



SANTA TERESA HIGH SCHOOL  CLASS OF 2013

# GRADUATION

SAN JOSE CONVENTION CENTER

MAY 21ST  6PM

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DESIGNED BY JIMMY CHU

2013

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# Graduation Booklet Santa Teresa High School

Created in: 2013\*

## Client's Requirements:

- Use school colors: Blue and Orange
- Include the school symbol, a fleur de lis
- Include pertinent information (location, time, date)
- School name and "class of 2013" must be present
- No more than 5 colors to minimize printing costs
- Include your name (I was a student here at the time)

This is the first of two designs that the school's representative selected for final consideration (past the rough draft phase).

I reserved the orange for the school's signature fleur-de-lis, giving the more neutral white to the boring but important text. A blue background and light blue accents ensured that the text would "pop" sufficiently to be legible, and an implied frame maintains unity amongst the slightly scattered elements.

I left my name on the back, as despite being required to include it, it is not pertinent information. This prompted the need for another element near the top to prevent the page from becoming bottom-heavy, so I reiterated the year - perhaps it will make the booklet more easily spotted for anyone coming across it years later when cleaning out their old papers...



2013

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This version is significantly “busier”, perhaps even cluttered (at least in comparison).

Using the light blue for the fleur-de-lis combined with the top and bottom borders causes it to blend into the background and bring the text to the forefront of the viewer’s focus.

The two lines of orange text frame the word “Graduation”, ensuring that it is the first place the viewer looks despite english’s top-down, left-right nature. Since the pamphlet would only be given to the parents of graduating students, the subject matter (Graduation) would likely be more important to see immediately than the school.

Once again the required name is delegated to the back,  
but this time with the stylized top and bottom borders,  
no balancing element is necessary.

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