

# APRIL 2022



**BLUESTONE**  
COMMUNICATIONS  
**NEWSLETTER**

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On April 27th, we held our annual Bluestone Communications Showcase at the Hall of Presidents. We were thrilled to have it once again in person and celebrate the accomplishments of our account and creative teams.



# TEAM UPDATES



## TEAM ONE

### ACCOUNT EXECUTIVE: ELANA WARSHAVSKY

This month, Team 1 has worked on many projects for the Harrisonburg Rockingham County Chamber of Commerce and SCOM.

For HRCC Team 1 created and is executing a social media calendar; pitched the Women Empowerment Networking monthly event to local Harrisonburg media sources; and we had a HRCC board of director featured as a TechStar Startup Weekend guest, with coverage from the DNR. For SCOM Team 1 is wrapping up the semester by interviewing Dr. Fife about his time as the Director for SCOM and Dr. Britt about her incoming role as the Director for SCOM.



## TEAM TWO

### ACCOUNT EXECUTIVE: MARY COMERFORD

Team 2 has spent the month of April preparing and executing our clients' events. In early April, we promoted HLLA's Opening Day on Instagram and Facebook. The event took place on Saturday, April 9 and was a great success! We received coverage from both WHSV and DNR. Recently, we hired two new student ambassadors for Charlee Rose Boutique! We have been preparing for our ambassador booth which will be hosted on campus. This will feature a selfie station, lollipops, body positive messages, and the chance to be entered into a giveaway! We hope to raise awareness of Charlee Rose Boutique's mission on JMU's campus.



## TEAM THREE

### ACCOUNT EXECUTIVE: ELLIE SCALZO

This past month, Team 3 has worked hard on several projects for both CCC and Vito's Italian Market. For Vito's, we successfully delivered email drafts for their mailing list, a content calendar and a flier. We also worked on drafting a strategic SEO plan to maximize Vito's website. Furthermore, we attended and created content to promote Vito's 4-course wine dinner. In coming weeks, Vito's will host their next wine dinner and a DNR journalist will be visiting with a photographer for an upcoming story.

For CCC, we curated 2 content calendars, an informational flier and a few newsletters. This semester, CCC is new to LinkedIn so we worked together to create a strategic plan and "best practices" for our client to follow and use to their advantage. In an effort to promote CCC's upcoming 50th anniversary, we reached out to local businesses and organizations to seek partnerships within the community to raise awareness. Great job, team! You rock!



## CREATIVE TEAM

### DIRECTOR OF BLUESTONE CREATIVE: CARLI ALDAPE

The Creative Team is wrapping up the semester with a few final projects including video, graphics, and brand guides. Overall, this team has done amazing this year and has produced some amazing deliverables that not only help the teams and their clients, but showcase their talents in their portfolios as well. I am so happy with how this semester is wrapping up and am so grateful to have gotten to know these women over the past few months. Congratulations to everyone for all their hard work!

# FIRM BONDING

On April 27th, we held our annual Bluestone Communications Showcase. This event aims to give a platform for all 3 account teams, the creative team and executive team to present our successes throughout the semester. Our audience included clients, former, current and incoming Bluestone members as well as our School of Communication Studies professional advisors and head of department.

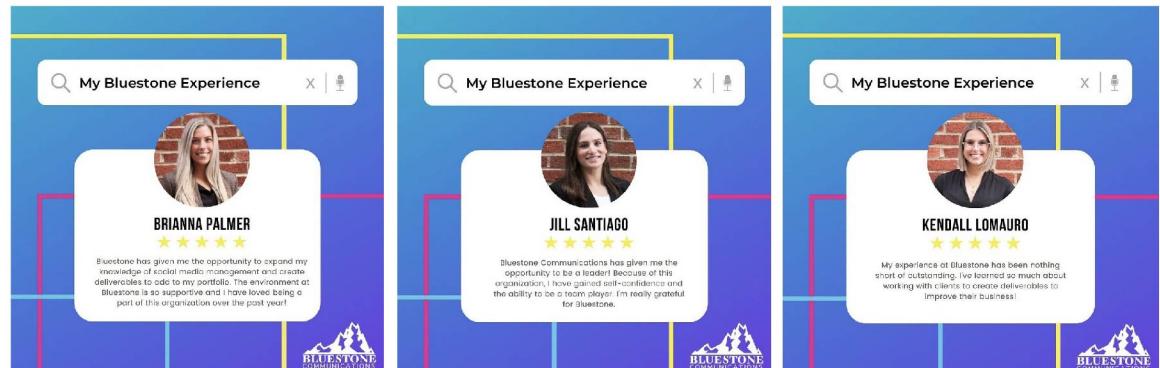


## SCOM AWARDS

Congratulations to our past and present Bluestonians for being recognized at the SCOM Awards Ceremony. We are so proud of Jill, Carli, Ella, Helen, Carly, and Madison for their accomplishments and thankful for the hard work you all have put into Bluestone!

## RECRUITMENT GRAPHICS

We had a successful, record breaking recruitment effort this semester and we are excited for the future of Bluestone!



**BRIANNA PALMER**

Bluestone has given me the opportunity to expand my knowledge of social media management and create deliverables to add to my portfolio. The environment at Bluestone is supportive and I have never been a part of this organization over the past year!

**JILL SANTIAGO**

Bluestone Communications has given me the opportunity to be a leader! Because of this organization, I have gained self-confidence and the ability to be a team player. I'm really grateful for Bluestone.

**KENDALL LOMAURO**

My experience at Bluestone has been nothing short of outstanding. I've learned so much about working with clients to create deliverables to improve their business!

# FIRM CONTENT

## C.R.A.P! DON'T FORGET THE BASIC DESIGN PRINCIPLES

FEATURED BLOG POST BY GIA MORREALE

As a public relations professional, there will come a time when you have to set aside the press releases and open up Adobe InDesign to create deliverables for clients. Whether you have studied design for years or your design skills are limited, you cannot forget that the most important parts of public relations design are the basic design principles.

Robin Williams, a visual designer, created the fun acronym C.R.A.P. to help designers remember the four basic design principles. These principles are contrast, repetition, alignment, and proximity. These four principles ensure what you design, whether it be a logo or an infographic, will be eye-catching and easy to follow.

### CONTRAST

The principle of contrast is the most important principle of design for it is what makes your design stand out to the audience. When using contrast, you need to think about all of the elements on your page. None of the elements of your design should be slightly similar, you either want them to be identical in shape, size or color, or they should be dramatically different. One easy way to spice up your design and add some contrast is to switch up the different typefaces.

### REPETITION

The principle of repetition is used to add visual interest and keep the design consistent. When using repetition, you should be repeating some elements of the design throughout the entire piece. This principle helps tie the entire design together and is extremely useful when creating a multiple-page layout or different posts for the same campaign. Elements of the design that can be repeated tend to be the colors, typefaces or little design elements such as shapes or lines.

### ALIGNMENT

The principle of alignment is used to organize your design and make it easy for the audience to read the elements on the page. Using proper alignment in your design can help the design feel clean and easy on the eyes. It is important to make sure that the textual elements of your design are aligned to the same side. Each element on the page should be aligned with something else which creates a sense of unity throughout the piece. Good use of alignment is aligning the edges of graphic elements with the edges of the textual elements.

### PROXIMITY

The fourth and final design principle is proximity which is similar to alignment, however, it focuses on grouping pieces of the design together. When creating a design for something like a business card or an infographic, you want to ensure that items that are related to one another are grouped. This principle helps organize the content of the page just by placing certain elements closer together. You want to make sure that the items are not just close together, but that they are strategically placed in a way that the audience's eyes can scan the design and understand the organization of the design.

Now that you know the basic principles of design, you can create a design for anything. It is important to remember the C.R.A.P. principles when designing to ensure that your deliverable is pleasing to the eye.

INNOVATION IN HIGHER EDUCATION AWARD



LINK TO VOTE IN BIO

## VOTE FOR BLUESTONE!

Bluestone Communications was nominated for the Innovation in Higher Education Award through the Shenandoah Valley Technology Council's The Nite 22 Awards. The link can be found [here](#) and in our social media bios.

Please vote for us to win Serco People Choice's Award as well! To vote, use the special hashtag #SVTCPC22 to make a post that also includes "Bluestone Communications"!



# FAREWELL, BLUESTONE

To wrap up the semester, we launched a poll asking why Bluestone is important to our members.

I am so very thankful for our faculty advisors. Because of Dr. Woo and Dr. Capizzo, I have gotten so much out of this experience and have learned so much as to professionalism and internal/external communication. While the technical skills I've learned are important, it's the relationship building skills, managerial skills, and communication skills that I will always thank Bluestone and our faculty for helping me build.

-Carli Aldape,  
Director of  
Bluestone Creative

Bluestone has been my favorite experience in my time at JMU. It has helped me grow interpersonally, intellectually, and professionally. The students and professors involved in Bluestone are wonderful people who are always looking to lend a helping hand.

-Mary Comerford,  
Account Executive

Bluestone has been an amazing space where I have been able to hone in all the skills I have learned in my classes. I am surrounded by incredible individuals who are extremely talented and push me to be a better person everyday.

-Carly Lyvers,  
Account Associate

Bluestone is important to me because it has taught me so many professional skills in a real-world environment. I truly believe that being part of Bluestone has expanded my communication skills and given me so many learning opportunities.

-Mallory Knabel,  
Account Coordinator

## CONGRATS TO THIS MONTH'S BLUESTONE ROCKSTARS!

### ROB CURTIS



BLUESTONE  
ROCKSTAR

"Rob has done a great job at communicating with our clients and going above and beyond to meet their needs. Rob rocks!"  
-Ilana Warshavsky

### RENA WISE



BLUESTONE  
ROCKSTAR

"Rena has worked so hard these past weeks to ensure that we can pull off our clients' events. Despite the challenges holding these events, she has persevered and displayed an incredible work ethic. She communicates very well with clients and shows her excitement in all the work she does!"  
-Mary Comerford

### GIA MORREALE



BLUESTONE  
ROCKSTAR

"Gia's attitude and energy consistently bring up the team in a positive manner and her work has fit every client's need! Great job so far this semester and keep up the great work!"  
-Carli Aldape

### KYLE FLINT



BLUESTONE  
ROCKSTAR

"Kyle has done a great job stepping up and working as a leader in team one! He helps others in their tasks and makes sure to get all his work done on time."  
-Ilana Warshavsky

## FOLLOW US ON SOCIAL MEDIA! SEE YOU IN THE FALL!

