

EWU 2024

Reimagining the undergraduate experience

Colleges and universities across the nation are experiencing declining enrollments and reduced retention rates. Several have already had to close, or are at serious risk of having to do so. The task was to find pain points in the undergraduate experience at EWU and come up with creative and realistic solutions.

Who

Client: Eastern Washington University

Audience: High-level staff at EWU, focused on business objectives, feasibility, and evidence

What

My team conducted a survey of 27 students to find pain points in the undergradute process at EWU. Our study included a mind map to invision EWU in 2024, a questionnaire as a baseline for the students we were surveying, and questions to determine key factors in enrollment to keep in focus as the university looks forward to 2024.

After the survey process, we came up with a multi-faceted solution to bring more diversity to EWU's campus. Our research indicated that students knew diversity is an important part of EWU's culture, but they wanted to see more. We then conducted online research to find solutions to our lacking diversity and back up our claims.

To showcase our plan, we held a 10 minute presentation to outline our process, plan, and product. Our product consisted of an "Icon Graphic", which is a more informative approach to a poster. It conveys key information in a more approachable way than a hard infographic.

Our "Icon Graphic" shows the three areas in which to improve diversity, and how that would be done. Faculty focuses on increased training on broader topics, more multicultural faculty, and providing resources for students who are struggling in non-academic ways. Nutrition proposes a centralized food market with standardized payment and an integrated food pantry, meal plan sharing and a community meal fund, and reducing food insecurity on campus. Biodiversity highlights the importance of nature, eco-friendly campus measures, and the community garden.

By increasing diversity on campus, we actually bring students closer together by embracing our differences and bonding over our similarities.

Most of the project was collaborative with my two other team members, but my area of expertise was food and nutrition.

When

The project began in April 2019, and was completed in June 2019. After presentation of the final plan and deliverables, my team's role in the project was finished.

Where

Our "Icon Graphic" would be displayed across campus and online to show current and future students what the university plans to do over the next five years.

Diversity measures in faculty would take place all across campus, as all faculty (professors, advisors, etc.) would be part of the training expansions. Food diversity would take place in the PUB and campus mall area, as those are currently the most central parts of campus, and ideal locations for the food market. Biodiversity, like faculty, would also take place all across campus; however, there would be special emphasis on the community garden, and it would likely be moved to the large grassy area below the CEB building for expansion.

Why

Universities across the nation are facing declining enrollment and retention rates. While EWU is still steady on those fronts, they know that it is only a matter of time until they may face the same issues. This project is a head start for the university to improve their experience to continue to appeal to students into the future. The university is still a business, however, so they needed realistic yet creative solutions in order to prevent total loss.

EWU 2024 Project Survey

Higher education is changing. EWU is dedicated to reforming the undergraduate experience to fit the needs and wants of students. By completing this survey, you will be providing essential insights on the EWU undergraduate experience. Thank you for your hand in Eastern's future.

Part A - Questionnaire

1. What is your class standing?
☐ Freshman ☐ Sophomore ☐ Junior ☐ Senior ☐ Graduate

2. Did you join EWU as a freshman, transfer student, or other?
☐ Freshman/First-Year ☐ Transfer ☐ Other _____

3. Why did you choose EWU?

4. What is the best experience you have had at EWU and why?

Part B - Mind Map

It's a nice autumn day, and you're outside enjoying nature. Out of nowhere, your neighbor, Doc, scratches to a halt in front of your house in a 1982 DeLorean. He's rattling on about a "time capacitor" and "time travel." He grabs you by the arm and hauls you into his car. Before you have time to react, Doc is hitting the gas and your midlife crisis is over.

The next thing you know, your street is... different. It's familiar, but some things aren't quite right. Doc is taking you somewhere, but you're too freaked out and in awe to care. Finally, he stops in a parking lot and you notice you're at EWU. Doc informs you that you've traveled to the year 2024 in his DeLorean time machine, and he wants to show you the future.

Create a mind map on the next page to describe what EWU looks like in the year 2024. Be creative!

EWU 2024

Part C - Reflection

Use your mind map above to help you answer the reflection questions below.

1. What is the most defining characteristic of your vision of EWU in 2024?

2. How are students in this future similar to or different from the students here today?

3. Do you have any other comments about EWU as it is today or as you envision it in the future? Feel free to write any feedback you'd like here. Your survey will not be shared with anyone outside of the conductors of this survey.

Random Students Choose EWU

Close to home - 11

Affordable - 14

Unique degree opportunities - 10

Know students here - 3

Welcoming community - 2

Flexible campus - 1

Best Experiences

Profoundness to knowledge - 1

Strong campus life - 7

Good food - 4

Clubs - 3

Sports - 1

Church faith groups - 1

ROTC - 1

Events - 1

Interesting campus programs - 1

Good professors - 3

Study abroad - 1

Diversity - 1

Expanding world view - 3

Improvements

Stronger international dining and campus buildings - 12

Better science program buildings - 10

Larger campus - 5

Better connections between buildings (sky bridges or heated walkways) - 4

Updated arts/music buildings - 3

Program-specific buildings/hubs - 2

Renovated football field/stadium - 2

Parking structure/expanded parking - 2

Softball baseball field - 1

More study rooms in library - 1

Fewer physical books in the library (make content available online, and free up the space for more studying community engagement) - 1

More better food options - 4

More community - 1

More food plants and eat (friendly, pleasing, sustainable)

Environmentally friendly - 4

Community garden - 3

More involved staff (teachers, counselors, advisors, etc.) - 2

Academic paths are more on-track - 3

More better professional outreach - 3

More employment opportunities for students - 1

More class program options - 5

Expanded grad program - 1

Consistency in courses/degrees offered - 1

Smaller class size - 1

DESN department in Cheney - 1

Game design major brought back - 1

Affordable - 5

Community aid programs - 3

Better expanded gym hours (flexibility) - 1

Promoting healthy lifestyles - 1

Diversity in 2024

Jessica Vanessa Emily

Summary

This project focuses on three areas: people, food, and place.

Eastern's staff and faculty have backgrounds that reflect those of our diverse students at EWU

EWU's food court allows students to eat together and make friends with multiple diverse options for students

The campus garden differentiates us from other schools because we grow our own food to use in our kitchens

EWU is one of the most sustainable campuses in the area, with an abundance of bio and butterfly friendly plants to enrich our student's lives and to better combat climate change

Process

In 2019, 27 students completed a survey asking them how they envisioned EWU in 2024

Mind map exercise

Short questionnaire

Questions to determine what's great about EWU to keep in focus when looking forward to 2024

From

Faculty doesn't understand the cultural and non-academic needs of students

Students spend mealtime isolated and separated from other students, with few options

Limited sustainability, trees, and low garden awareness

To

Trained and diverse faculty that students can trust and relate to

Students spend mealtime surrounded by other students and have more meaningful relationships with food on campus

Increased biodiversity in the landscape, more sustainable options, and increased awareness of community garden

Setting 2024

Eastern Washington University has more dining options, more trees, and a more inclusive campus garden

Diverse staff trained in a variety of backgrounds, located in the Advising Office

The PUB and Tavernia offer more diverse food options

The EWU Garden provides increased biodiversity and resources for food on campus

There are an increased number of trees and bee/butterfly friendly plants across campus

Shift

Students

Feel more connected to their campus

Have improved mental health

Make meaningful connections with professors and advisors

Participate in university efforts long after graduation

Eastern Washington University

Has more diverse staff, trained on a wide variety of student concerns and needs

Is more biodiverse and eco-friendly

Has more dining options for students of all socioeconomic, cultural, and dietary backgrounds

Achievement

EWU achieved greater numbers in enrollment and retention in the year 2024. Diversity initiatives concerning faculty, food, and sustainability helped to increase Eastern's profile as one of Washington's most sought after universities. Students are now more motivated to participate and make connections with the EWU community. Alumni are proud to have attended EWU, and continue to participate with the university long after graduation.

Faculty

Non-Academic Training

Appt from academics, students are dealing with depression, family and relationship issues, and stress

Faculty is trained on a wider range of student concerns

Promotes student retention

Balanced Diversity

Diversity of faculty matches diversity of students

Increase multicultural staff from 14% to 40%

96% of minority students reported positive impact, studying under minority professors

Increased Training

16 hours of diversity training for faculty and advisors

8 additional hours for field specific training

Faculty gains skills and awareness to better serve diverse student population

Food

Food Market

Centralized space

Standardized payment options

Integrated food pantry

Meal Plan Sharing

Give meals and points to friends year-round

"Community Fund" that students can donate meals and points to year-round

Advertised at the end of every quarter

Food Insecurity

Reduce EWU student food insecurity to match national level for all Americans

Improve student performance and increase mental wellbeing

Biodiversity

30% More Trees Across Campus

Promotes cleaner air and happier students

Addresses environmental concerns of next generations

Trees and green environments support relaxation and reduce stress

Bee Friendly Plants

Support pollinators by supplying food

Keep bees in the area to continue pollinating

Biodiversity is essential to combat climate change

Larger EWU Garden

Local food source for those in need

Increased healthy food options for EWU food pantries across campus

Increased wellbeing for students participating in gardening

Balanced Diversity

Multicultural Students

40%

Multicultural Faculty

26%

2018

2024

* Diversity of faculty is raised from 14% to 40% to match the diversity of students *

Non-Academic Training

Faculty extensively trained to deal with wider range of non-academic problems students face

Provides students with resources to help cope with non-academic issues

Promotes student retention

Faculty and Advising Training

At least 16 hours of mandatory diversity training for all faculty and advisors

At least 8 additional hours of field-specific training (advising, departmental, etc.)

Emphasis on embracing students of all backgrounds in and out of the classroom

Knowledgeable in more than one area to help students with a wider range of problems

Concerns of Anxious Students¹

Academics

Depression

Family Issues

Relationships

Stress

50%

Meal plan sharing

Students can share points and meals year-round

"Community Fund" to which students can donate leftover points and meals, to help food-insecure students

Wider range of options

More nutritional, dietary, and cultural options available to all students on campus

All payment types accepted in all locations

Food market

Centralized food market with integrated food pantry and affordable options

Promotes student connections through food and shared mealtimes

Shared mealtimes

Offer the opportunity to stop, reflect on their day, and interact with others²

Time when anxieties can be expressed and students can relieve stress³

EWU student food insecurity rate drops to match the national average for all Americans^{4,5}

45%

2019 Student Average

12%

2024 Student Average

30% More trees across campus

Promotes cleaner air and happier students

Addresses environmental concerns of younger generations

Trees and green environments support relaxation and reduce stress. This improves overall mental health, mood and life function among students

Office workers with a view of trees report significantly less stress and more satisfaction⁶

Bee friendly plants

Supply food in the form of pollen for animals

Nectar ensures that these important pollinators stay in the area to keep pollinating crops for fruit and vegetable production

Biodiversity is an integral part of culture and identity, and is an essential part of the solution to climate change

Larger EWU garden

In addition to serving as an educational tool for students in terms of climate change and sustainability, community gardens also serve the surrounding community as a local food source for those in need

Increased healthy food options for EWU food pantries across campus

Students are able to grapple with the issues of hunger and food access in a way that educates the student and benefits the greater community

88%

A study found that 88% of people cited mental wellbeing as a reason for heading out into the garden⁷

¹ Oregon National University Study Notes, 2007
² Decker, Ryan, and Paul L. Jones. "Better Health Benefits of Plants: Does Fresh Food 'Eat' Your Mood?" *Psychiatry*. Ocala, FL: 2006.
³ *Health and Wellness in the Workplace*. Seattle, WA: 2010.
⁴ *Food Insecurity in America*. Washington, DC: 2010.
⁵ *Food Insecurity in America*. Washington, DC: 2010.
⁶ *Food Insecurity in America*. Washington, DC: 2010.
⁷ *Food Insecurity in America*. Washington, DC: 2010.
⁸ *Food Insecurity in America*. Washington, DC: 2010.

Busy Bees

Board game for children

Spark Central is a nonprofit with a focus on igniting the creativity, innovation, and imagination necessary for people to forge the path to their best future. With existing brand guidelines, the task was to produce a set of collateral for use on their website and social media accounts.

Who

Client: Spark Central

Audience: Children, teens, and adults seeking creative activities for themselves or their children

What

Set of 16:9 web graphics for three (3) specific partnership programs and one (1) generic partnership program, 1:1 versions of the previous for social media posts, 11x17 poster design, and flyer design.

When

The project began in April 2018, and my involvement ended in June 2018. Materials were set to be deployed by Spark Central following the selection of designs.

Where

16:9 graphics to be displayed on Spark Central's website. Cropped versions would serve as thumbnails, and full versions would be displayed large on the event's detail page. Social media graphics would be posted on Instagram and Facebook. Posters would be displayed in downtown Spokane and Kendall Yards primarily, but might also be displayed in the greater Spokane area. Flyers would be printed 4-Up on letter paper, cut, and distributed locally in downtown Spokane and Kendall Yards.

Why

Spark Central had a design guide before having these graphics created, but it wasn't reflected on their website. The images for each event were not cohesive, and if someone saw one of the images/graphics by themselves, they wouldn't be able to tell they were Spark Central. For this reason, the company wanted a set of re-usable 'templates' they could use for their current steady partners and one generic graphic for more temporary partners. They also needed designs to branch out into the real world (posters and flyers) to keep that brand identity present.

https://projects.invisionapp.com/boards/8F3S70PAZRH/

SIMILARITIES WITHIN GAMES

- Physical activity
 - Tag (and variants)
 - Sports (catch, four square, tether ball, etc.)
 - Aiming/Target
- Surprise/randomization
 - Snap Trap (and variants, like Crocodile Dentist, Pie Face, etc.)
 - Any game that involves cards or dice to determine aspects of the game (how many spaces to move, random consequences, etc.)
 - Monopoly (chance and community chest, dice)
 - Sorry (cards determining moves)
 - Scavenger/Treasure hunts (list with previously unknown items needing to be found)
- Strategy
 - Connect Four
 - Checkers
 - Battleship
 - Sorry
 - Uno
 - Hide and Seek

IMPORTANT DISCOVERIES

- Games requiring too much cognitive effort will bore the children and lose their attention
 - Younger children prefer more physical games for this reason, as they are stimulating without being too complex
- Kids will (probably) not read instructions!!!!
 - if instructions are absolutely necessary, boil them down to the bare bones and make them the first thing the child sees (don't put them in the side of the can, or on the bottom, put them on top so they will be seen first)
 - if instructions can be boiled down to one "card" that fits in the top of the can so that children will see it, read it, and discard it, that would be ideal
- Not much will fit inside a mini Pringles can, so a child's imagination will be key
 - The contents of the can will merely be props or guidelines for the game (like a target, a ball/bearbag, etc.)
- Use the container!!!!
 - The container can be used as a hoop/cup (opening), or a target (bottom)

Prototype V1

First iteration of the game. After making a physical prototype, flaws were noticed, resulting in changes to form V2. Those flaws are outlined in the note on Prototype V2

GAME DESCRIPTION

Mashup of Uno and Dominos. For 2+ players, 4+ recommended.

Prototype V2

Add a description here...

PROBLEMS WITH V1

After making a smaller-scale version of V1 (25 cards vs 125 cards, scaled appropriately), it became clear that the hexagonal shape and using solid colors only made the game far too easy. So easy, that I never had to draw a card. To remedy this, I took guidance from the game Dominos, and decided to split the cards rather than using entirely solid colors. The hope is that this will result in more complicated game play and make the game more difficult to win. I will not know for sure until I create a physical prototype for V2 and attempt to play it like I did with V1.

Solid: 5 (per color)
Primary Split: 10 (of each)
Secondary Split: 10 (of each)
Tri-split: 2
Total: 30 + 30 + 45 + 30 + 2 = 127

WHY I MOVED AWAY FROM THIS

After discovering that the children would be 5th graders, I decided that my game was a little too young. A colors learning game is better for younger kids, so I decided to move toward a game with a little more excitement.

TYPE CHOICES

Fonts

Headings

- Medak (Too hard to read in 16pt size)
- Sniglet ExtraBold

Body

- Late (2-story 'a' and 'g' are hard for kids to read)
- Ubuntu (2-story 'a' and 'g' are hard for kids to read)
- ABeeZee Regular (more organic and child-like, no 2-story 'a' and 'g')

Busy Bees

Board game with hexagon-shaped tiles in an overall hexagon-shaped play field. Object of the game is to collect 10 honeycombs and be the first player to reach the hive in the center of the field.

How to build the game components: Blank Worker Bee and Honeycomb tiles. The blank tiles are marked with no action from the player. Honeycomb tiles direct the player to draw a card from the Honeycomb and discard the number of honeycombs displayed on the card. Worker Bee tiles direct the player to draw a card from the Worker Bee card pile, which contain cards with various actions, punishments, and rewards.

Players will be able to determine how many spaces to move. The game can move in any direction along the tiles, but they cannot backtrack during their move (they can turn around paths, but they cannot go backwards the way they just came).

IDEA: Players build their own game board! Get a magnetic pad to be the base, and players arrange the hexagon-shaped tiles (magnetic) on the pad to make their own unique game board.

Problems: How will the magnetic mat fit in the can? Perhaps it will be folded and fit around the edge of the can.

IDEA: Create some problems with the mat being flat. Magnetics should keep tiles from sliding if it doesn't lay perfectly flat. Don't create the folds.

If the can is 4.2 inches tall, and the mat is 2.8 inches tall, the mat will have to be folded 1.4 inches (come down) into a 2.8 inch tall strip. The mat is 1.25 inches thick, so when folded, it will be 1.8 inches thick. The circumference of the can is approximately 7.5 inches, and the mat is 2.8 inches long. That means that the mat will wrap around the inside of the can about 3 times. For the sake of organization and being on the safe side, let's say 2 wraps around a full circle means. That makes the thickness of the mat (plus what it was folded, bringing it to 3.4 inches thick).

When we wrap around the inside of the can, that reduces the diameter of the can from 5.5 inches to 2.8 inches. Since the tiles are only 1.2 inches wide, this leaves enough room for the tiles, cards, and dice to fit inside.

100 cards (0.004 inches thick each) on 0.2 inch magnets about 1/4 inch up to 2.4 inches tall. This leaves 0.8 inches of height in the can for other cards and honeycomb cards, plus dice. Standard dice are 0.8 inches thick, which means that half of them will fit under the can (one side down) and half will fit on top, and they will stay in place and not fall out of the can. That means 1.0 inches for the dice and 0.8 inches for the honeycomb cards. If there are printed on the cards, that means that the remaining space is enough room for 127 cards, which is plenty for the game to be played. Although there will not be 127 cards, since player tokens also need to fit inside.

Worker Bee cards

- Blank (one of your honeycomb cards with another player's)
- Discard (discard your highest honeycomb card)

TYPE CHOICES

Fonts

Headings

- Medak (Too hard to read in 16pt size)
- Sniglet ExtraBold

Body

- Late (2-story 'a' and 'g' are hard for kids to read)
- Ubuntu (2-story 'a' and 'g' are hard for kids to read)
- ABeeZee Regular (more organic and child-like, no 2-story 'a' and 'g')

Sizing

15 point on game tiles

TYPE CHOICES

Add a description here...

Emily Cone

Reference for typography choices: <http://childrensbookcreation.blogspot.com/2011/05/typography-for-early-readers.html>

Leave a comment...

Added by Emily Cone

Modified on March 22, 2019

Busy Bees

The game of honey collecting fun!

Age 8+ 2-6 Players

Compete against your friends to collect honeycombs and be the first to get back to the hive!

You can even play by yourself in a race against the clock!

Getting Started

Place the Honeycomb Cards and Worker Cards and place them in two different piles.

How To Win

Be the first player to collect 10 honeycombs and reach the hive!

Honeycomb Cards

The number on the card is how many honeycombs it is worth.

Swap Card

Trade one honeycomb card with any other player.

Move Card

Move the number of spaces on the card.

fun!

Getting Started

Unfold the game board and place it on a flat surface.

Basic Play (2)

Players roll a die, and then move that many spaces.

Honeycomb Spaces

Draw a card from the Honeycomb Card pile and keep it.

Worker Bee Cards

There are Swap, Discard, Steal, and Move cards.

Steal Card

Steal any honeycomb card of your choice from any player.

Have

Instructions

Basic Play (1)

Youngest player goes first, play continues to the left.

Blank Spaces

Nothing happens on this turn, wait until it is your turn again!

Worker Bee Spaces

Draw a card from the Worker Bee Card pile.

Discard Card

Place one honeycomb card of your choice in the discard pile.

FEEDBACK FROM SCHOOL VISIT

- My board was too difficult to unfold, which made onboarding difficult.
 - For UX 3, I won't cut out the whitespace, and will leave the board as one square sheet folded up to make it easier to unfold
- I didn't have my bumblebee game tokens for the school visit, so the car game tokens didn't fit the theme
- The kids seemed excited to play my game, they liked the surface graphics, until the onboarding took too long
- They liked the instructions, they were laid out in a way that made them easy to follow and un intimidating

EWU 2018 Voting Drive Campaign

Encouraging EWU students to vote in the 2018 midterm elections

Identify and define the reasons young people don't vote in elections and encourage them to do the opposite. Design collateral with a system to create a cohesive collection of materials to be displayed and distributed on EWU's Cheney campus in fall 2018.

Who

Client: Eastern Washington University

Audience: Students at the EWU Cheney campus, 70% are between 18 and 25, 61% white

What

Voter turnout for midterm elections is much lower than turnout for presidential elections. EWU wanted to encourage students on their Cheney campus to vote in the midterms.

When

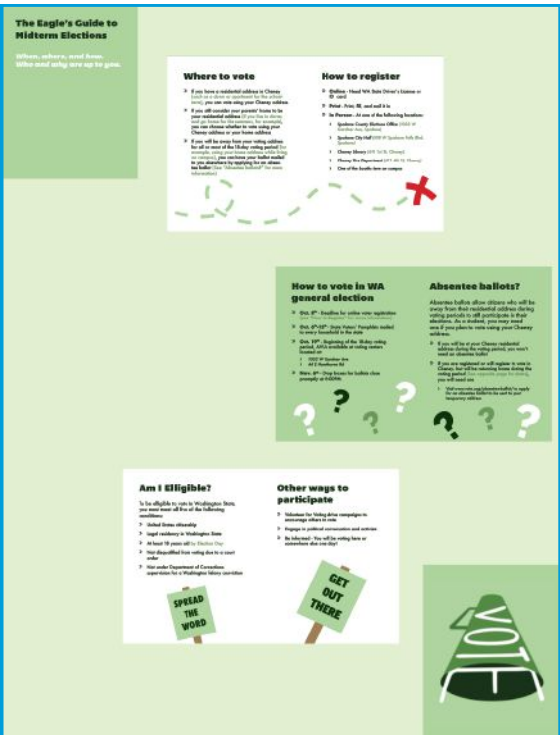
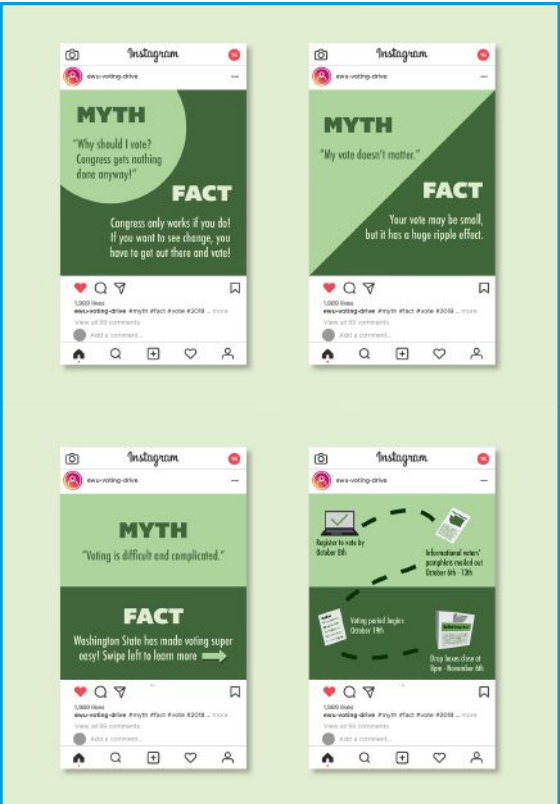
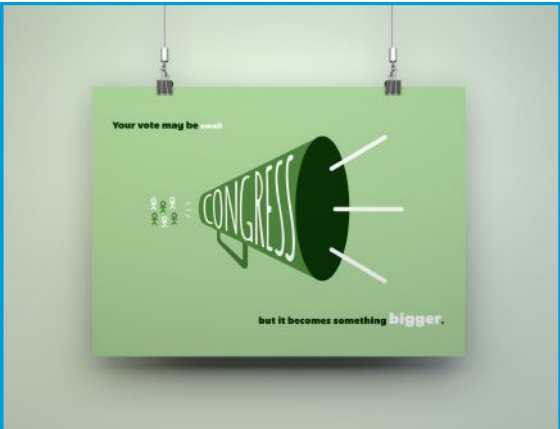
The project began in April 2018, and my involvement ended in May 2018. Materials were set to be deployed mid-September 2018 and be removed following the midterm elections in November 2018. The political climate was heated during this period, especially amongst young people.

Where

Posters were set to be displayed across the EWU Cheney campus. Informational booths would be set up on campus with the campaign logo, buttons, and zines. Images were to be posted to designated EWU 2018 Voting Drive social media accounts on Facebook and Instagram.

Why

Following the 2016 election, young people were in a state of political unrest. EWU wanted to encourage their students to make their voice heard and participate in the political system. Democracy only works when people vote. Rumors of voter disenfranchisement and collusion following the 2016 presidential election caused morale in younger voters to drop. The goal was to return morale to young people who may have lost it, or never had it in the first place.



Google Doodle

An interactive SVG illustration

School project requiring students to pick a theme and build a doodle around it. There had to be some element of animation using SVGs, but the rest was up to the individual.

Who

Client: Google

Audience: Wide range of web users

What

Google creates illustrations for many holidays, historical birthdays, and much more. Using “tea”, as a broad theme, this doodle captures the feeling of serenity associated with tea.

My doodle is designed to be fun and exploratory; however, I didn’t want users to miss out on any of the fun if they didn’t find it all. For this reason, the window opens automatically after the page has been loaded for three (3) seconds, so that the user is notified that they can interact with the window.

In addition, the design is kept simple so that users are not overwhelmed with stimuli, and can focus on exploring. Once they have finished, they will also feel confident that they have discovered everything the doodle has to offer because there isn’t a load of extra information making them feel as if they may have missed something.

When

The project began in January 2019, and I wrapped it up in April 2018. I worked on it on-and-off for the duration of the project, adding features one at a time until completion.

Where

This would be displayed on Google pages in place of their standard logo on National Tea Day (April 21). The interactive version would be on their main homepage, while a static version would be displayed in the upper left corner on applicable pages.

Why

This project developed my SVG animation skills faster than any other project I’ve worked on. It was also my first major project using JavaScript.

For Google, the doodle humanizes the company and makes them seem fun. They don’t directly affect traffic, or affect sales, but people sure do enjoy interacting with them.



Browser-based I Spy Game

Made with only HTML, CSS, JS, and SVGs

I started school with the intent to pursue game design, so this project was a way to take what I've learned in web and apply it to a game. The game is highly interactive and is completely browser-based.

Who

Client: Me, Myself, and I

Audience: Young, primarily female, and have access to a computer

What

Browser-based game that runs without the need for Flash or other similar plugins. The player clicks, drags, and explores to find the hidden objects displayed in a bank at the bottom of the page.

When

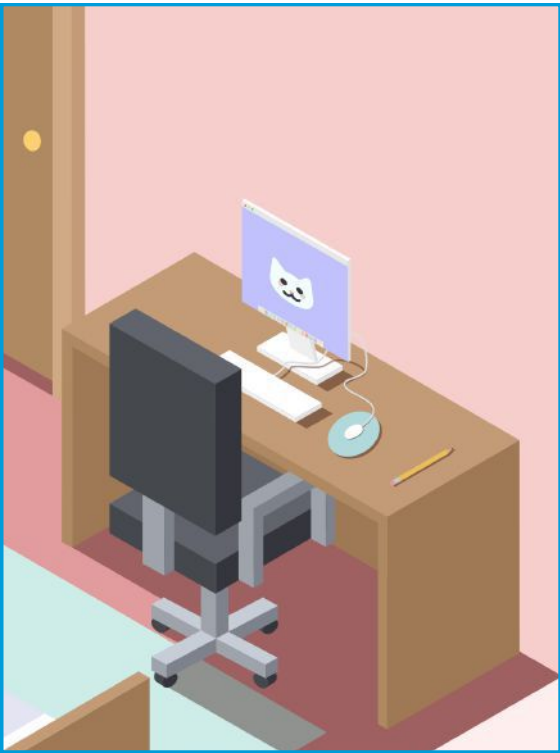
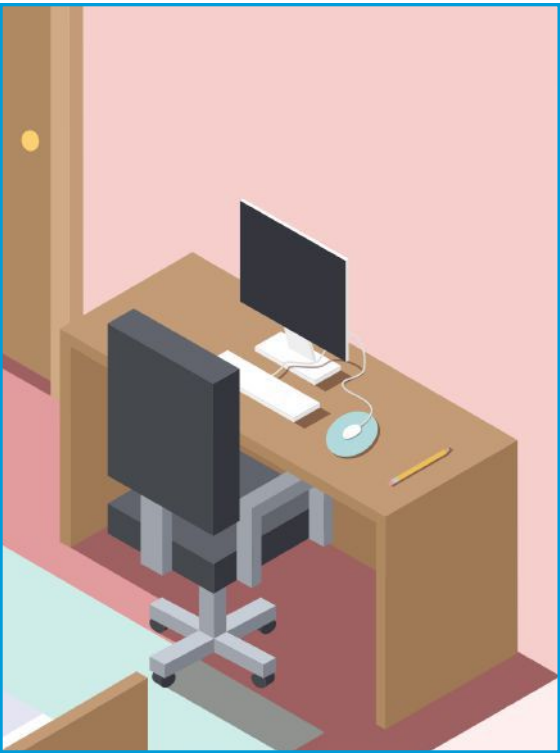
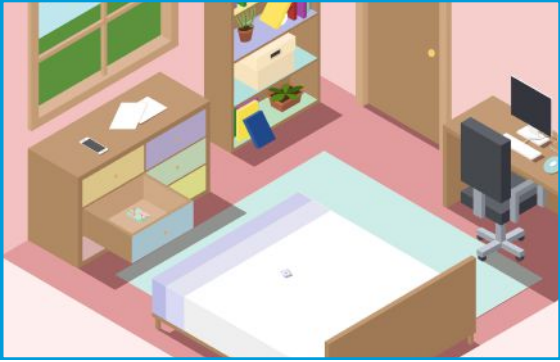
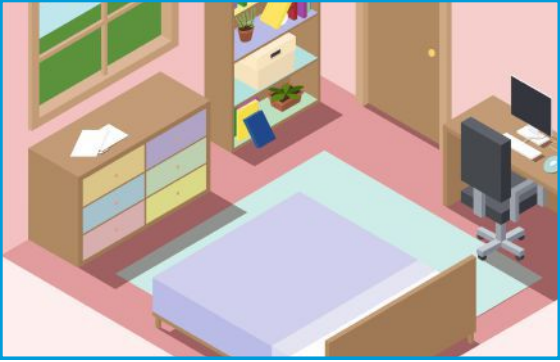
The project began in April 2019 and finished in May 2019. The whole project took approximately two (2) weeks to complete. The project is not definitively finished, as I would like to add more levels in the future.

Where

The game began on CodePen, but was launched as its own GitHub page and lives there now. The game is responsive for play on desktop, tablet, and mobile.

Why

After learning how to manipulate SVGs using CSS and JS, I wanted to test the limits and see if I could make a game. I love interactive design, and games are peak interactive design. The goal was to make a game that people could interact with, but also didn't require a special plugin like Flash. That way, it would be accessible to everyone.



Benson's Ethical Eats

Product packaging for a vegan cafe/bistro

Creating a simple packaging line for a company with a strong emphasis on their moral and ethical beliefs. Finding visual ways to highlight the company's core values in their packaging.

Who

Client: Benson's Ethical Eats

Audience: Vegans, vegetarians considering veganism, and other people considering veganism but deterred by classical vegan ideology

What

Product line with packaging. Environmentally-friendly glass packaging with simple paper labels. Minimal but organic style.

When

The project began in February 2018, and temporarily ended in April 2018. I picked the project up again from January 2019 through April 2019 to refine it for my portfolio.

Where

Products would be displayed for sale at Benson's Ethical Eatery locations (similar to how Starbucks carries their own products in their coffee shops). After establishing the product line, it would expand to be sold at grocery stores like WalMart and Trader Joe's.

Why

The company approaches veganism from a different angle, focusing more on the ethical sourcing of food than avoiding animal products altogether. Drawing inspiration from The Bee Movie, the company believes animals and humans can cultivate a mutually beneficial relationship. They strive to expand veganism to include ethically-sourced animal products, and make the movement more approachable to people who feel they can't commit to avoiding animal products altogether.

Their product line is a step forward for the vegan movement, and they want to bring it to as many people as possible.

