

THE  
DESIGN



MY NAME IS ANTHONY COLE

BRANDING, TYPOGRAPHY, AND PHOTOGRAPHY ARE MY  
PASSION. BORN IN LOS ANGELES BUT RAISED IN THE PACIFIC  
NORTHWEST, I'VE BEEN FORTUNATE ENOUGH TO HAVE  
GROWN UP IMMersed IN GOOD DESIGN. WHILE I DRAW A  
LOT OF MY INSPIRATION FROM EVERYDAY GRAPHICS AND  
SIGNAGE - MUSIC AND FASHION INFLUENCE MY WORK  
AS WELL. LET'S DESIGN SOMETHING UNIQUE TOGETHER.

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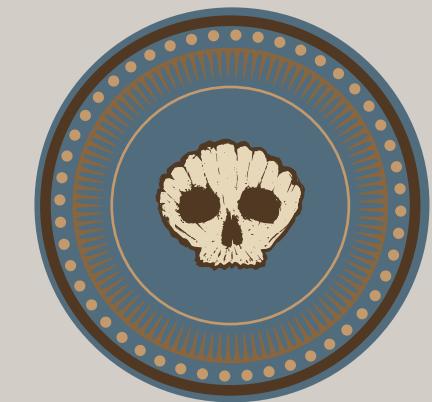
PART ONE:  
**BRANDING**



## SIX FEET UNDER PUB & FISH HOUSE

THIS PUB AND FISH HOUSE IS SET DIRECTLY ACROSS FROM THE OAKLAND CEMETARY IN DOWNTOWN ATLANTA GEORGIA. A GRANT PARK STAPLE SINCE 2002, THEY WERE IN NEED OF A NEW LOOK AND BRAND IDENTITY. THIS REBRANDING CAMPAIGN CONSISTED OF A NEW LOGO, STATIONARY SYSTEM, PACKAGING DESIGN, LABELING SYSTEM, AND MENU DESIGN.

### PRIMARY MARKS



### SECONDARY MARKS



### COLOR PALETTE



#4C6875



#D6C9AA



#D6B682

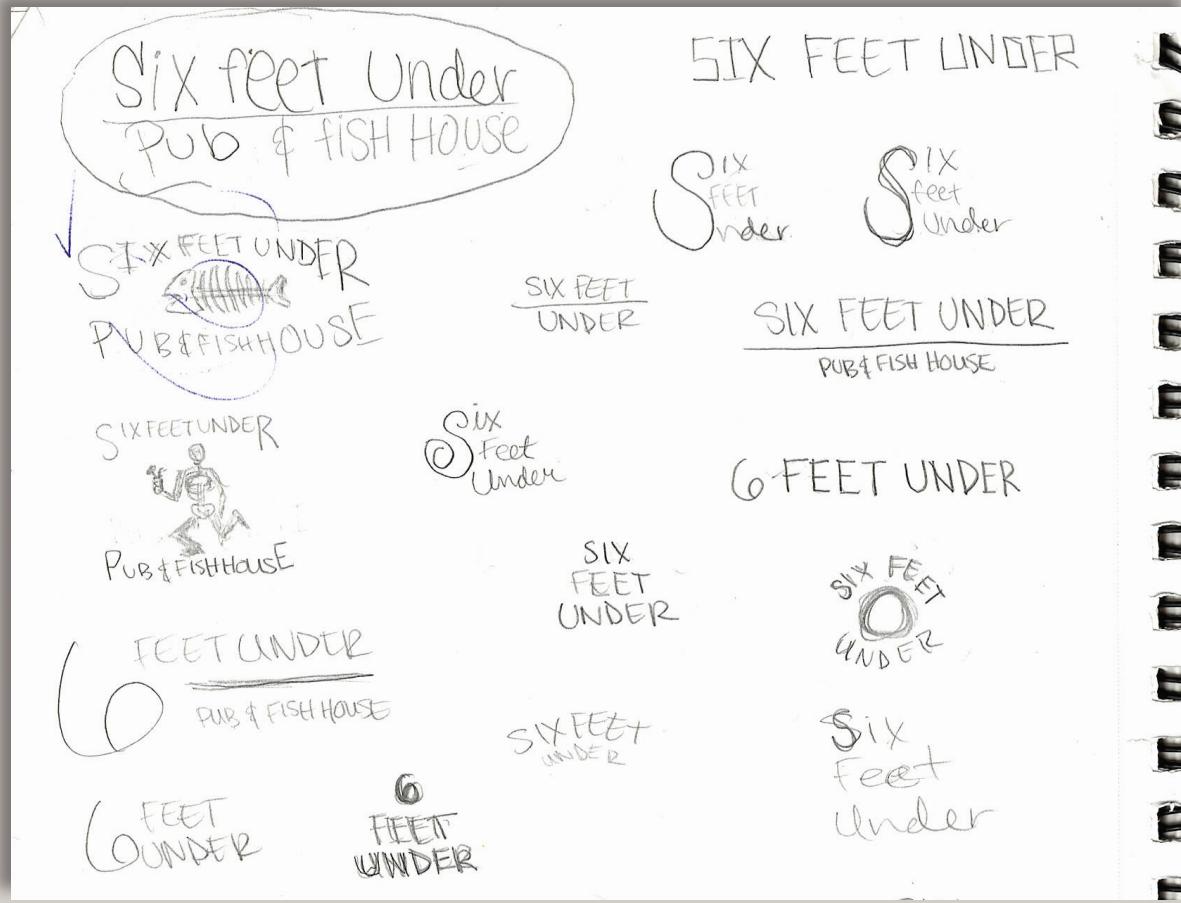


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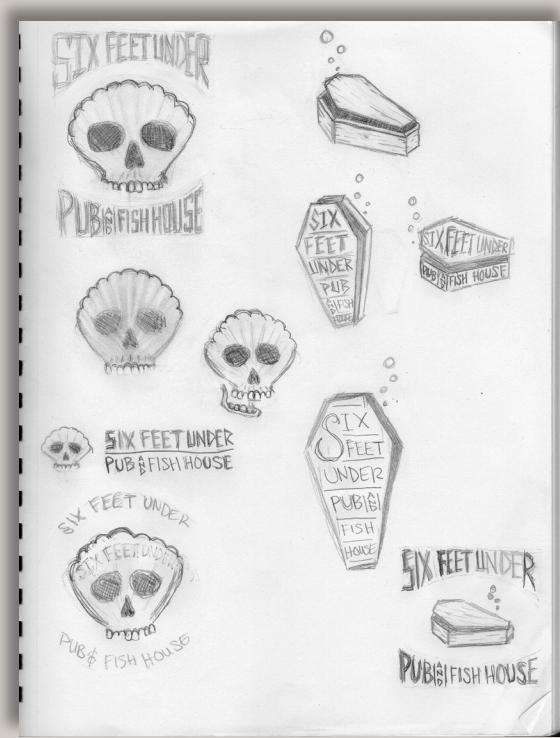
### TYPEFACES

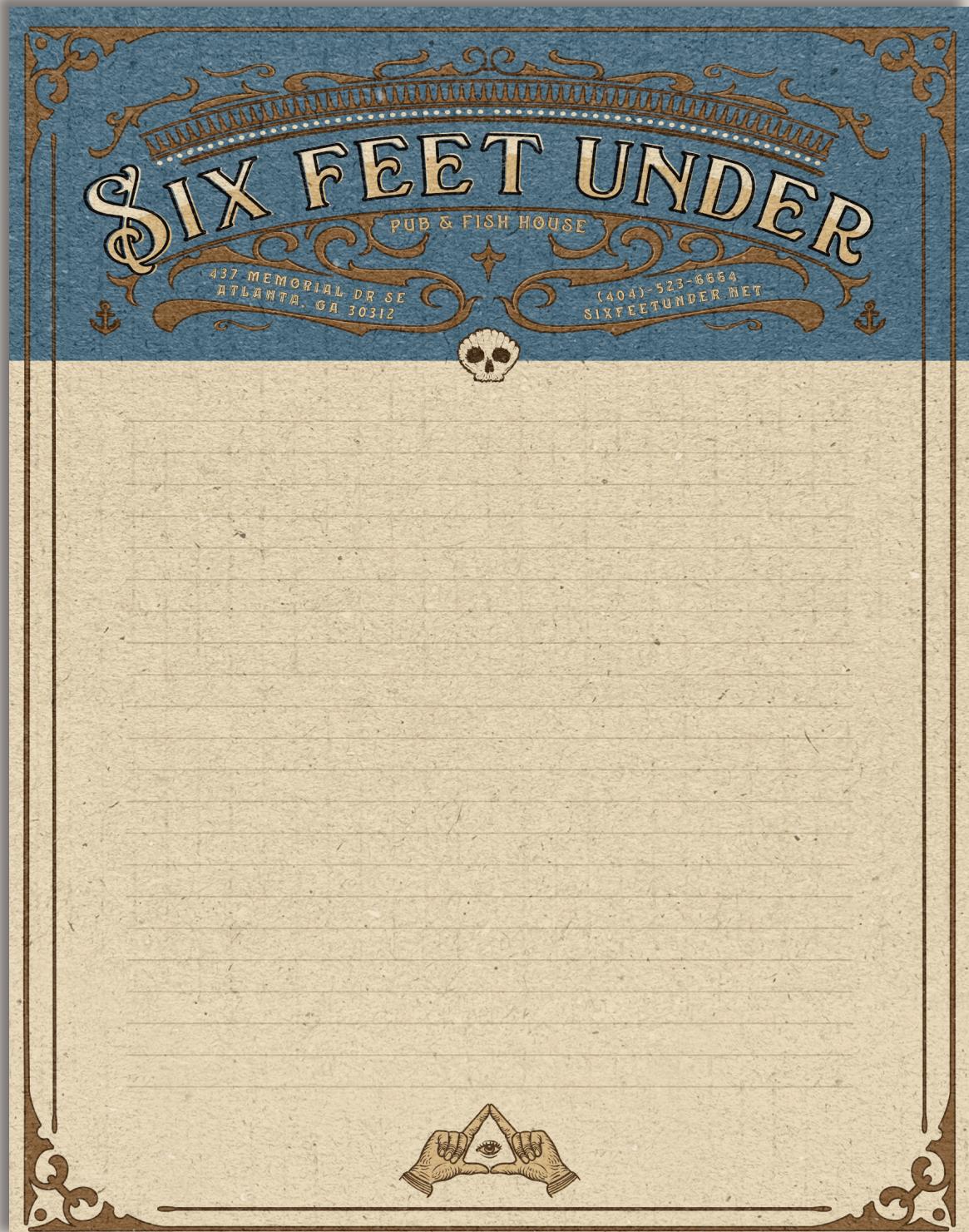
SACRED BRIDGE

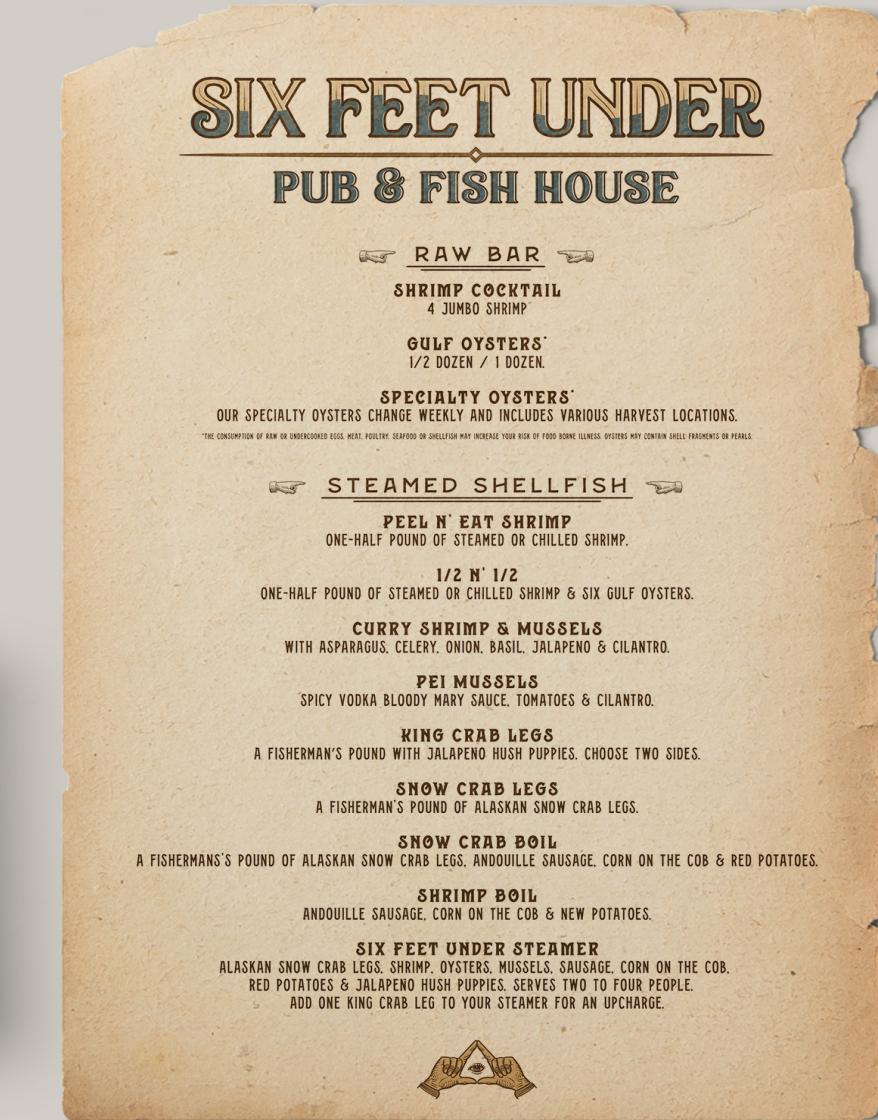
TILTED PALMS

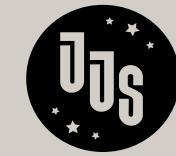


MY APPROACH FOR THE LOGO IN THIS CAMPAIGN STARTED WITH SKETCHING OUT POSSIBLE WORDMARKS, LETTERMARKS, AND PICTORIAL MARKS. MY NEXT STEP WAS IDENTIFYING THE TENSION IN THE NAME. IN THIS CASE THE TENSION WAS BETWEEN "SIX FEET UNDER" AND "PUB & FISH HOUSE". NEXT I MADE A "T-CHART" OF KEY TERMS FOR EACH PHRASE AND TRIED TO FIND A LINK BETWEEN PHYSICAL ATTRIBUTES IN ADJACENT ROWS. THIS IS WHERE I LANDED ON THE "SHELL-SKULL" LOGO IDEA.









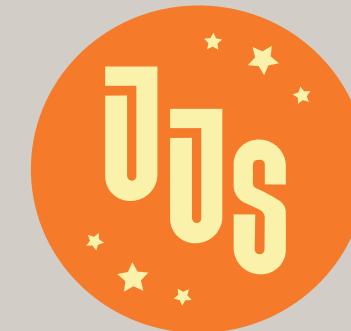
## JAMESON GINGER ALE

JAMESON GINGER ALE IS THE FINAL PRODUCT OF A BRAND EXTENSION PROJECT. THE OBJECTIVE BEHIND THIS PROJECT WAS TO TAKE A NAME BRAND AND DEVELOP A NEW LINE OF PRODUCTS, WITH A DIFFERENT BRAND IDENTITY THAN THE ONE ALREADY ESTABLISHED. IN THIS CASE, I DESIGNED A LINE OF GINGER ALE SODA WITH A MID-CENTURY MODERN FEEL.

### PRIMARY MARK



### SECONDARY MARKS



### TYPEFACES

JAMESON

STRANGER

### COLOR PALETTE



#F47B29



#FBF0AD



#49662F



#669E42

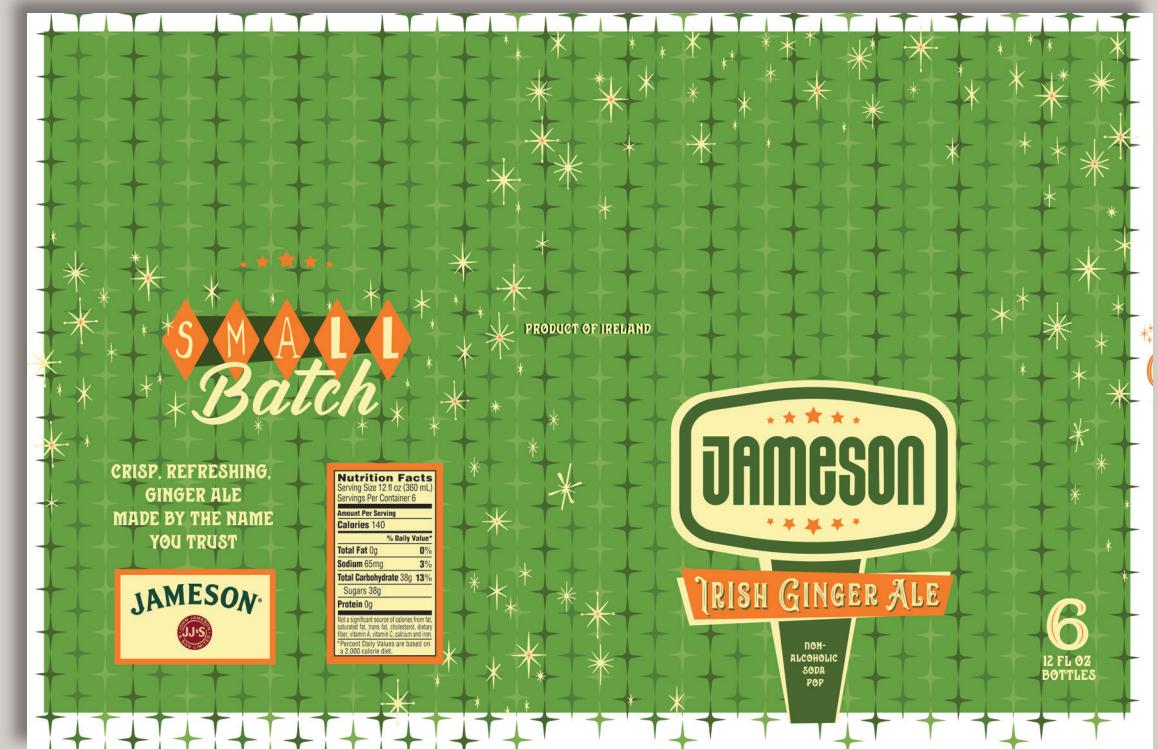


THESE SCREENSHOTS ARE INCLUDED TO DOCUMENT MY PROCESS. I COULDN'T FIND THE RIGHT TYPEFACE FOR THE LOGO IN THIS SYSTEM, SO I CREATED MY OWN. INSPIRED BY VINTAGE LOGOS - THIS LOGO TOOK MANY SHAPES BEFORE MORPHING INTO THE LOGO IN THE FINAL SYSTEM.



ONCE I REFINED THE LOGO, I EXPERIMENTED WITH COLOR COMBINATIONS FOR THE PACKAGING AND LABELING. I FOUND THE PALETTE OF GREENS AND ORANGE VERY EFFECTIVE. NEXT, I ESTABLISHED MID-CENTURY MODERN PATTERNS AND GRAPHIC ELEMENTS FOR THE WHOLE SYSTEM. THIS IS HOW I LANDED ON THE RETRO-MOTEL-SIGN-INSPIRED DESIGN.

\*\*\*THIS DESIGN WON THE TUMBLEWEED STUDIO AWARD - AT THE 2020 SENIOR SOCIAL MEDIA SHOW AT CENTRAL WASHINGTON UNIVERSITY.





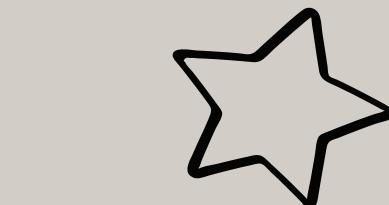
## PRIMARY MARK


**LA AMERICANA**  
 SAUCE & SEASONING

LA AMERICANA SAUCE AND SEASONING IS THE PRODUCT OF A BRAND CONVERGENCE PROJECT. THE OBJECTIVE BEHIND THIS PROJECT WAS TO TAKE A BRAND AND DEVELOP A NEW LINE OF PRODUCTS, IN A COMPLETELY DIFFERENT FIELD. IN THIS CASE, LA AMERICANA WAS THE BYPRODUCT WHEN VANS - THE SHOES & APPAREL MANUFACTURER - DIPPED THEIR TOES IN THE SAUCE AND SEASONING INDUSTRY.



## SECONDARY MARKS



## LA AMERICANA

## COLOR PALETTE



#EE7538



#9B5627



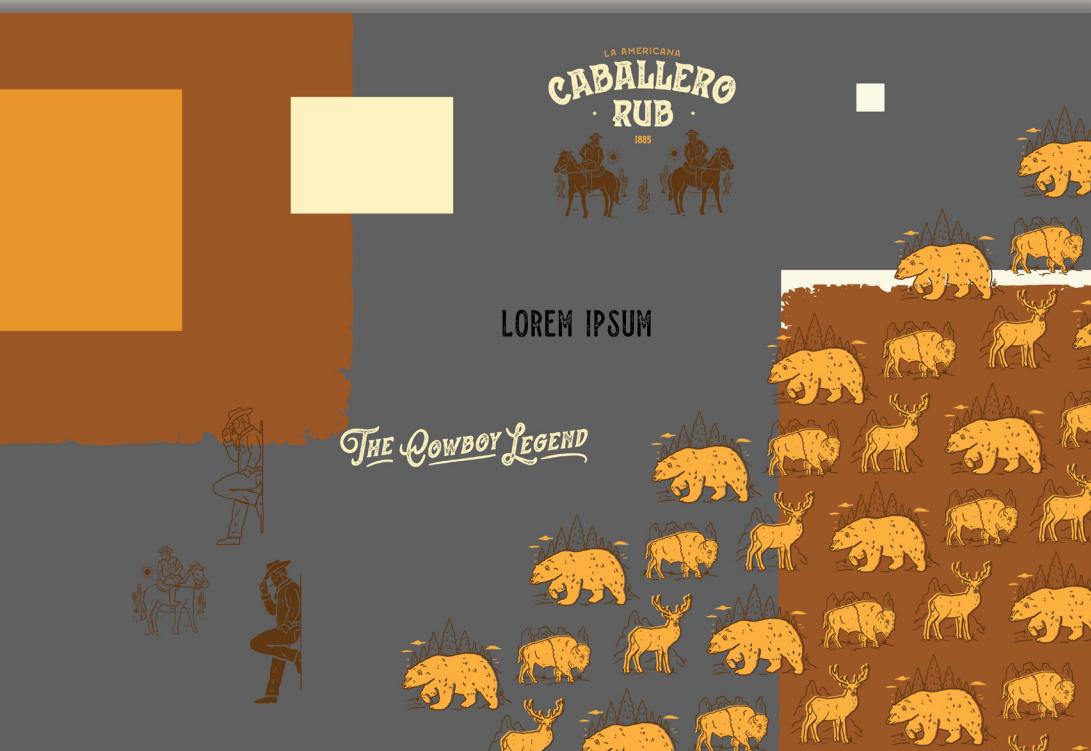
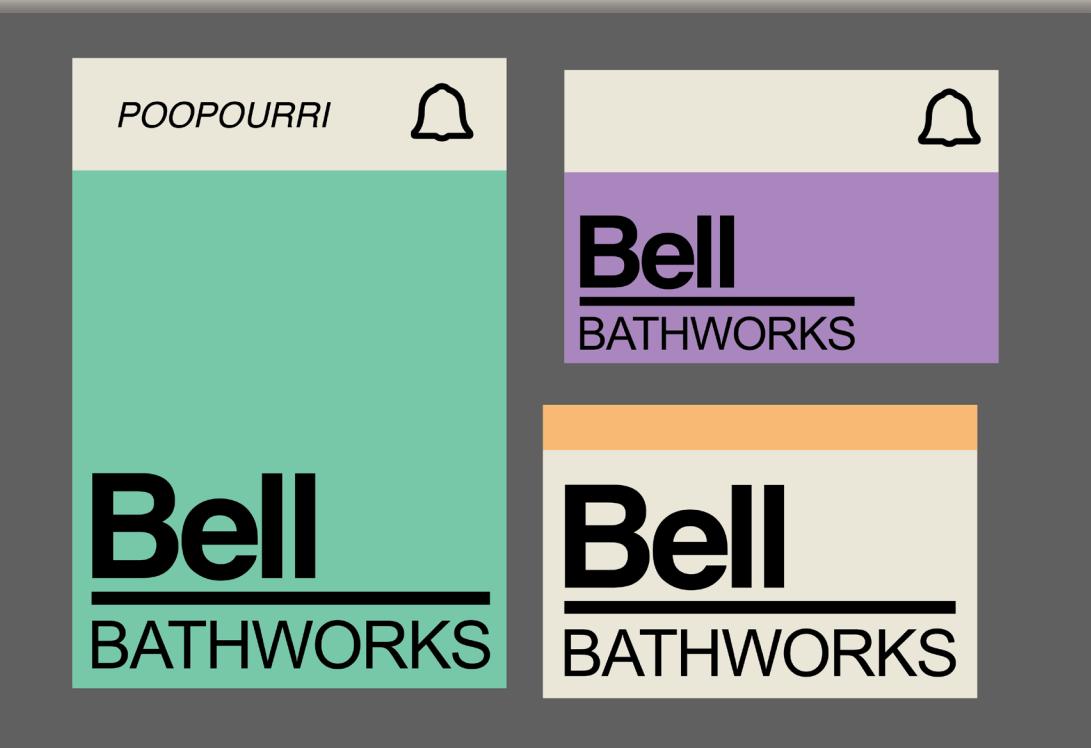
#E69629



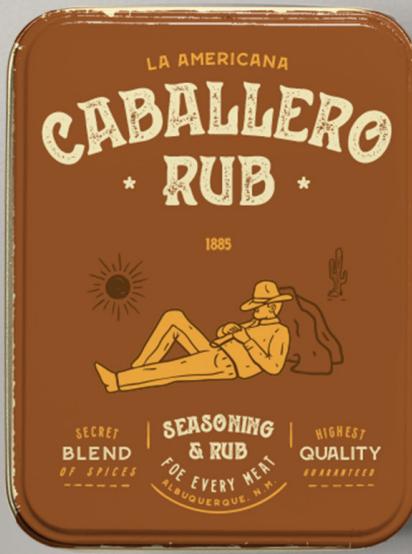
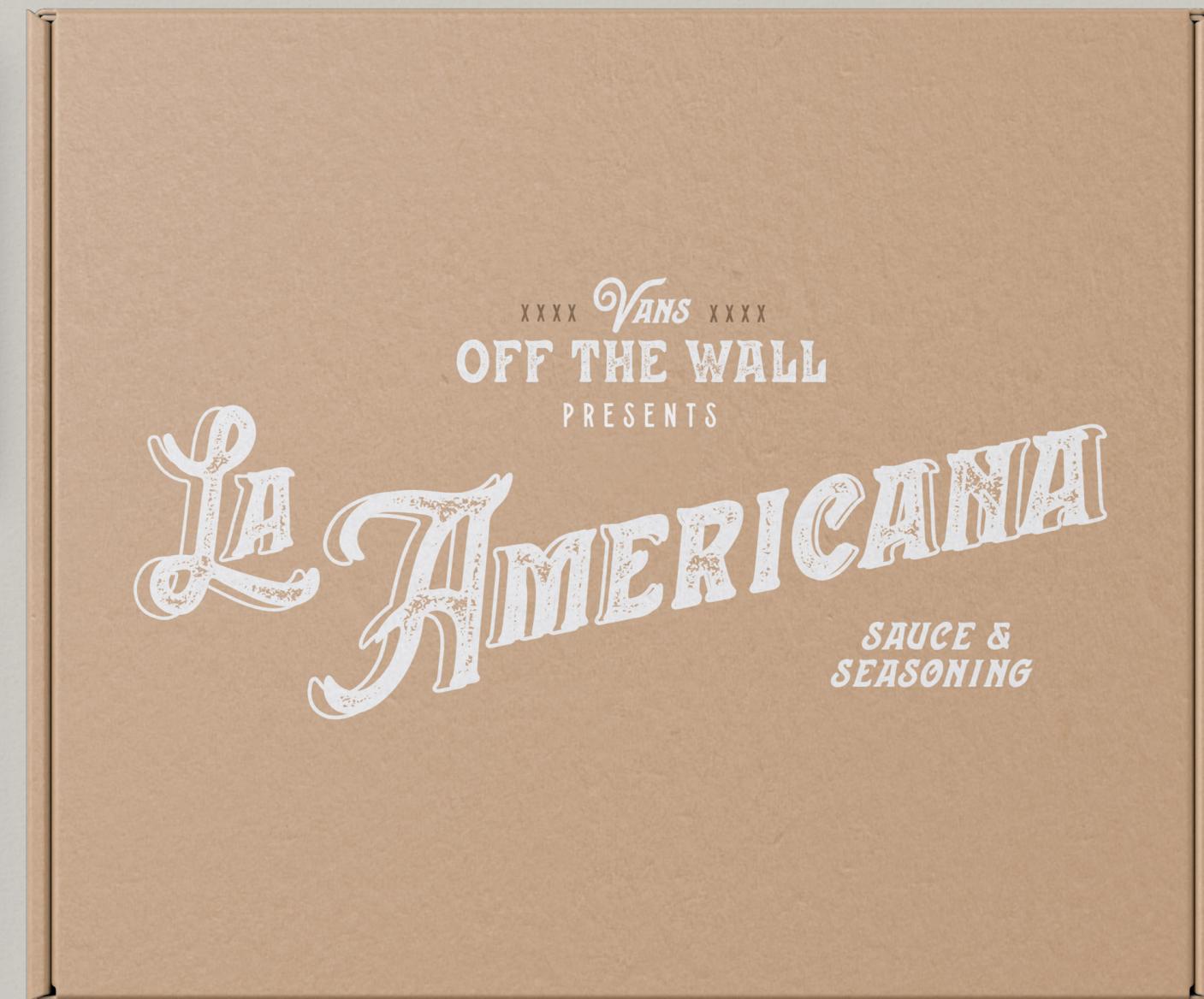
#FFF0BF

## TYPEFACES

**STRANGER**  
REGULAR
**STRANGER**  
WIDE



THIS BRAND CONVERGENCE PROJECT STARTED OFF AS A HUMOROUS ATTEMPT TO MAKE A TACO BELL BATHROOM PRODUCTS LINE. I FOUND THAT MY FIRST ATTEMPT AT THE SWISS INTERNATIONAL STYLE AND THE IDEA AS A WHOLE JUST WASN'T ME. I JUST HAPPENED TO BE WEARING A PAIR OF VANS OLD SKOOL'S WHEN I WAS HAVING TROUBLE FORMULATING A NEW DESIGN. I THOUGHT TO MYSELF - WHAT'S MORE AMERICAN THAN THESE? NEXT I WENT DOWN THE RABBIT HOLE OF SYMBOLS OF AMERICANA AND BOOM - LA AMERICANA SAUCE AND SEASONING WAS BORN.



## PRIMARY MARKS



# NOT DEAD YET

NOT DEAD YET IS A STREETWEAR BRAND I CREATED AND DESIGNED FROM IDEATION TO PRODUCTION. THIS PROJECT INVOLVED CREATING A BRAND NAME/LOGO, ESTABLISHING A BRAND IDENTITY, PRODUCT DESIGNS, WEB & APP DESIGN, AND A LOOKBOOK TO SHOWCASE THE BRAND/PRODUCTS.

# not dead yet



## SECONDARY MARKS

# not dead yet

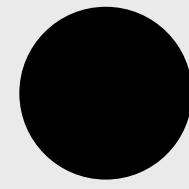
# n.d.y.

## TYPEFACES

CHOMSKY

BEBAS NEUE

## COLOR PALETTE



#000000



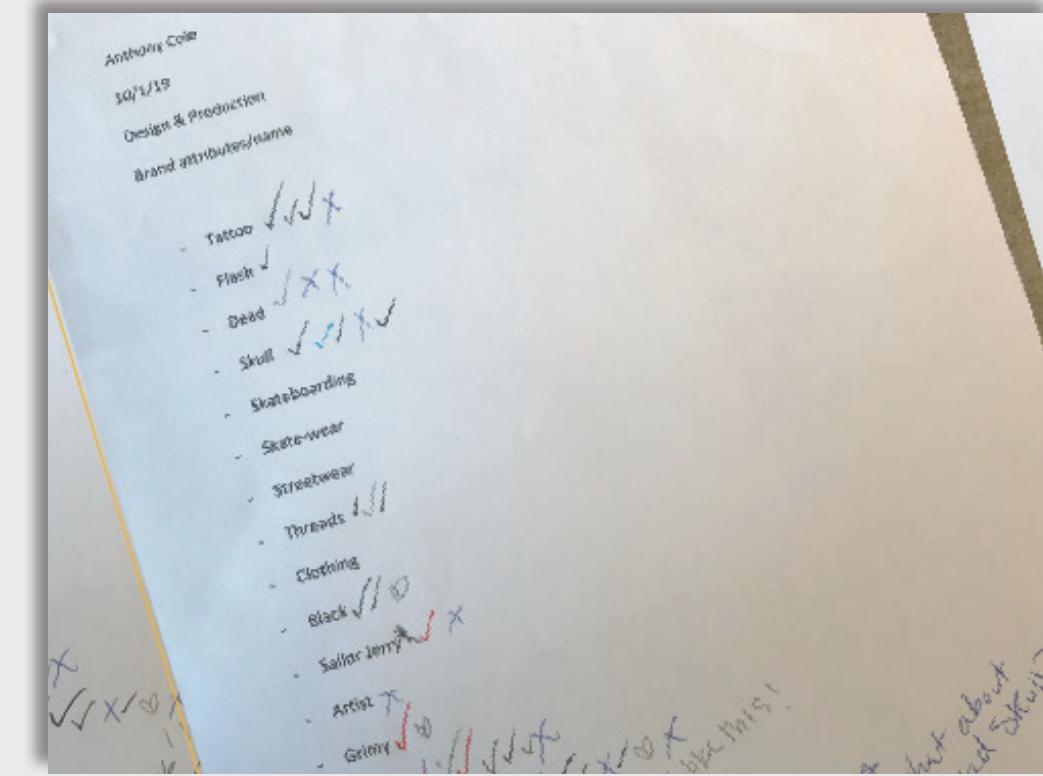
#EBC431



#FFFFFF



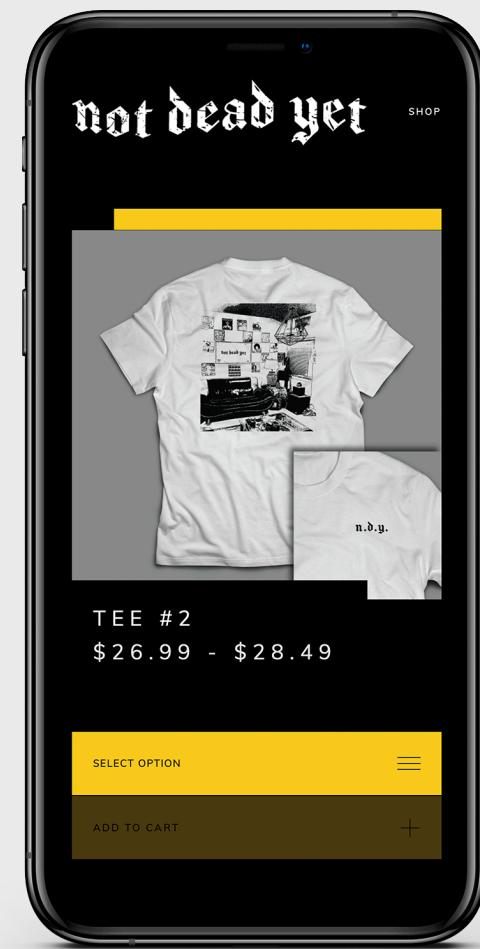
#A7A9AC

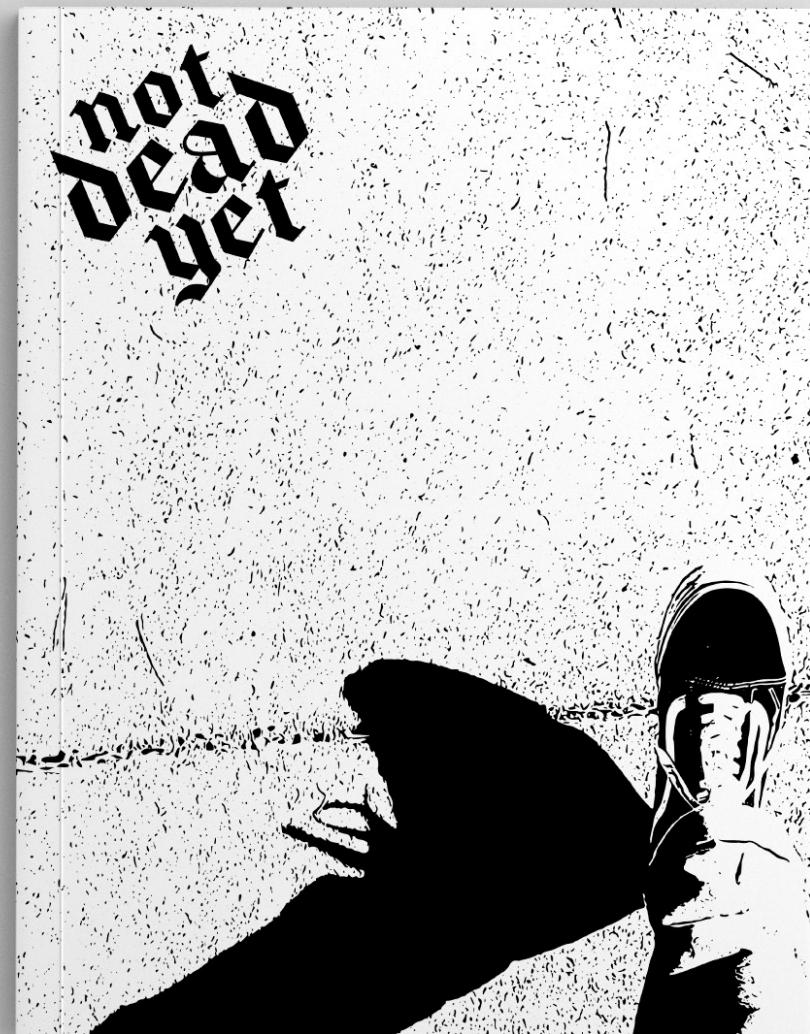


MY PROCESS FOR THIS CAMPAIGN STARTED WITH BRAINSTORMING POSSIBLE BRAND NAMES. I CREATED A VERTICAL LISTING OF KEY TERMS AND ATTRIBUTES ASSOCIATED WITH MY BRAND, THEN HAD MY PEERS GIVE SOME FEEDBACK ON THEIR FAVORITES. AFTER SELECTING NOT DEAD YET AS THE NAME, I STARTED ON A MOODBOARD/STYLE SHEET AND POSSIBLE DESIGNS.

PRINTED ON THE BACK OF EACH SHIRT AND SWEATSHIRT IS A VECTORIZED PHOTO MONTAGE OF MY OWN PHOTOGRAPHY - ACCCOMPANIED BY A LOGO FROM THE NOT DEAD YET FAMILY OF LOGOS ON THE FRONT. THE TEXTURES AND PATTERNS CREATED FROM THE VECTORIZED MONTAGES ARE THE REAL APPEAL TO THESE SHIRTS/DESIGNS.

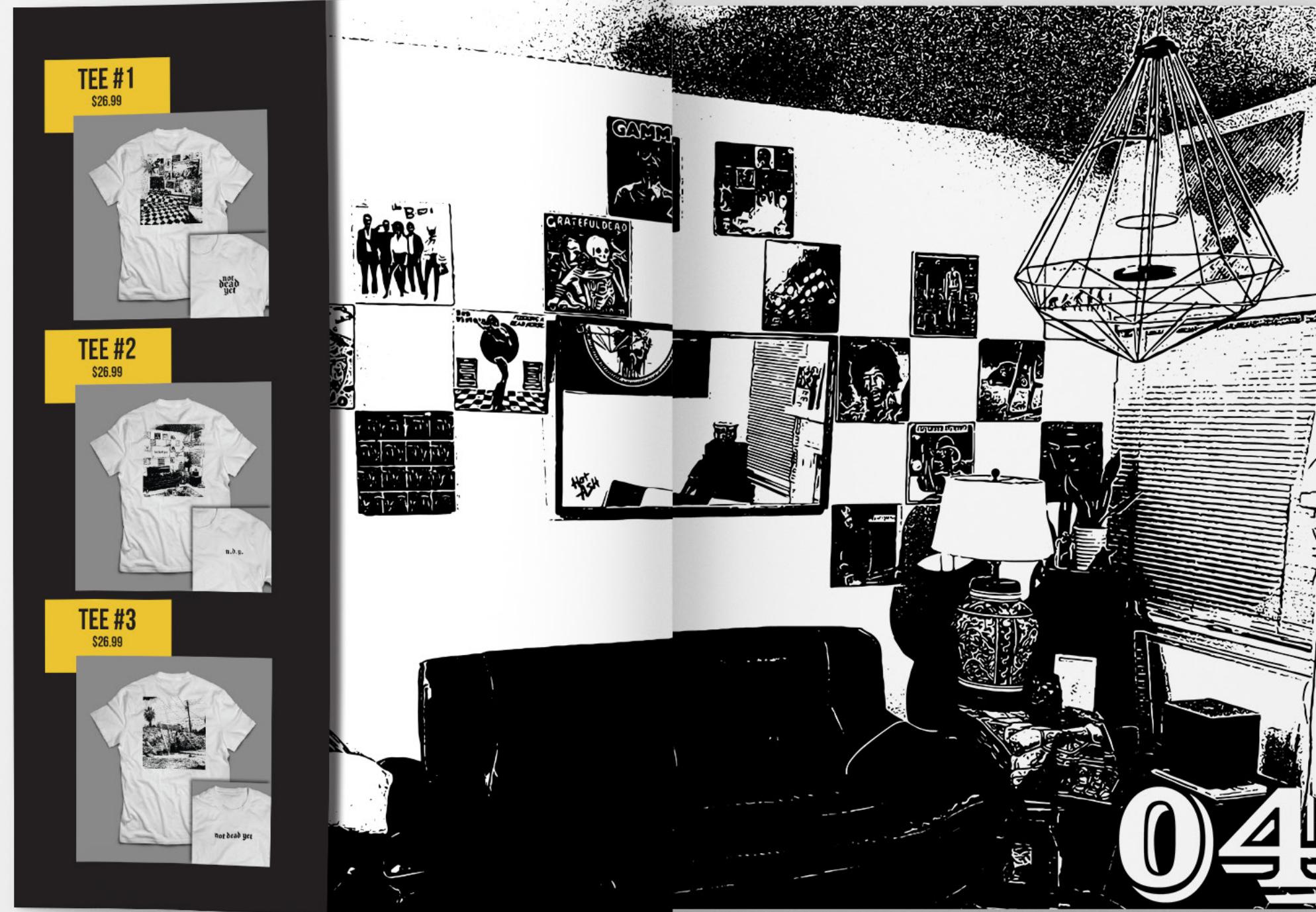




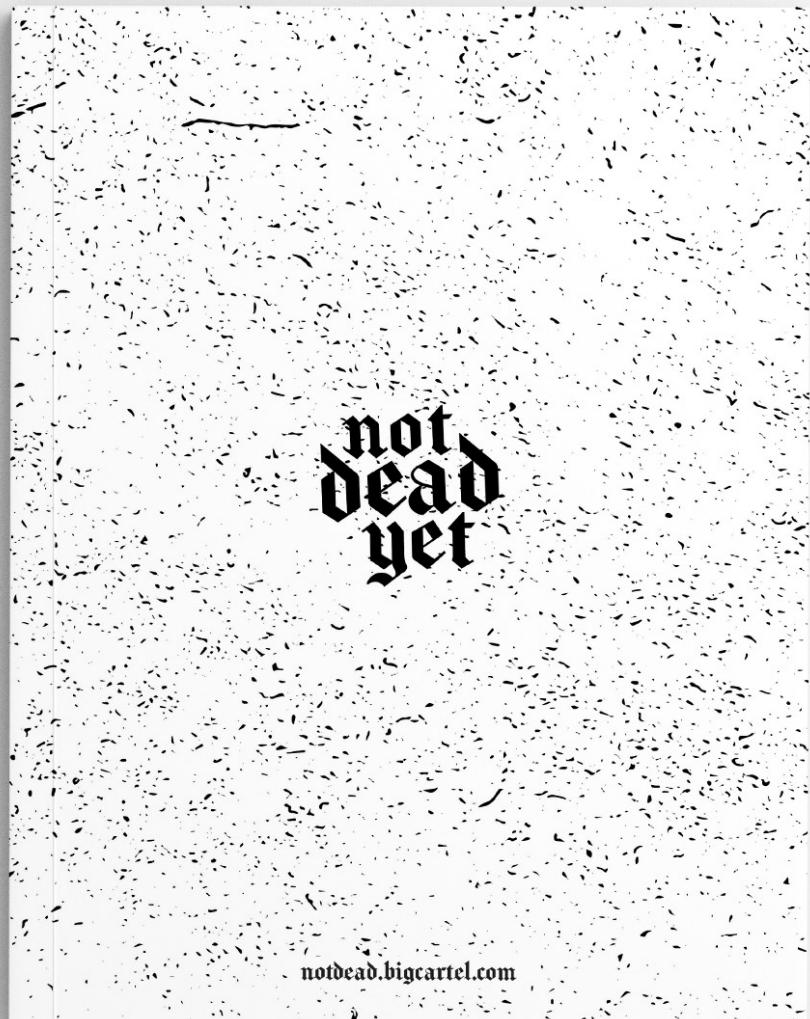


Not dead yet was developed through the love and appreciation of street art and film photography. We decided to take these images off our walls and into our wardrobe

02



04

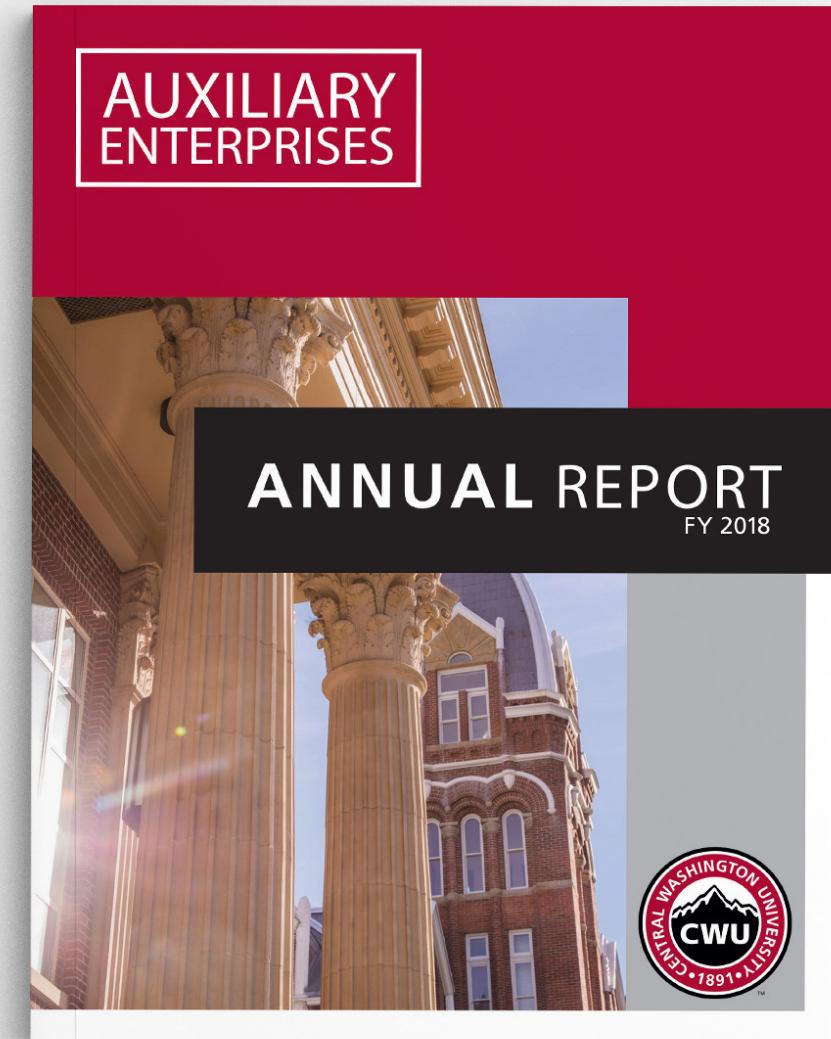


PART TWO:

# AYOUT DESIGN

## AUXILIARY ENTERPRISES

AUXILIARY ENTERPRISES IS A SELF-SUPPORTED, INTERNALLY FUNDED GROUP OF REVENUE-GENERATING DEPARTMENTS WITHIN CENTRAL WASHINGTON UNIVERSITY. THEY CONSIST OF DEPARTMENTS LIKE DINING & CATERING SERVICES, THE CAMPUS STORE, AND PRINT SHOP - TO NAME A FEW. I DID MY INTERNSHIP WITH AUXILIARY ENTERPRISES MARKETING.



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## From The Director:



This report represents the countless hours and tireless service rendered to the students of Central Washington University and the university community as a whole. The thousands of hours put in by the staff represent their commitment to excellence and to creating experiences and services that enhance student life.

Particularly this year we welcomed the Central Access group to our family. We welcome them as part of the Wildcat Shop and celebrate their accomplishments.

I am proud of the accomplishments we have made in pursuit of a vision of providing and being known for excellence in all that we do. This report is a testament to the great work the Auxiliary Enterprises staff do each day.

We look forward to continuing our efforts as we move forward to achieve even bolder and impactful goals to enhance the student experience.

I want to personally thank the full- and part-time staff as well as over 500 student employees for their part in our shared success. Without each effort we could not be successful. Thank you all!

As we honor these past achievements we look forward with optimism and excitement for great things to come.



“It’s a magical world  
Hobbes old buddy,  
Let’s go exploring.”  
- Calvin

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## Auxiliary Highlights:

Auxiliary Enterprises supports CWU's mission and vision by providing excellent products, services, and experiences to the campus community. During FY 2018, Auxiliary Enterprises began new initiatives that support the students as well as the campus community. Some new initiatives include increasing the functionality of student, faculty, and staff Connection Cards, as well as focusing on increasing sustainability of Auxiliary units.

**Connection Card Updates**  
This year, Auxiliary Enterprises transitioned the campus community from the Freedom Plan to Wildcat Bucks, allowing students, faculty, and staff to add dollars to their Connection Card. Users receive a 10% discount on food purchases, and Wildcat Bucks can be used at all Dining Services locations across campus and at the Wildcat Shop.

**New Acquisitions**

- Auxiliary Enterprises purchased the NY Teriyaki property and parking lot. The parking lot was turned over to Parking Services, and the building will be renovated to contribute to the diversity of campus dining options and concepts.
- A new vehicle was purchased by Auxiliary Enterprises.

36 tons  
Cardboard recycled  
by Dining Services

100%  
of paper sold to campus  
community is made of  
recycled materials

1,140  
Square feet of material  
recycled by Dining  
Services

**Sustainability**



**Financial Statement**

**Revenue:**  
In FY 2018, Auxiliary Enterprises revenue totaled \$38,952,276, which is an increase of 6.7% compared to \$36,492,696 the previous year. The net revenue for the year (total revenue minus all expenses) was \$3,795,096.

**Wages and Benefits:**  
Auxiliary Enterprises invested \$12,791,326 in wages and benefits in FY 2018, compared to \$11,596,970 in FY 2017, for an increase of 10.3%.

**Expenses:**  
Auxiliary Enterprises' total expenses increased by 20.1% during 2018 compared to 2017, increasing from \$29,200,737 to \$35,082,180.

Category	FY 2018	FY 2017	Change (%)
Total Revenue	\$38,952,276	\$36,492,696	+6.7%
Wages & Benefits	\$12,791,326	\$11,596,970	+10.3%
Expenses	\$35,082,180	\$29,200,737	+20.1%
Net Revenue	\$3,795,096		

**Wildcat Printing**

- Now purchases paper stocks containing recycled content
- Repackages and returns all used Xerox printer parts and toner cartridges, to be refurbished and reused
- Donates unusable paper (ends of paper rolls, damaged paper) to departments on campus, including Residence Life and the Early Childhood Learning Center
- Creates notepads out of recycled paper and distributes them to the campus community

**Dining Services**

- Recycle material, including plastic, paper, aluminum, and metal, as well as cardboard, which is collected and processed locally
- Partner with Baker's Commodities, a local company that collects and recycles cooking oil, which is converted to bio diesel and other oil-based commodities

**Conference Program**

- Continues supplying biodegradable guest soaps packaged in recycled wrappings
- Uses washable linens rather than disposable bedding
- Continues to increase the number of digital registration forms to decrease paper use

**Wildcat Shop**

- Recycles all paper, cardboard, and plastics
- Uses store bags made from 25% recycled materials printed with water-based inks, that meet the City of Ellensburg reusable standards
- Offers a trade-in program for old electronics through CatTech
- Uses biodegradable packing peanuts made from cornstarch

**Wildcat Shop**



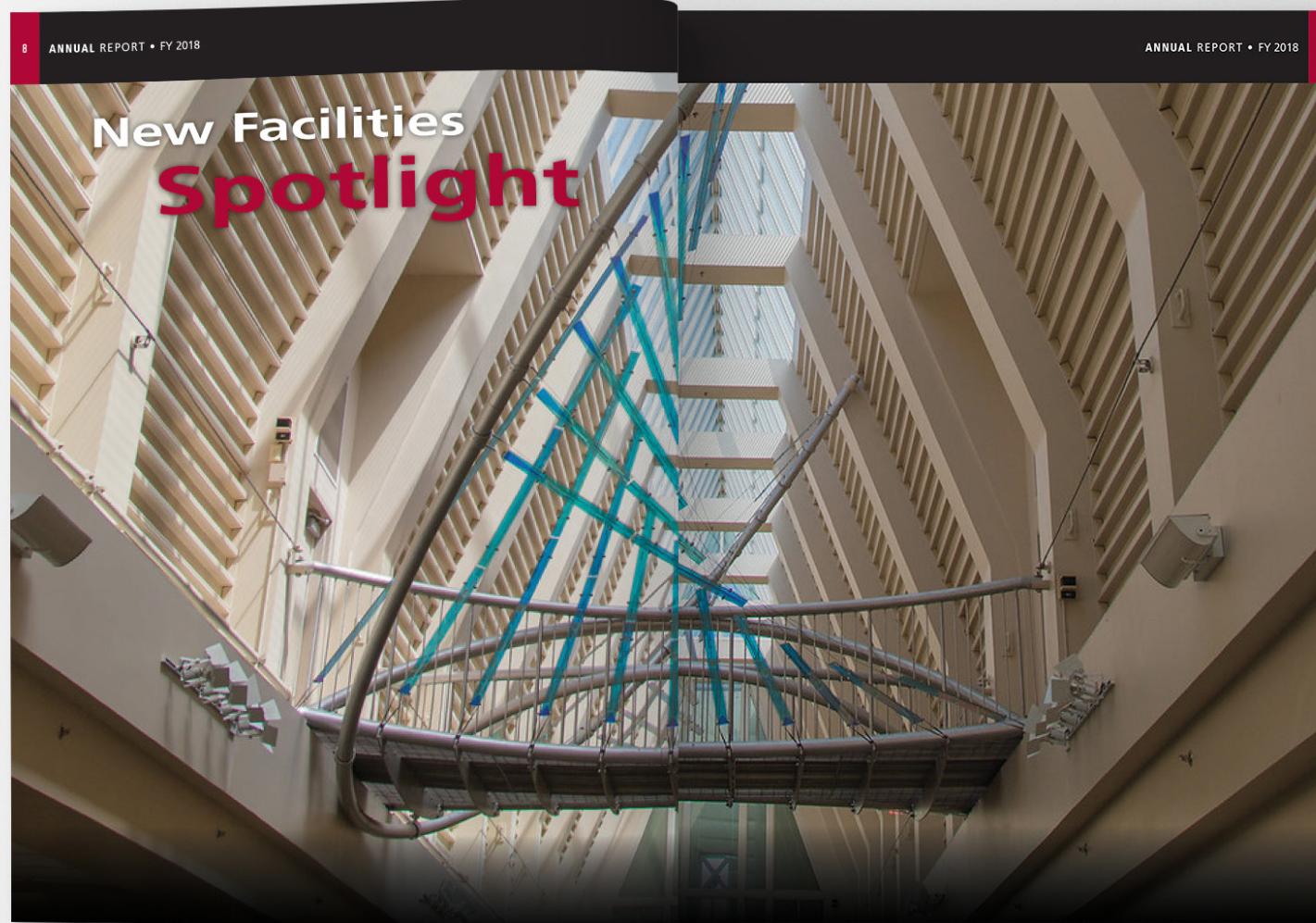
The Wildcat Shop supports the mission of CWU and promotes Wildcat spirit by creating a superior customer experience in an inviting setting. We are committed to offering competitive, environmentally conscious products and services that meet the academic and individual needs of our University community.

**Full Service Textbook System**  
The Wildcat Shop continues to be a leader in customer service, having recently transitioned from a self-service model to a full service operation for textbook sales. This new model allows each student to receive personalized attention in selecting their books, reducing returns by approximately one third and shortening wait time.

**New!**  
The Wildcat Shop purchased sublimation equipment and a router engraver this year, which now allows the production of signage for the University, including braille for signage.

**National Association of College Stores (NACS)**  
Steve Wenger, Director of the Wildcat Shop, was sworn in as a Board Trustee for the National Association of College Stores (NACS) in March 2018, and will serve on the board for the next three years. NACS is the \$10 billion professional trade association representing the collegiate retailing industry.

**Central Access**  
Central Access became part of the Wildcat Shop team in March 2018. Central Access produces braille and tactile graphics for STEM textbooks and other subjects, and their clients include CWU departments and students as well as universities across the country.



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## Dining Services

Our commitment to our customers is to offer great food with a smile, prepared in a safe and sanitary fashion, and nutritious food prepared to support health and well-being. The mission of Dining Services is to provide exceptional food and customer service to all students, guests, faculty, and staff.

### New!

- 6 digital screens for easy menu communication and updating
- Social Media: Dining Services is now on Facebook and Twitter
- Breeze-Thru Cafe: Sales almost doubled in this location compared to the previous year
- 2 new vans

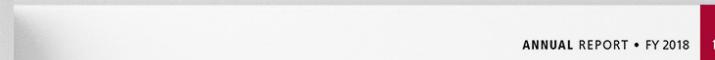
### Increased Accessibility

Dining Services upgraded the loading dock with a new ramp in order to increase accessibility and ease of deliveries.

### Supporting Local

Dining Services believes in supporting the local economy by buying local products and ingredients. Here are some of the local products that the campus community can now purchase in Dining Services locations on campus:

- Food Services of America products from Spokane, WA and Seattle, WA
- Spokane Produce, which sources from local Washington produce suppliers
- Winegar's Homemade Ice Cream from Ellensburg, WA
- Sysco Foods products from Spokane, WA
- D & M Coffee from Ellensburg, WA
- ABC Donuts from Ellensburg, WA



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## Catering Services

### New Ordering System Implemented

This year Catering Services revolutionized their operations by implementing a new ordering system. Based on the current Housing management system from Adirondack Solutions and customized by Chris McKee and Marion Andrin from Auxiliary Computing Services, this system is designed to resemble a typical online retailer with "shopping cart" functionality to simplify the ordering process. Added features include thumbnail images of food options, as well self-generating estimates to expedite the approval process.

### EZPZ Vending Machines

New to Catering this year are the EZPZ vending machines to distribute the grab and go line more effectively across campus. Catering collaborated with Housing and the Residence Hall Advisors of Barto and Wendell Hill to bring more late-night dining options to the campus community. Chicken Alfredo, Pasta Bolognese, and Beef Teriyaki are just some of the options available in the EZPZ vending machines. The effort was well received by students, and the machines received 40 to 50 customers on a nightly basis. Future plans are to extend these offerings to all residence halls on the CWU campus.

### Jumpstart Smoothies

Catering Services opened the Jump-Start Smoothie Bar and Concession Stand in Nicholson Pavilion. Health and wellness are core to the offerings in the Smoothie Bar, and concession fare is also available during all sporting events.

### New Staff!

**Carol Secondi, Food Truck Supervisor**  
Carol brings a lifetime of experience in the food and beverage industry and has already asserted herself as an invaluable member of this elite group.

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## Wildcat Printing

Wildcat Printing supports the mission of CWU and promotes Wildcat spirit by striving to offer the best customer experiences in all facets of our business. We are committed to competitive pricing, environmentally conscious products, and superior services that meet the academic and individual needs of the university community. This year, Wildcat Printing exceeded the budget forecast for FY 2018 with a total of \$533,202 in sales.

**Renovations and Additions:**  
The Wildcat Printing building underwent major reorganization of paper and storage areas, and absorbed the upholstery shop space into Wildcat Printing square footage. The area was fully remodeled and was transformed into two distinct usable spaces: Wildcat Printing, and a new workspace for the new Auxiliary Enterprises Marketing Manager and student design team.

**New Staff and Acquisition:**  
• Program Assistant added to the Wildcat Printing team  
• New vehicle with wrap design purchased

9,955,594	Pieces of 100% recycled 8.5" x 11" paper sold/used
150,619	Letters printed and stuffed into envelopes
1,845,480	Black and white pieces printed
382	Office supply requests filled
8,949,709	Pieces of stock counted at year-end inventory
1,060	Department color print requests filled

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## AUXILIARY ENTERPRISES TEAM

FY 2018

**Executive:**  
Joseph Pearson, Executive Director of Auxiliary Enterprises

**Auxiliary Computing:**  
Nathan Hill, Auxiliary Services Computing Manager

**Auxiliary Marketing:**  
Emilie Hobert, Senior Marketing and Communications Manager

**Catering Services:**  
Jim Matheny, Catering Manager

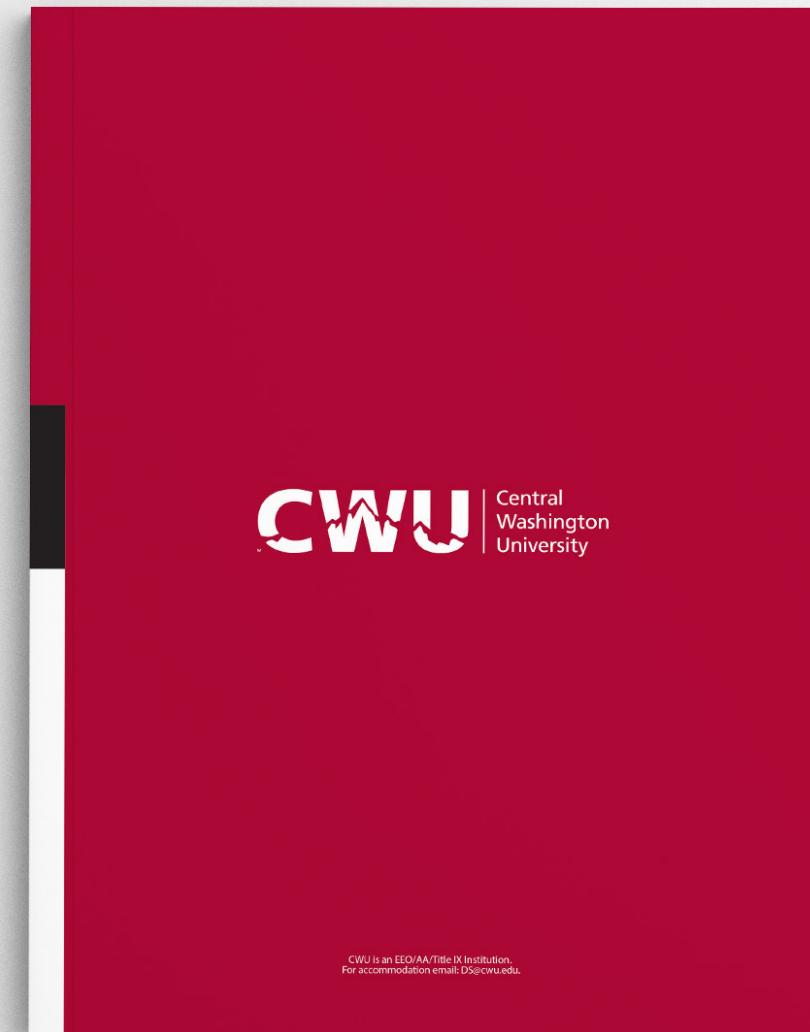
**Conference Program:**  
Rachel Crimp, Conference Program Manager

**Dining Services:**  
Daniel Layman, Dining Services Director

**Wildcat Neighborhood Farm:**  
Kate Doughty, Sustainability Projects Specialist

**Wildcat Printing:**  
Kirsten Garland, Wildcat Printing Manager

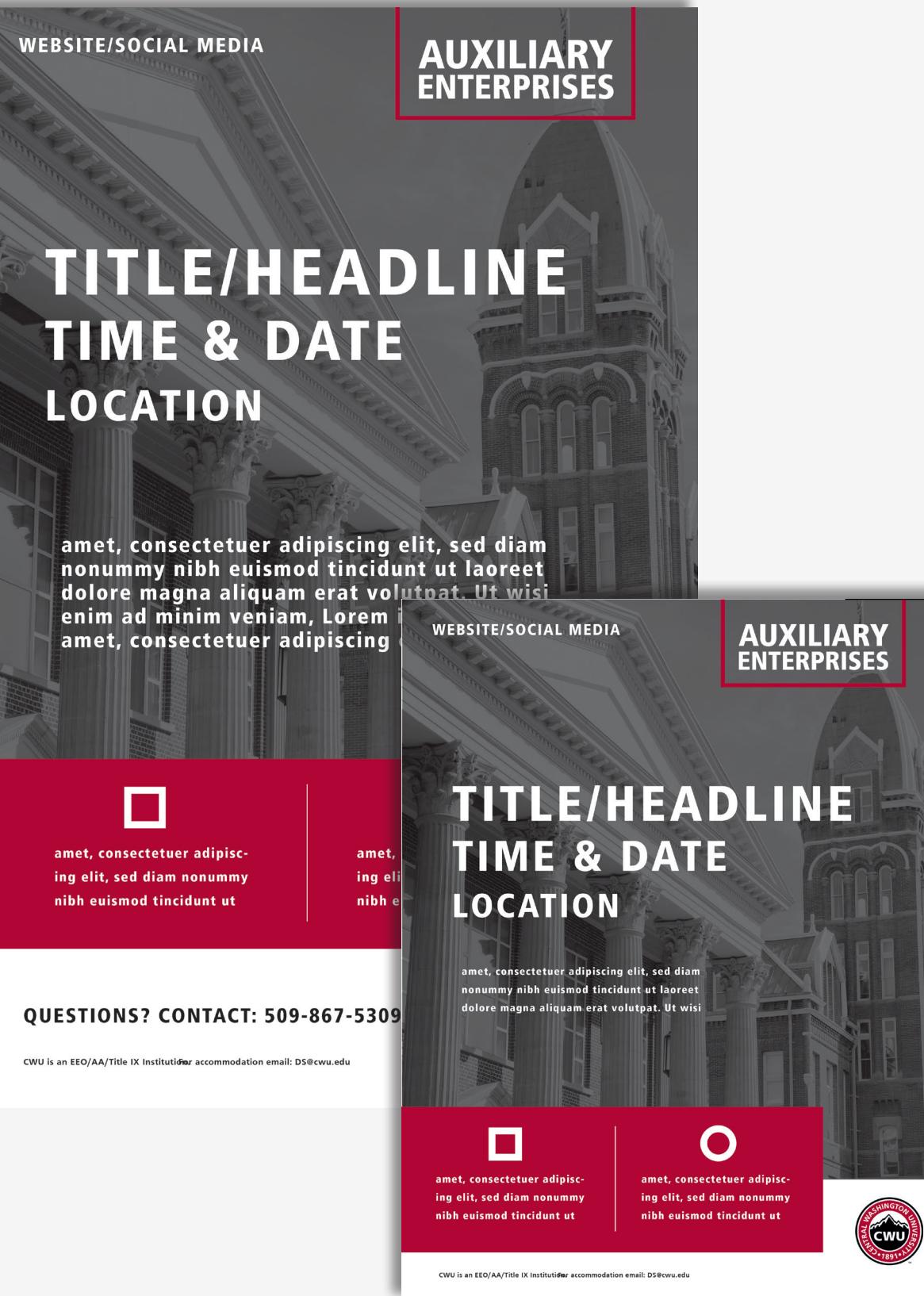
**Wildcat Shop:**  
Steven Wenger, Wildcat Shop Director

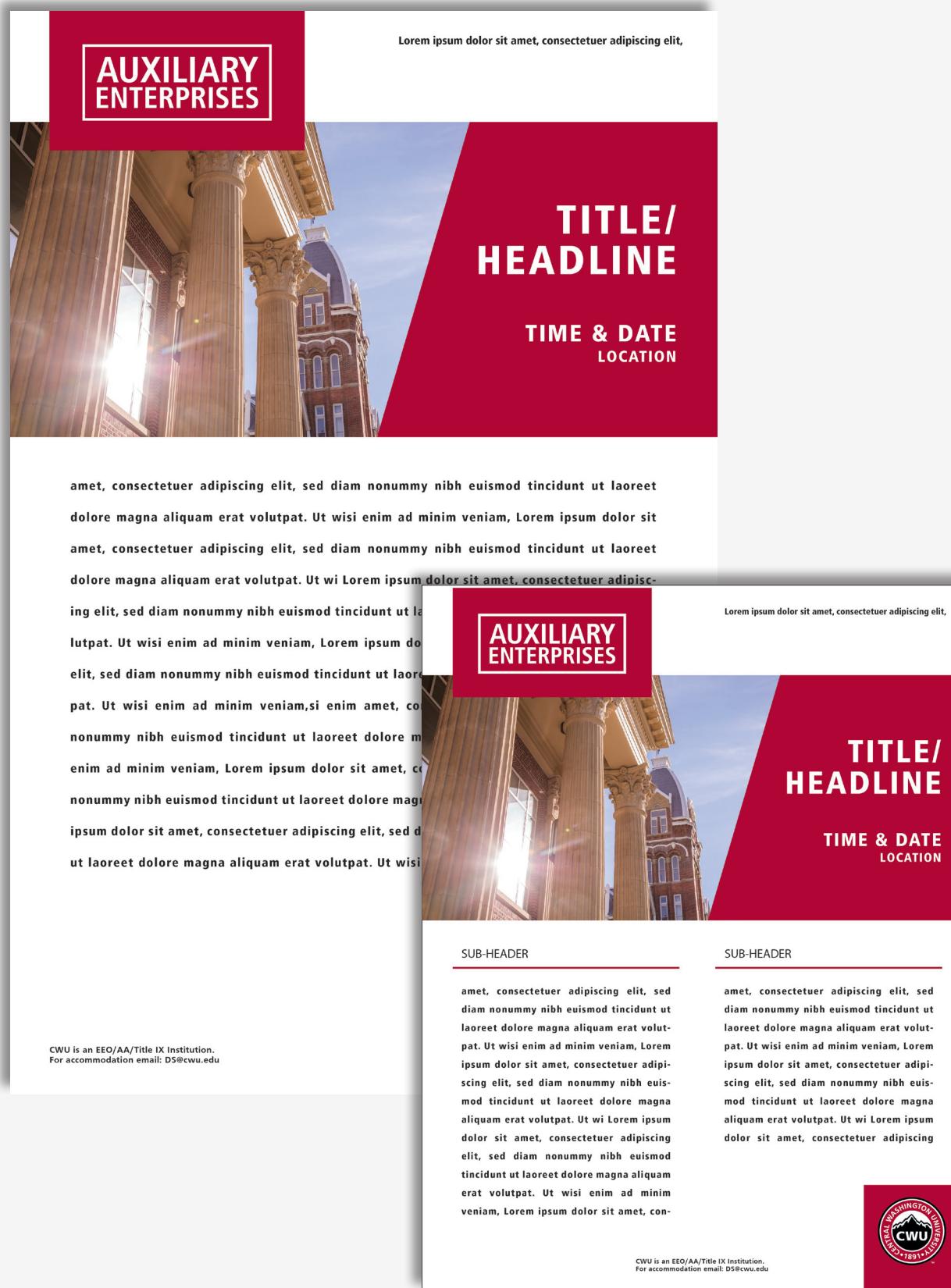


A PORTION OF MY INTERNSHIP WAS SPENT ON THE ANNUAL REPORT. THE OBJECTIVE HERE WAS TO CREATE AN UPDATED REPORT THAT HIGHLIGHTED THE INTERNAL DEPARTMENTS AND THEIR ACCOMPLISHMENTS. I TRIED TO ACHIEVE THIS WITH A WORDMARK, COHESIVE DESIGN, QUALITY IMAGERY, AND GRAPHIC STORY-TELLING. UNFORTUNATELY, WE DIDN'T HAVE IMAGERY OF ALL AUXILIARY DEPARTMENTS. TO FIX THIS I PACKED UP MY CAMERA, TRIPOD, AND REFLECTOR - AND SET OUT TO TAKE MY OWN PHOTOS.

IN ADDITION TO THE ANNUAL REPORT, I WORKED ON ALL OF THE INTERNAL MEDIA AND GRAPHICS FOR AUXILIARY ENTERPRISES. POSTERS, FLYERS, AND TEMPLATES WERE SOME OF THE EVERYDAY PROJECTS. THESE NEXT EXAMPLES ARE SOME TEMPLATES THAT WERE FORMATTED FOR LETTER AND TABLOID-SIZE DOCUMENTS. THE NEEDS OF THE MARKETING DIRECTOR WERE VERY CLEAR: UNIVERSITY-BRANDED, PHOTO-DOMINANT TEMPLATES WITH DIFFERENT FORMATS FOR USES IN DIFFERENT DEPARTMENTS.

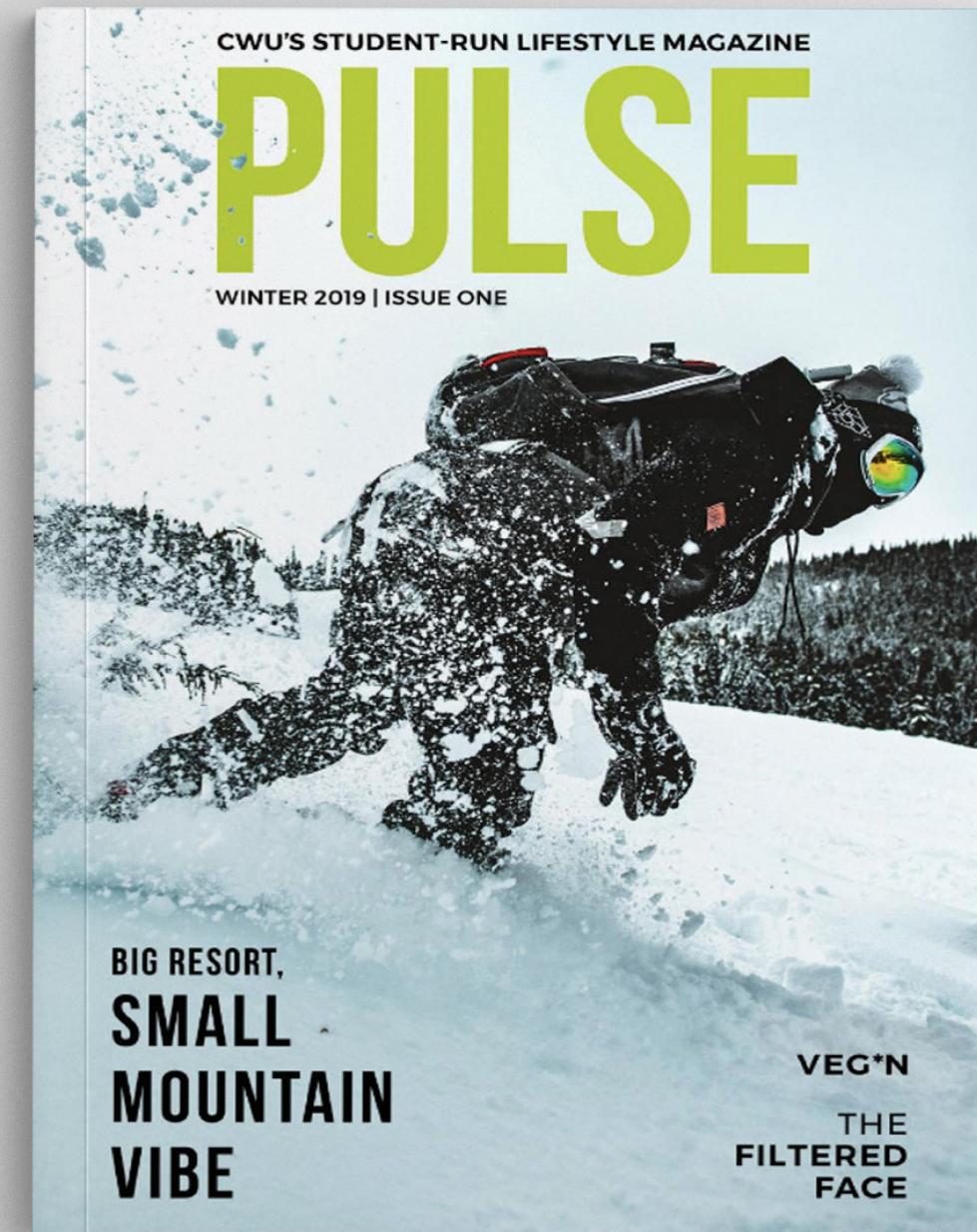






# PULSE

PULSE MAGAZINE IS A STUDENT-RUN, 3-TIME AWARD-WINNING LIFESTYLE MAGAZINE FROM CENTRAL WASHINGTON UNIVERSITY. ON TOP OF LAYOUT DESIGN, PULSE GAVE ME TREMENDOUS TYPOGRAPHY AND IMAGE-EDITING EXPERIENCE. IN ADDITION TO THE EXPERIENCE, COLLABORATING WITH A TEAM OF EDITORS, WRITERS, AND PHOTOGRAPHERS WAS NEW AND VERY REWARDING AS WELL.





# CONCERT CALENDAR

Design by Anthony Cole

NOV-DEC

THE NUTCRACKER  
NOVEMBER 29TH - DECEMBER 28TH  
MCCAW HALL - SEATTLE

DECEMBER

<b>01</b>	<b>03</b>	<b>10</b>
SCHOOLBOY Q SUNDAY, DECEMBER 1ST, 8PM WAMU THEATER - SEATTLE	THE CHAINSMOKERS TUESDAY, DECEMBER 3RD, 7PM TACOMA DOME - TACOMA	DECK THE HALL BALL TUESDAY, DECEMBER 10TH, 5PM WAMU THEATER - SEATTLE

JANUARY

<b>04</b>	<b>18</b>	<b>19</b>
MOTIONLESS IN WHITE SATURDAY, JANUARY 4TH, 8PM SHOWBOX SODO - SEATTLE	JAUZ SATURDAY, JANUARY 18TH, 7PM WAMU THEATER - SEATTLE	FIDDLER ON THE ROOF SUNDAY, JANUARY 19TH, 1PM PARAMOUNT THEATER - SEATTLE
<b>21</b>	<b>22</b>	<b>31</b>
TRIPPIE REDD WEDNESDAY, JANUARY 22ND, 8PM SHOWBOX SODO - SEATTLE	SURFACES SUNDAY, DECEMBER 22ND, 8PM THE SHOWBOX - SEATTLE	EXCISION PRESENTS: THUNDERDOME FRIDAY, JANUARY 31ST, 7PM TACOMA DOME - TACOMA

**TROUT  
CONSERVATION**  
*in the*  
**Teanaway Watershed**

Story by Kyle Wilkinson | Photos by Zahn Schultz



The water is 44 degrees when the Trout Unlimited volunteers step into the headwaters of the Teanaway River on a sunny and unseasonably chilly weekday morning. The creek is barely wide enough for three people to walk side by side. There's a slight dusting of fresh snow on the ground illuminated by the morning sun. Water laps against a pair of worn-out waders as the men walk over slippery rocks downstream.

They're looking for PIT-tagged Westslope Cutthroat trout in a conservation effort to protect cold water fish species in today's changing climate. PIT tagging is a method for collecting data on trout migration, according to the Pacific States Marine Fisheries Commission.

The Yakima River Headwaters Trout Unlimited Chapter has been working with the Washington Department of Fish and Wildlife (WDFW), among other government agencies and organizations, to establish population estimates and habitat rehabilitation efforts for Westslope Cutthroat trout in small streams in the Kittitas Valley.

Trout Unlimited members have spearheaded conservation efforts in the Teanaway Watershed, out of concern for low numbers of fish in the system. The Teanaway Watershed is a system of small creeks and bodies of water that spill into the Teanaway River, which flows south out of the Wenatchee Mountains and drains into the Yakima River.

**Understanding The Concerns**

Conservation Chair Pat Hesselgesser has been working with the Yakima Headwaters Chapter for almost two years now. "When I started, the direction was already targeted at trying to figure out what the status of the Westslope Cutthroat trout up in the Teanaway Watershed was," says Hesselgesser. His goal was to determine whether the populations declined or if they changed due to other factors aside from climate change.

The Trout Unlimited Chapter's main fear is of losing other species of fish in the watershed.

According to the United States Fish and Wildlife Service, bull trout are a wild species vband and are listed under the Endangered Species Act for the continental United States. The last bull trout documented in the Teanaway was in 2006, explains Hesselgesser-- that's 13 years that a naturally producing species has been absent from its native range.

"Bull trout are like a canary in the [coal] mine," says Hesselgesser. "They are a first indicator that there is something going on in the watershed that might not be healthy."

**Previous and Current Studies**

Last year, the Headwaters Chapter initiated the Teanaway Cutthroat Slam. Anglers participated by fishing for Westslope Cutthroat trout in the Teanaway Watershed and recorded water temperature, aquatic insect life, fish caught and locations fished.

This was a step in the right direction in determining the Westslope Cutthroat trout distribution, but Trout Unlimited members wanted to add more hard data to their research.

"The [Headwaters] Chapter had interest in headwater trout populations and they have interest in initiating conservation actions for those fish," says Gabriel Temple, a Washington Department of Fish and Wildlife Biologist.

The WDFW has been monitoring fish populations in the Yakima Basin for several decades, collecting data on a variety of species. By looking at the data collected during the Chapter's previous trout studies, Temple determined that none of the data collected would be beneficial in developing an accurate population.

"We want to know the status of the Westslope Cutthroat [trout] up in that watershed," says Hesselgesser. Temple and his team were able to assist with hands-on biological sampling under existing projects for fish monitoring. The two entities kicked around some ideas on how best to monitor Westslope Cutthroat trout while involving volunteers to collect data.

"One of the objectives is to establish baseline distribution information for Westslope Cutthroat trout in the Teanaway Basin," says Temple. "So we PIT-tagged some and released them." Temple and his team caught and PIT-tagged 300 Cutthroat in the North Fork of the Teanaway River, Jungle Creek and Stafford Creek.

The new program with the Headwaters Chapter is participating in roaming PIT-tag surveys to locate released fish and document their movements.

**The Future**

The consensus among collaborating groups is there needs to be more data collected to determine what the future has in store for the Teanaway Watershed. Monitoring the Westslope Cutthroat trout population will be an ongoing project and this year's PIT-tag survey will only be a single step in the right direction.

"It's gonna be an eye-opener to understand how [this conservation effort] works and maybe how we can measure, monitor it better," says Matlock. "So I'm hopeful that'll be the outcome of this project. It's just learning more about not only the system and how the fish behave, but how we can understand it better moving forward."

Referring to past fish studies conducted by the Headwater Chapter and the WDFW, Temple agrees that continued effort will help determine the outcome of Westslope Cutthroat trout. Projects conducted by various entities in the region will have a cumulative effect on the system.

"The hope is that participating in some of those habitat projects will help mitigate for climate change in the future," says Temple. "Things that can help lower stream temperatures... such as tree planting...helping with some of the weed abatement projects, working with the Yakama Nation or Mid-Columbia Fisheries on some of their woody additions into the stream channel...help[ing] check up the water table" are beneficial to finding a solution.

Hesselgesser adds that "this is one more step in collecting data. It's not the total project. The total project is eventually come to a conclusion about what is the status of the Westslope Cutthroat [trout]... We don't want to lose them in the river."

"It all starts at the headwaters," she says. "Everything flows down from the headwaters."

Conservation is an important part of the environment for so many different reasons. Protecting the wildlife around you can have a lasting positive effect in many other aspects of life. Going out and joining the research that it takes to protect Washington's wildlife is a step in the right direction.

**A Volunteer's Perspective**

Dan Matlock, a Trout Unlimited member and volunteer with the Headwaters Chapter, has been attending most of the surveys this fall. "The Yakima's in our backyard," says Matlock. "Anything I can do to contribute to fish recovery and figuring out what's going on with fish is certainly of interest...I now have time since my retirement to contribute."

Matlock regularly coordinates groups of volunteers and directs them to various locations in the Teanaway to scan the water for Westslope Cutthroat trout. "I think getting people interested and active and involved and out in the stream will just create more interest in the project," he says.

Volunteers that participate range from concerned local anglers, to fly fishing guides and community members. Attending scanning surveys is a social time, where people can swap stories, fishing reports and appreciate the land and water around them.

**HOW TO GET INVOLVED**

FOR THOSE INTERESTED IN VOLUNTEERING WITH THE YAKIMA HEADWATERS CHAPTER OF TU, YOU CAN CONTACT THEM BY EMAIL AT [YRHTU099@gmail.com](mailto:YRHTU099@gmail.com). YOU CAN FOLLOW THEM ON THEIR FACEBOOK PAGE AND CHECK OUT THEIR WEBSITE AT [HEADWATERSMATTER.ORG](http://HEADWATERSMATTER.ORG).



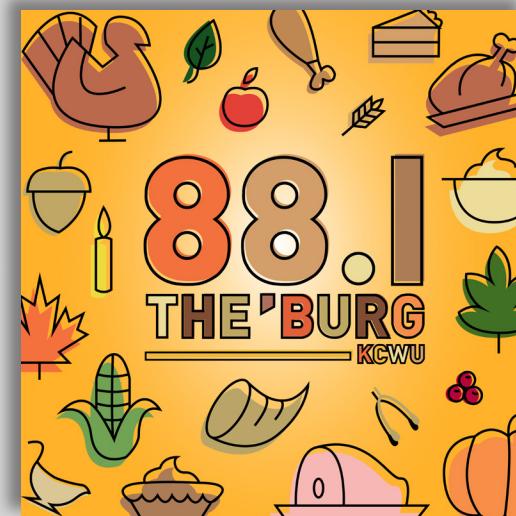

\*\*\*THIS DESIGN WON BEST USE OF MULTIMEDIA AT THE 2019 SOCIETY OF PROFESSIONAL JOURNALISTS - EXCELLENCE IN JOURNALISM AWARDS IN WASHINGTON D.C.

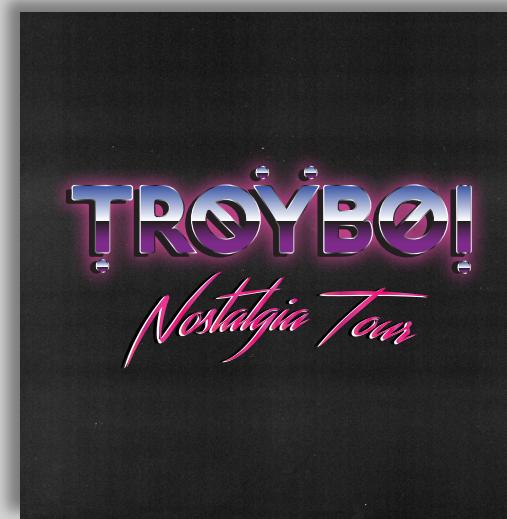
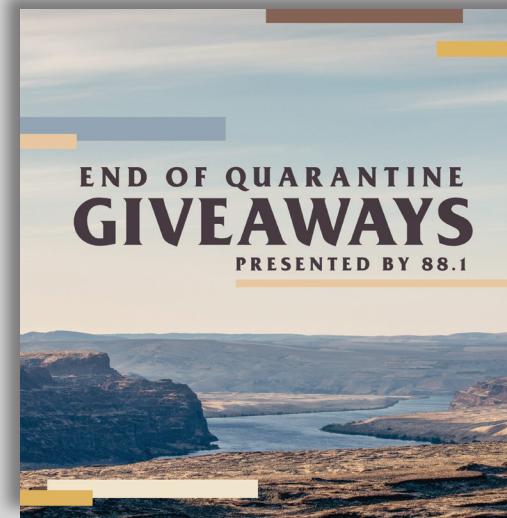
PART THREE:  
**SOCIAL MEDIA**

## 88.1 THE BURG KCWU

88.1 THE BURG IS THE STUDENT-RUN, RADIO STATION AT CENTRAL WASHINGTON UNIVERSITY. OUR LARGEST PLATFORM FOR MARKETING AND PROMOTING SHOWS, GRAPHICS, AND TICKET GIVEAWAYS WAS SOCIAL MEDIA. HERE ARE SOME EXAMPLES OF MY CONTINUATION OF THE 88.1 TRADITION OF SEASONAL PROFILE IMAGES AND WEB GRAPHICS.

\*\*\*THE MIDDLE RIGHT (WINTER) DESIGN WON BEST COLLEGE RADIO STATION WEBSITE - AT THE 2020 INTERCOLLEGiate BROADCASTING SYSTEM AWARDS IN MANHATTEN, N.Y.

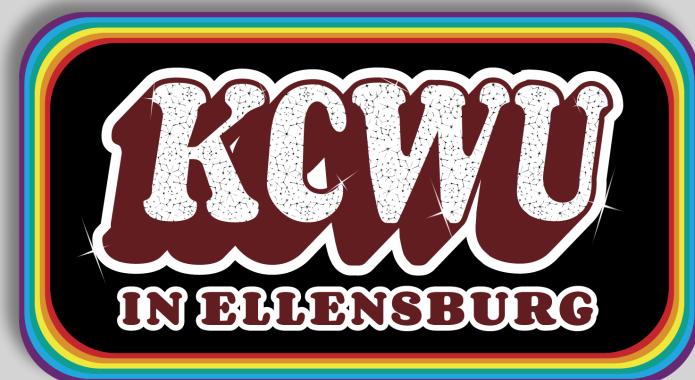
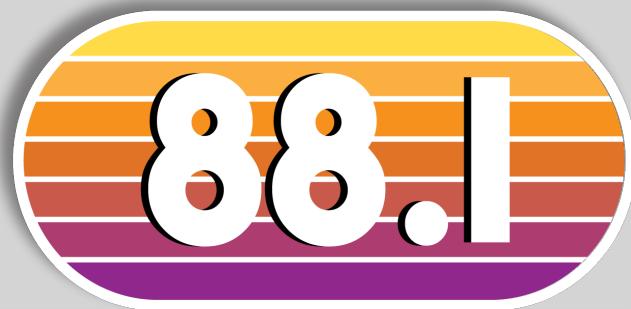




ALONG WITH SEASONAL LOGOS AND GRAPHICS, I WAS SOLELY RESPONSIBLE FOR ALL PODCAST ART, PLAYLIST ART, AND GIVEAWAY GRAPHICS. THIS WAS THE MOST REWARDING PART OF MY JOB AT THE STATION SINCE I COULD TRULY EXPERIMENT WITH PHOTOGRAPHY AND TYPOGRAPHY - IN CLOSE COORDINATION WITH THE PRODUCERS, SHOW HOSTS, AND SOCIAL MEDIA TEAM.

WORKING IN COLLABORATION WITH THE HOSTS AND THE VIDEO TEAM - I DESIGNED NUMEROUS SHOW, THUMBNAIL, AND VIDEO LOGOS/GRAFICS. COMMUNICATING WITH THE HOSTS AND HELPING THEIR VISION COME TO LIFE WAS A GRATIFYING EXPERIENCE. DUE TO BEING A STUDENT-RAN STATION, THESE LOGOS WERE OFTEN NEEDED LAST MINUTE - AND A FINAL DRAFT WAS TYPICALLY EXPECTED BY THE END OF A FOUR-HOUR SHIFT. THIS REALLY TAUGHT ME TO MAKE BETTER AND MORE EFFICIENT DESIGN CHOICES.





DURING MY TIME AT 88.1 THE BURG, I WAS ALSO FORTUNATE ENOUGH TO HAVE THE OPPORTUNITY TO CREATE MY OWN STICKER PACK FOR THE STATION. THE OBJECTIVE HERE WAS TO CREATE A 'RETRO-RADIO-BUMPER-STICKER-STYLE' STICKER PACK, PER THE REQUEST OF OUR STATION MANAGER. SO FAR THE STATION HAS PRINTED AND DISTRIBUTED OVER 1000 - AND COUNTING.

*PART FOUR:*

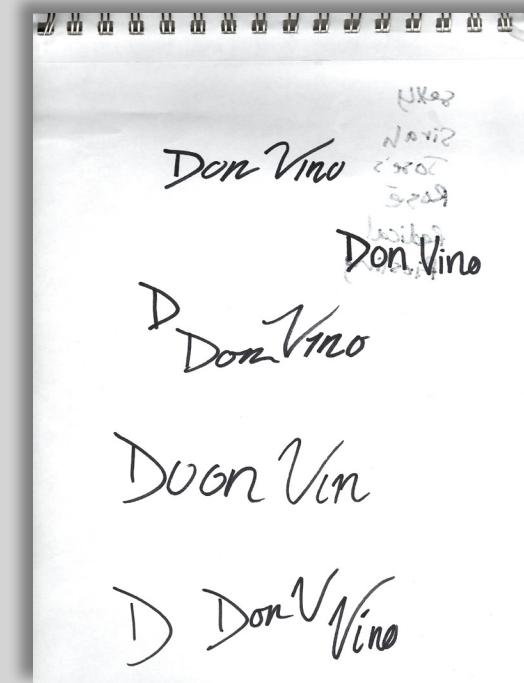
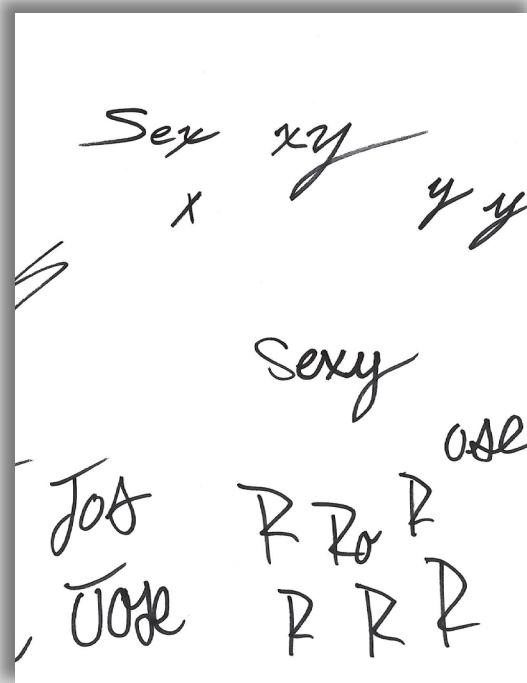
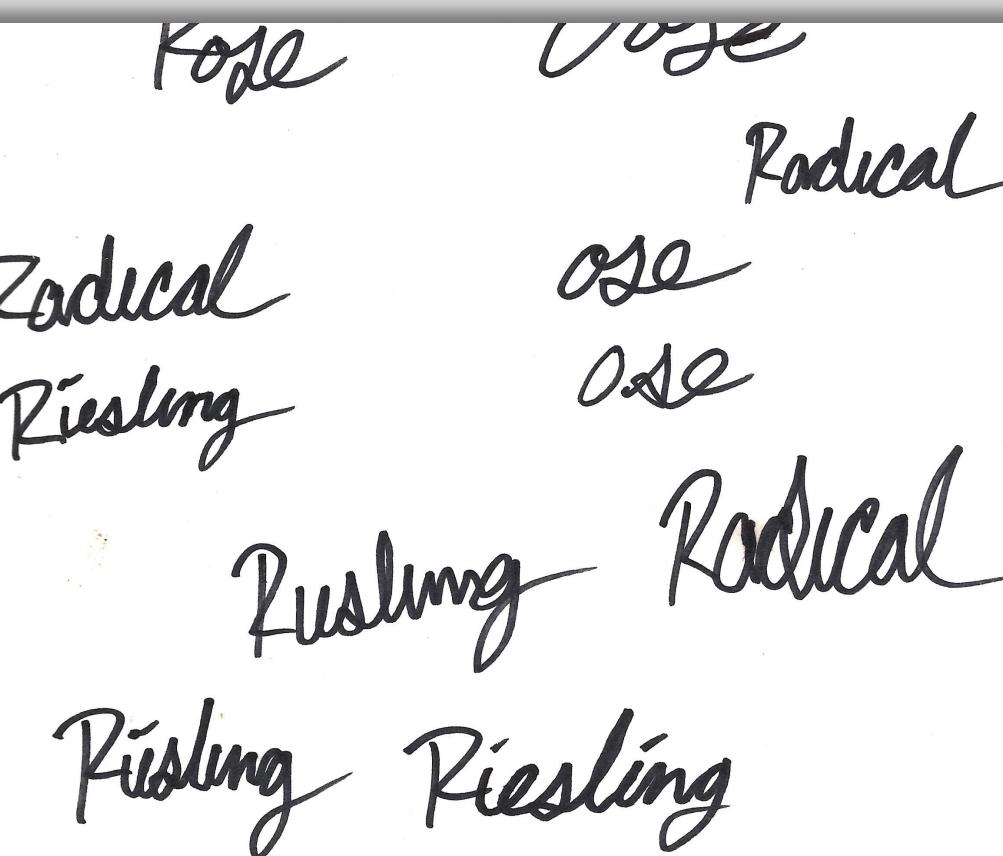
# MISCELLANEOUS PROJECTS



## DON VINO

DON VINO IS THE FINAL PRODUCT OF A WINE LABELING PROJECT. DON VINO WAS MARKETED AS A HIGH-ALCOHOL-CONTENT WINE COMPANY - OF MY OWN CREATION - BASED OUT OF THE BEAUTIFUL SOUTHWEST UNITED STATES. THE GOAL HERE WAS TO CREATE A SUCCESSFUL BRANDING SYSTEM.





DON VINO STARTED FROM AN OLD SKETCH OF TWO SKELETONS DANCING. AFTER SCANNING THE SKETCH AND CLEANING IT UP INTO THE LOGO I STARTED ON THE LETTERING. MY FIRST DOZEN OR SO ATTEMPTS WERE NOTHING SPECIAL - BUT WITH REPETITION - THE CURVES OF MY LETTERFORMS FINALLY STARTED TO TAKE FORM. THIS WAS A FUN EXPERIENCE WITH ILLUSTRATION AND MY FIRST ATTEMPT AT USING MY OWN HAND-LETTERING IN DESIGN.

## ELLENSBURG FILM FEST

THE ELLENSBURG FILM FEST IS AN ANNUAL INDEPENDENT FILM FESTIVAL HELD IN DOWNTOWN ELLENSBURG - SHOWCASING LOCAL AND REGIONAL FILMS AND FILMMAKERS. THIS PROJECT WAS PART OF A NON-PROFIT CAMPAIGN AND INCLUDED A PROMOTIONAL POSTER AND MERCHANDISE BAG.





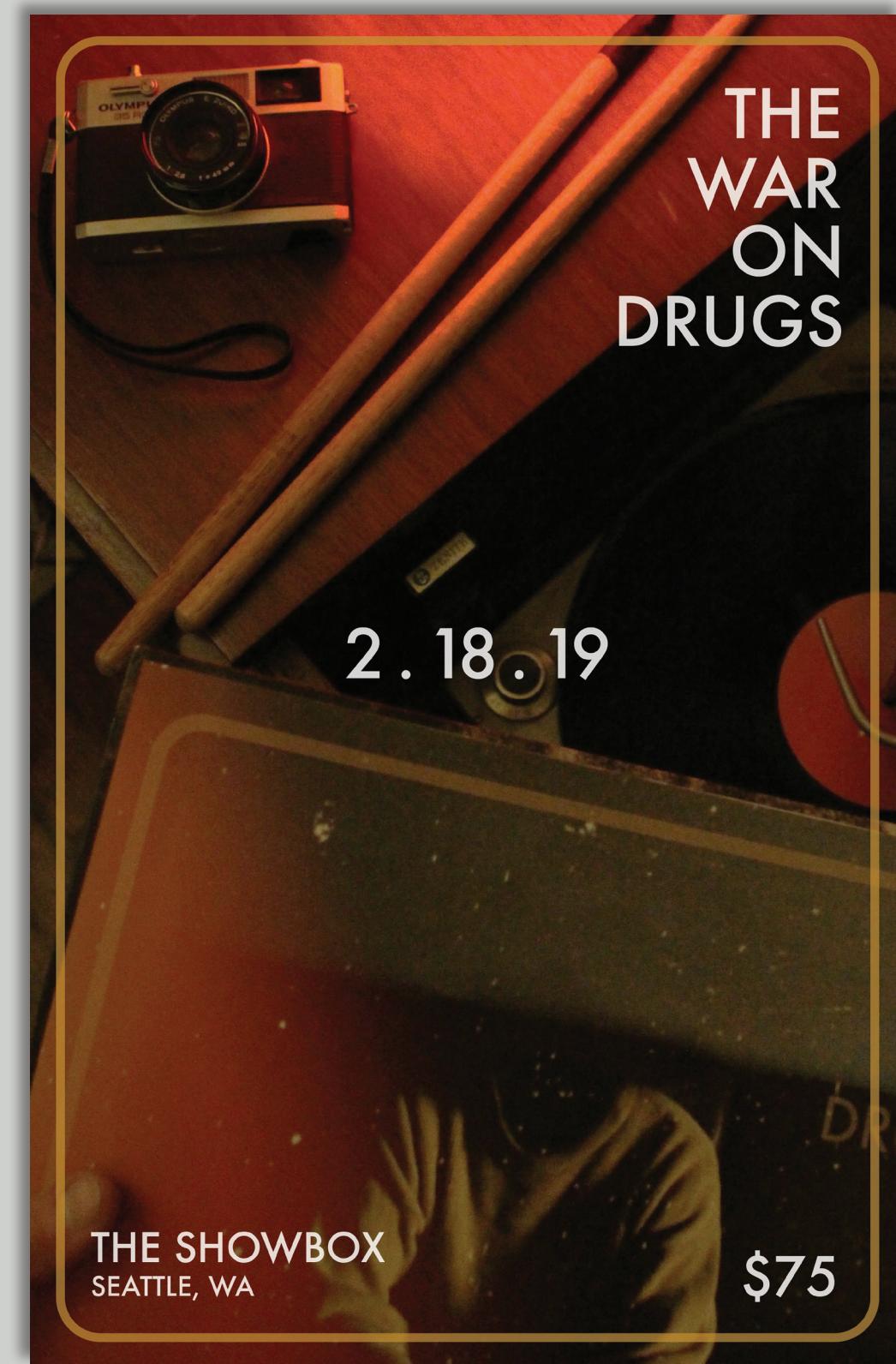
MY STRATEGY WITH THE POSTER FOR THIS SYSTEM WAS TO BE A LITTLE UNCONVENTIONAL - TO BEST EXEMPLIFY THE UNCONVENTIONALITY OF THE FILMS BEING SHOWN. I DID THIS BY LAYERING MY OWN FILM PHOTOGRAPHY OF ELLENBURG WITH HALFTONES, EXPERIMENTAL TYPOGRAPHY, AND AN APPEALING COLOR COMBINATION.



## THE WAR ON DRUGS

THIS IS THE FINAL PRODUCT OF A MOCK ALBUM PROJECT. I CHOSE TO DESIGN AN ALBUM COVER FOR THE GRAMMY-WINNING ROCK BAND 'THE WAR ON DRUGS'. I CHOSE THIS ALBUM SPECIFICALLY DUE TO THE INSPIRATION IT GAVE ME - DURING ALL THOSE NIGHTS IT PLAYED IN THE BACKGROUND, AS I DESIGNED IN MY APARTMENT JUNIOR YEAR. THIS PROJECT WAS A BLAST BECAUSE I SET UP A PHOTOSHOOT IN MY APARTMENT AND USED ALL OF MY OWN IMAGERY.







## MOBY DICK

IT WAS WHILE WORKING ON THIS PROJECT THAT I CAME TO THE REALIZATION THAT DOODLES COULD BE ART - AND THE IMPORTANCE OF SKETCHING. THIS WAS ONE OF MY FIRST PROJECTS IN THE GRAPHIC DESIGN MAJOR AND IT STARTED AS A SIMPLE DOODLE IN MY SKETCHBOOK. I SCANNED MY DOODLE, PLAYED WITH THE COMPOSITION DIGITALLY, AND ULTIMATELY WON MY FIRST DESIGN AWARD.

\*\*\*THIS DESIGN WON THE PROVOST'S CHOICE AWARD - AT THE 2018 PROVOST STUDENT GALLERY SHOW AT CENTRAL WASHINGTON UNIVERSITY.

