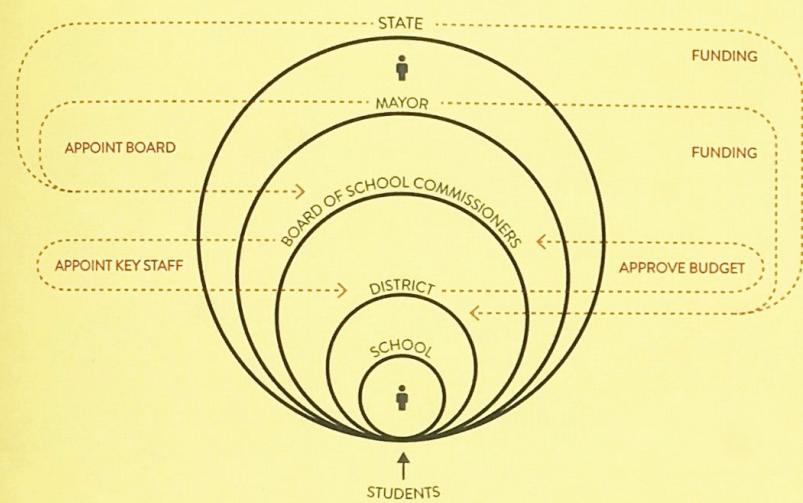
You **MUST** be registered as a Democrat or Republican to vote in the Primaries.
MORE INFO + POLLING LOCATIONS AT BIT.LY/1U9UDLP

Baltimoreans for Educational Equity - Voter Guides

To inform educators and parents of their options in the Primary Mayoral election in Baltimore City, we created these voter guides with BEE, to be distributed across the city and at the mayoral forum on education in the spring of 2016.

OVERVIEW

What's the Mayor's Role in Baltimore's Schools?



Why is an Education-Minded Mayor Important?

43

community
schools
out of 186 in
Baltimore (23%)

10 %

of operating
budget
in Baltimore goes to
City Schools

48 %

of City Schools
budget
controlled by central
offices, not principals

SOURCES:

Baltimore City Schools FY2016 Budget
Baltimore City Schools website
Baltimore City FY 2016 Preliminary Budget Plan
Baltimore City Schools 2016 Community Budget Forums

Baltimoreans for Educational Equity - Voter Guides

To overcome some intellectual apprehension of many voters in the face of a seemingly complicated education system, this infographic was included.

DEMANDS

We spoke to voters, and came up with these Yes/No questions:

- ★ Will you commit to publicly declaring your two top priorities for City Schools students' success within your first 100 days in office?
- 🏠 Will you commit to increasing Baltimore City's FY2018 allocation to Baltimore City Public Schools, over the City's allocation to City Schools in FY2017?
- 🤝 When Board of School Commissioners vacancies or reappointments arise, do you plan on appointing commissioners that have SIGNIFICANT experience and expertise with mental health, special needs and/or immigrant populations, such that a full Board contains at least two of these members at all times?
- 🤝 Will you commit to partnering with the Governor, City Delegation, and CEO of City Schools to ensure equitable funding for all of Baltimore City Schools' students? If yes, please explain how.
- 🤝 Will you commit to greater mayoral involvement with City Schools' CEO, school board, and district office? If yes, please explain how.
- 💡 If elected, will you commit to semi-annual meetings with BEE leaders, so that you can see and hear from students and voters directly about City Schools' successes and needs?

YES OR NO?

This is how the candidates responded (see full responses at BEEquity.org)

CAMINITI	CLIFTON	CUPID	DIXON	EMBRY	GUTIERREZ	HARRIS	KLAUDA	LOGAN
MCCRAY	MOSBY	MURRAY	PUGH	STOKES	WALDEN	WALSH	WARNOCK	YOUNG
?	?	?	?	?	?	?	?	?
CAMINITI	CLIFTON	CUPID	DIXON	EMBRY	GUTIERREZ	HARRIS	KLAUDA	LOGAN
MCCRAY	MOSBY	MURRAY	PUGH	STOKES	WALDEN	WALSH	WARNOCK	YOUNG
?	?	?	?	?	?	?	?	?
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?	?	?	?	?	?	?	?	?
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MCCRAY	MOSBY	MURRAY	PUGH	STOKES	WALDEN	WALSH	WARNOCK	YOUNG
?	?	?	?	?	?	?	?	?

IN THEIR WORDS

All candidate responses are verbatim, and have only been edited by BEE for length.

GERSHAM CUPID

Public Schools with continued funding from the state. This will give me the power to make the necessary change.

If elected, will you commit to semi-annual meetings with BEE leaders, so that you can see and hear from students and voters directly about City Schools' successes and needs?

YES. Absolutely. I will be a Mayor that everyone knows and can touch. I want to know the names of students and I want them to know who I am other than what they see on Television. You may get tired of seeing me.



SHEILA DIXON
3/6
DEMOCRATIC COMMITTEE

Will you commit to publicly declaring your two top priorities for City Schools students' success within your first 100 days in office?

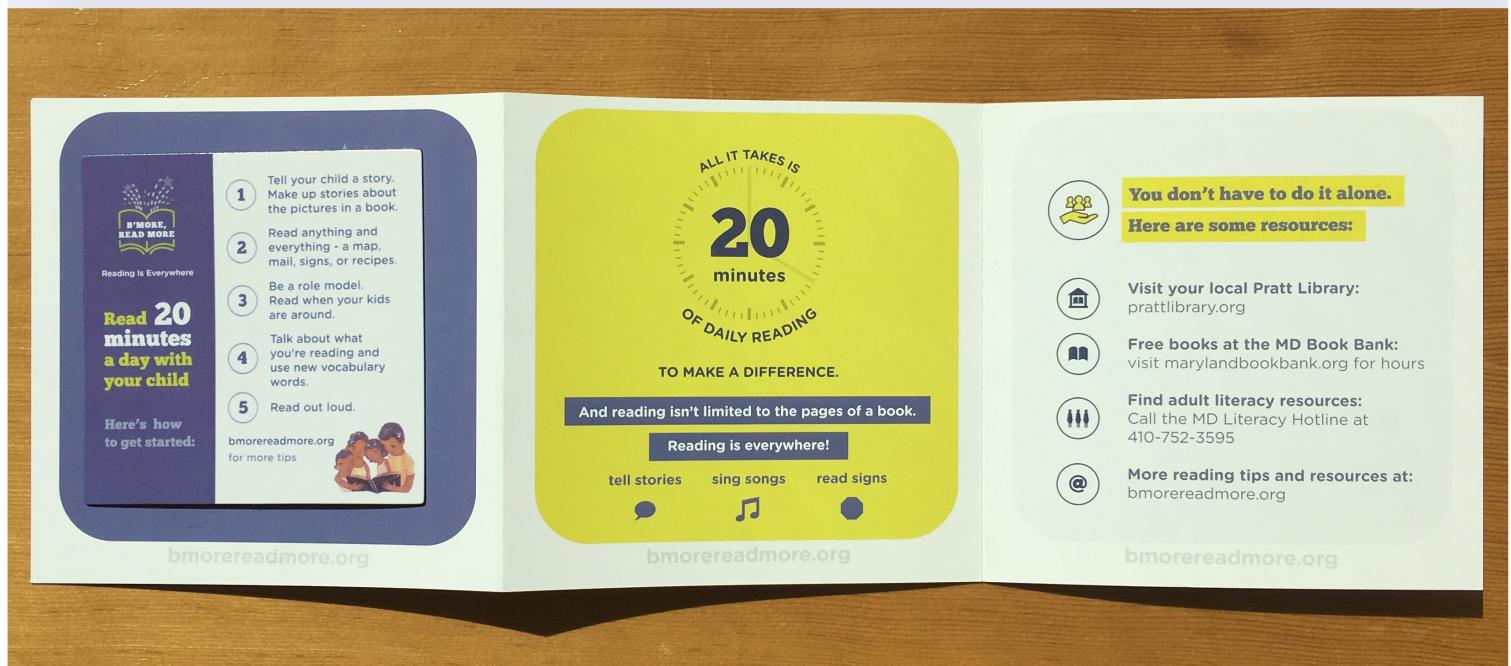
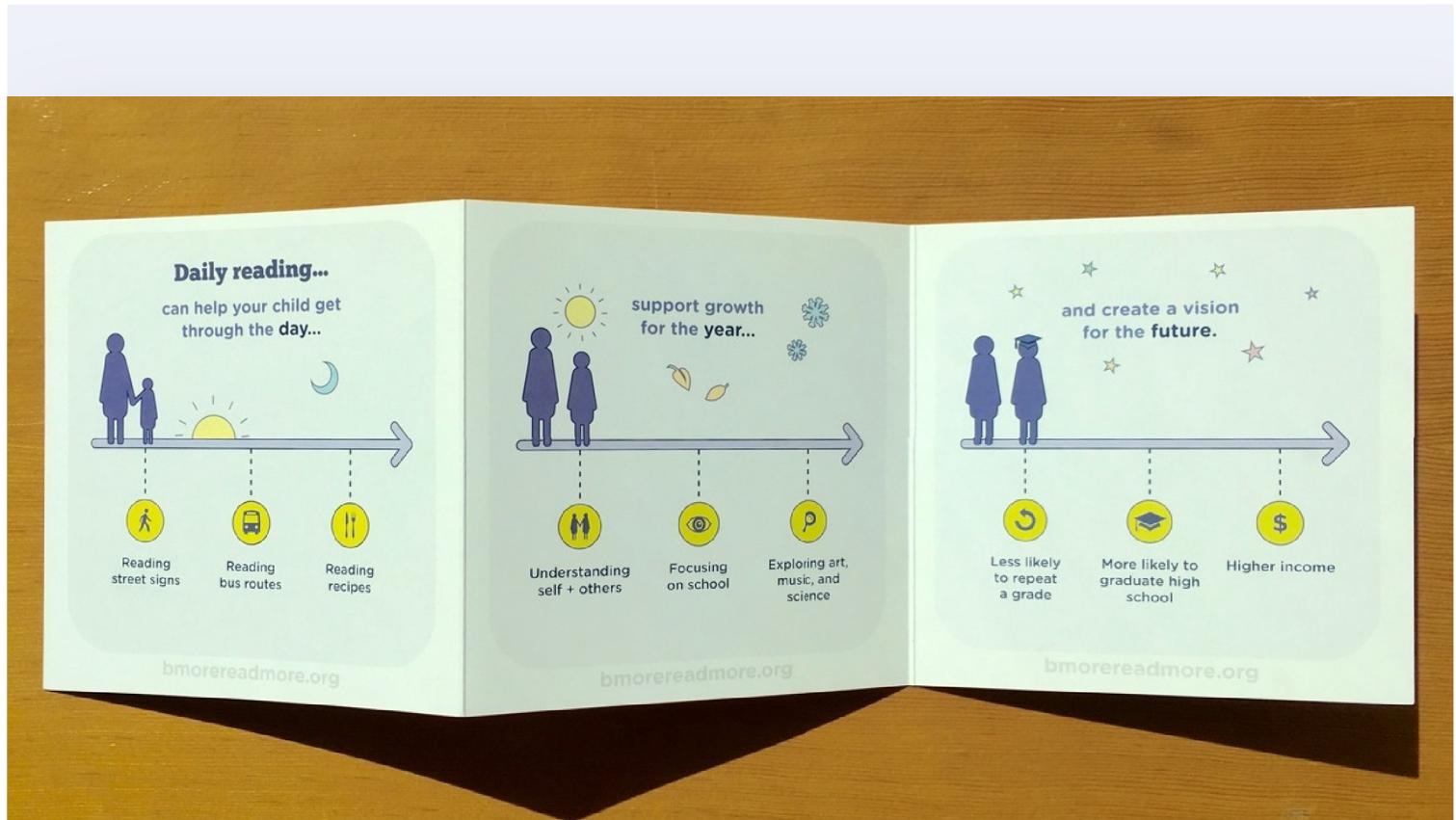
[Yes] I will join private and public partners already hard at work to improve cradle to career outcomes for Baltimore children and youth. And I will commit to a level of transparency that will enable honest conversations, informed investment decisions, and an alignment and leveraging of resources that can only be achieved through a committed partnership of stakeholders fully focused on the future of our children. I challenge the Baltimore City Board of School Commissioners to join me in this commitment to a partnership for Baltimore's children.

Will you commit to increasing Baltimore City's FY2018 allocation to City Schools in FY2017?

[Did not respond] I am committed to expanding funding sources. As Mayor, I would be the chief advocate for our children and the quality of their education in Baltimore City. I will pursue the level of funding – federal, state and local – that we know is necessary to provide high quality leadership, instruction and the facilities and resources to match. We

Baltimoreans for Educational Equity - Voter Guides

Quick guide to candidates, with their Yes/No responses to education-related demands (culled from numerous conversations with Baltimore parents and teachers).



B'More Read More - Daily Reading Brochure

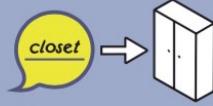
Intended to clarify the cumulative benefits of daily reading for time-crunched, stressed and sometimes low-literacy parents, the brochure includes a refrigerator magnet, condensed tips and a link to the campaign's website for more in-depth parent tips. The back includes a timeline to illustrate the cumulative benefits of daily reading.

reading is everywhere

Reading Labels



A great way to get kids to read is labeling objects. Write the name of an object in large, clear letters.



Place these on objects around your home.
(on closets, doors, cabinets, etc...)

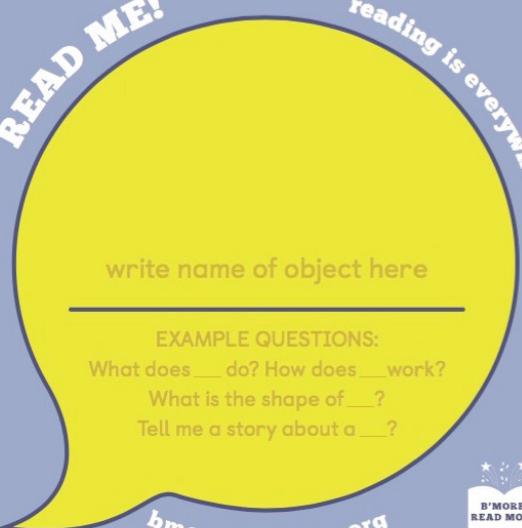


Use them to have a conversation with your kids.
(for example, ask them: what shape is the object?)

bmorereadmore.org

reading is everywhere

READ ME!



write name of object here

EXAMPLE QUESTIONS:
What does ___ do? How does ___ work?
What is the shape of ___?
Tell me a story about a ___?

bmorereadmore.org



reading is everywhere

Encourage Reading with Reading Labels



Put these on reading materials like magazines or snack boxes.



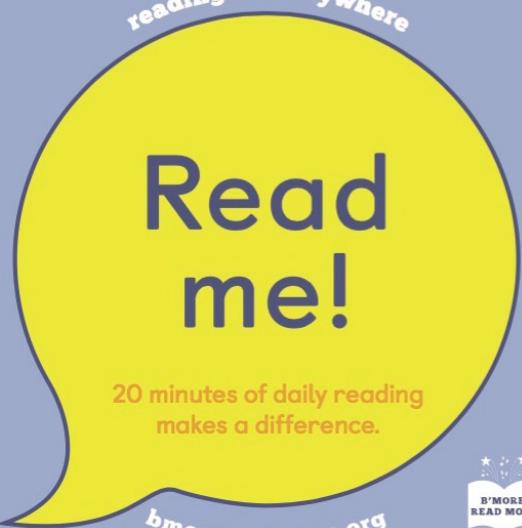
Having a conversation is reading, too! Put these on meaningful objects like photo albums.

bmorereadmore.org



reading is everywhere

Read me!



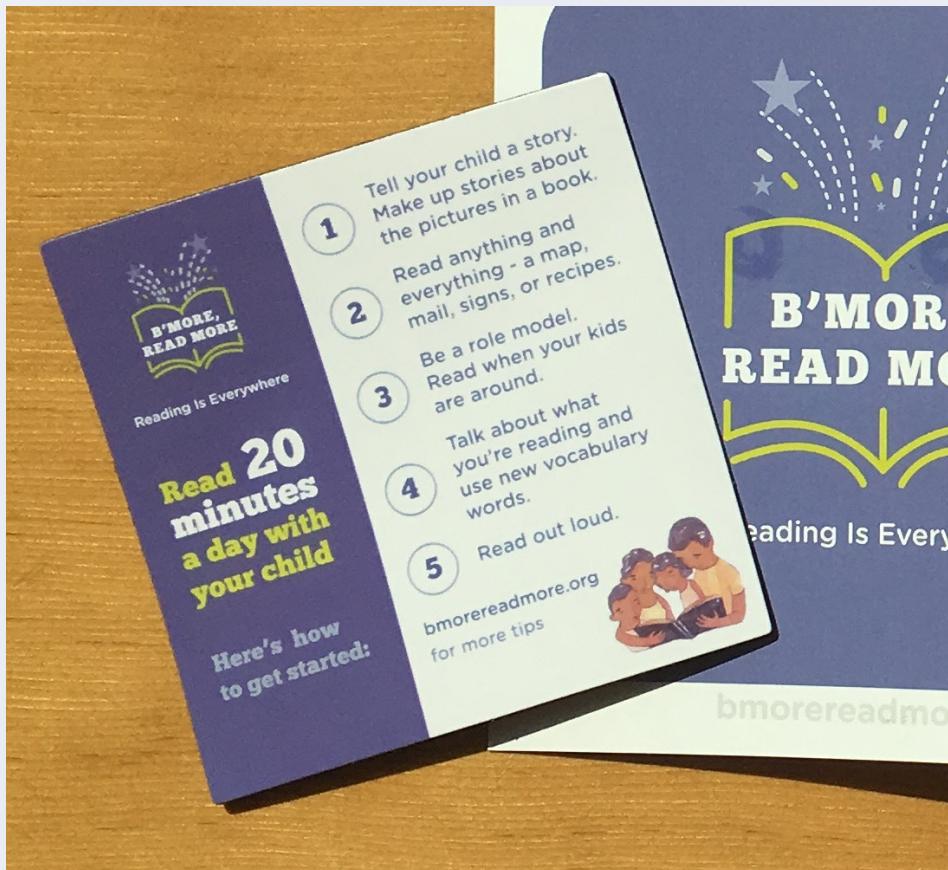
20 minutes of daily reading makes a difference.

bmorereadmore.org



B'More Read More Post-It Notes

Based on the success of one Baltimore parent in Cherry Hill, these post-it notes have been the most successful of B'More Read More's daily reading materials.



B'More Read More Magnet

A refrigerator magnet of reading tips distributed with the daily reading brochure.



B'More Read More Book Sticker

These stickers were given to libraries and service providers across the city for use on children's books. The purpose was to provide succinct reading tips to parents, particularly those with low literacy themselves.

B'MORE, READ MORE

Reading Is Everywhere

Our goal is to ensure that all Baltimore City children read well by 3rd grade.

PARENTS PROVIDERS COALITION

Join Us

f t i y



Where we are in Baltimore

In Baltimore City, only 11% of 3rd graders and 9% of low income children proficiently according to the 2015 National Assessment of Educational Pr

Kids 0-4

School-Aged

Adults

Whole Family



Local Resources



Tips from Parents



Children 0-4



Read aloud.



Sing and clap with your baby.



Write and scribble with your baby.



Play and dance with your baby.



Milestones for early learners:

6-12 months: likes and wants to hear your voice

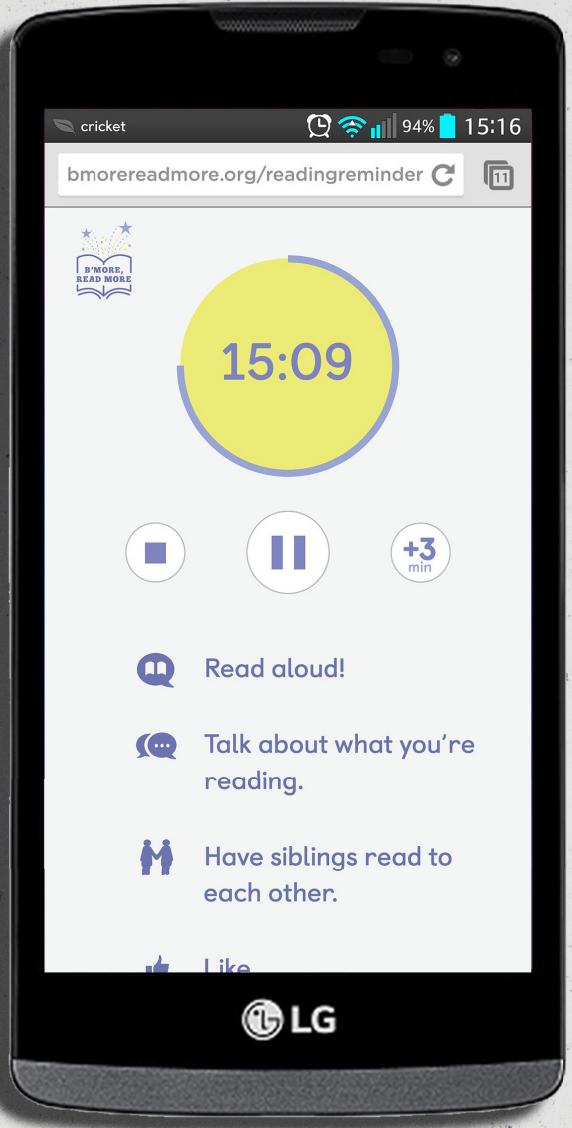
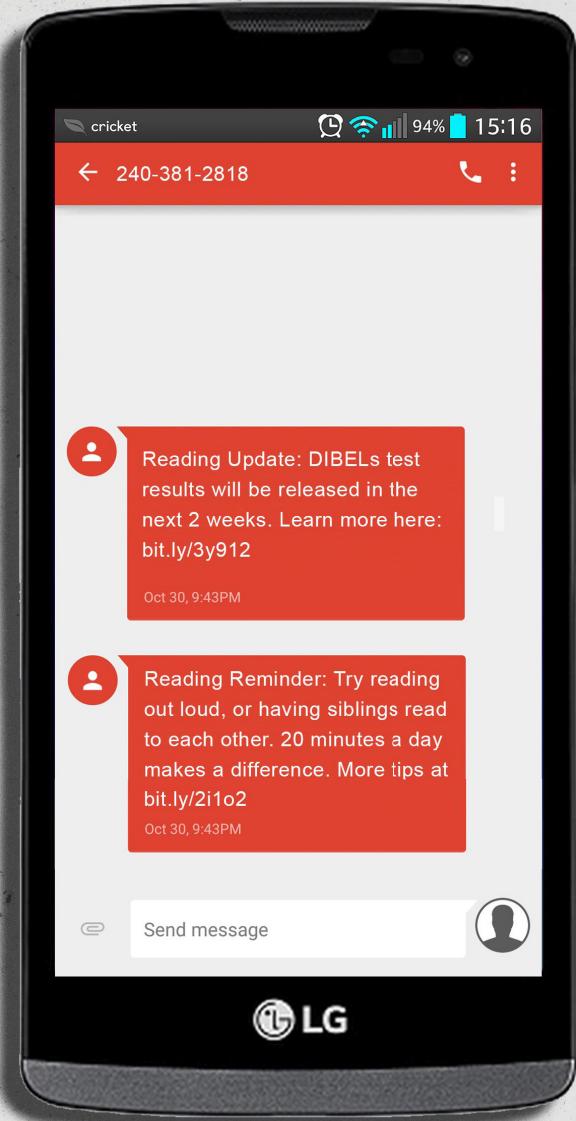
12-24 months: names pictures, follows simple stories;

B'More Read More

The Baltimore Campaign for Grade Level Reading needed a website that addressed and provided resources for their 3 core audience groups: Parents, Providers and Coalition members.

B'More Read More - Parent Page

Based on key concerns expressed by parents in interviews and design thinking workshops, the website needed to address 3 questions: How can I help my child succeed? How do I know where my child is? How can I help myself?



B'More Read More – Timer App & SMS Service Concept

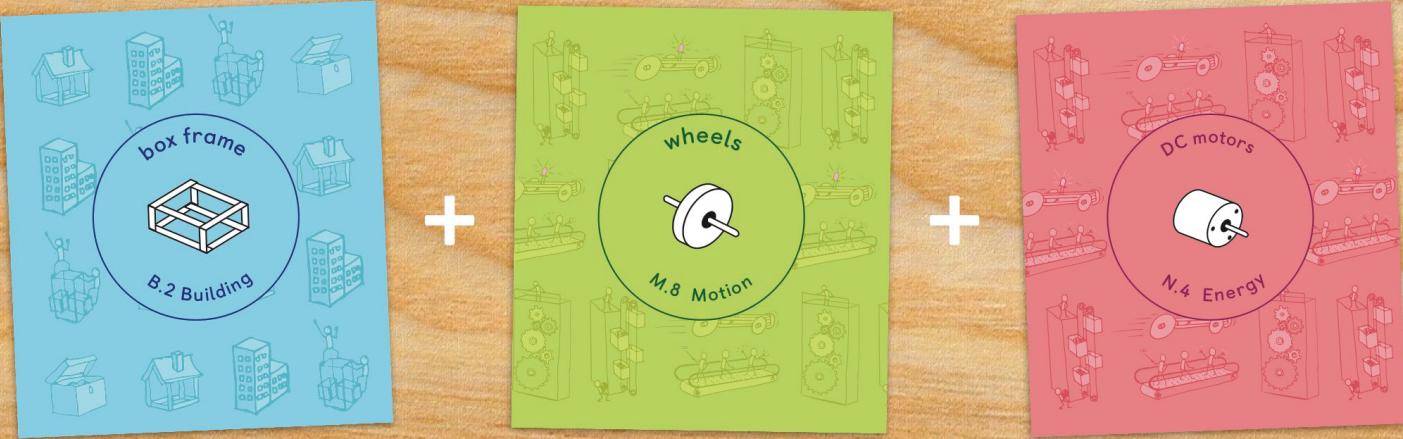
Based on ideas by Baltimore parents, this service would allow parents to specify ideal times to read to their child throughout the week, at which time daily reading tips and a link to a timer web app would be sent.



This is a Bramble.

Brambles (TBA Product)

Brambles were conceived while co-founder Cary Euwer was running his education makerspace in West Baltimore. Brambles are modular Lego-like instructions, bundled with materials. They were created to help parents and teachers who wish to implement their own makerspace, but don't have sufficient experience.



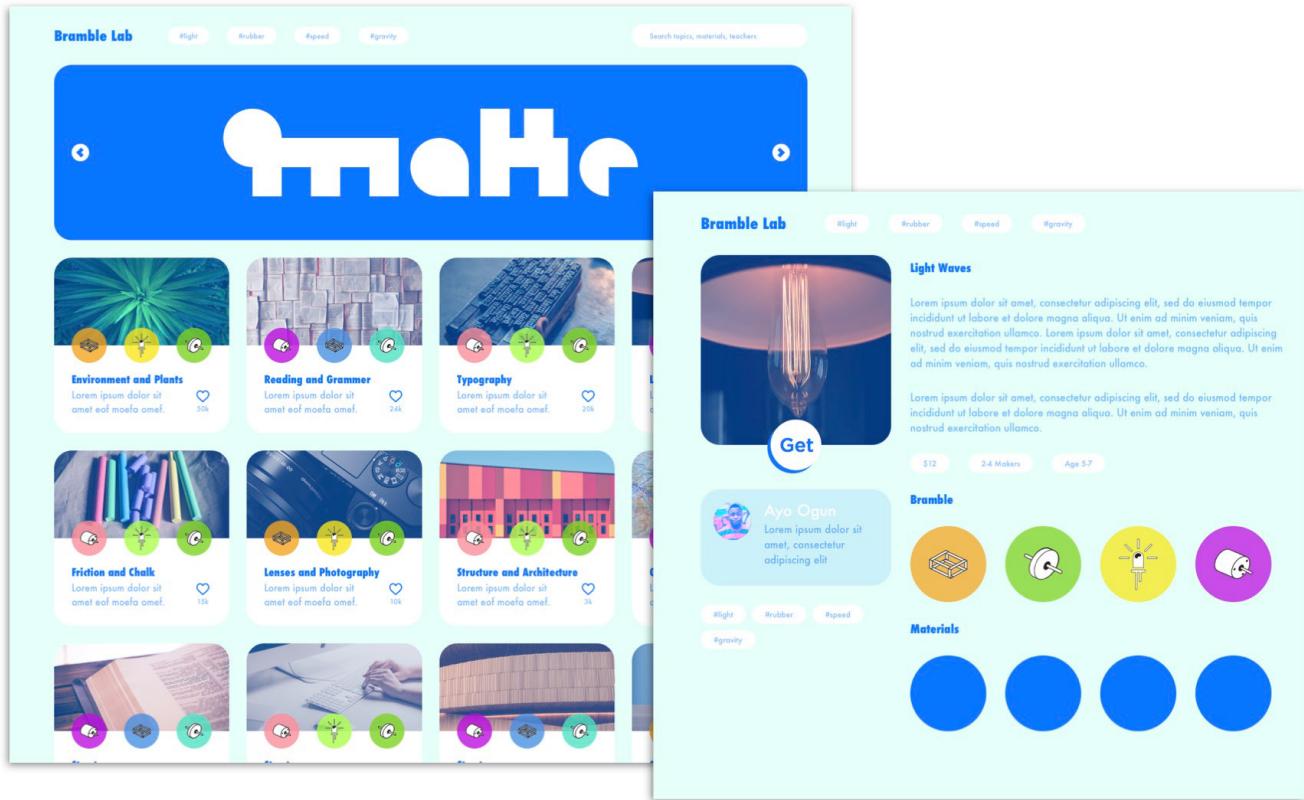
Brambles (TBA Product)

Color-coded, these visual instructions for hands on learning can be combined in various configurations to make almost anything.



Brambles (TBA Product)

Brambles come bundled with cheap, raw materials, with accompanying stickers to create a well organized makerspace anywhere.



WaterAid Infographic (Social Media)

An online portal for educators and parents to browse, curate and share lessons.



My Bedtime Routine



Bath Pajamas Brush Read Goodnight!

M

Monday



T

Tuesday



W

Wednesday



T_h

Thursday



F

Friday



S_a

Saturday



S_u

Sunday



Improving Education - Bedtime in a Box

Bedtime in a Box provides parents all the materials for a healthy, educational bedtime routine, including this sticker chart.



READ MORE
B MORE

a missing piece to our children's future is
right in front of us.



ReadyMore

Read 15 Minutes Today,
Be Ready for Tomorrow.



 **StoryMore**
Reading is everywhere.

StoryMore

Reading daily opens doors

Branding for the Baltimore Campaign for Grade Level Reading

The campaign wished to create an outward facing brand for parents and service providers. Names and slogans created in collaboration with designer Emily Ianocone.



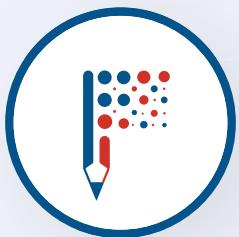
WaterAid Sub-Brand Logo

Featured in design assets for WaterAid America's 2016 Women & WASH Access Campaign.



Brambles Product Logo

For hands-on learning product, with hexagon representing the modularity of the instructions.
Made in collaboration with Mihoshi Fukushima.



Tell Donald Logo

Branding for 2017 Tell Donald website (TBA).



Bramble Lab Logo A

In the original mission of the company, "bramble" referred to the complexity of individual learning needs.



Bramble Lab Logo B

Monochrome version.



VOTING IN THE PRIMARIES



BY MAIL

register by



9pm

vote BY



4pm



EARLY

register by



9pm

vote on



10am-8pm



AT THE POLLS

register by



9pm

vote on



7am-8pm



You **MUST** be registered as a party member to vote in the Primaries.

Visit **TURBOVOTE.COM** to register today.

Design by Bramble Lab

**Baltimoreans for Educational Equity -
Social Media**