

Liana Young'

293 INTERNSHIP Sae Design Group, *Spring 2021*

CLIENT:

Hawai‘i Care Choices

The work I did for Hawai‘i Care Choices involved abiding by their brand guidelines, designing print collateral, digital ads, and dealing with quick turn-around-dates.

1



2



3



1b



2b



3b



4



5



6



4b



5b



6b

Aloha Mau
Logo Design,
Sub-brand



Nurses' Badge, *Print Collateral*

This card was designed to fit in HCC nurses' namebadges to display their Donning & Doffing routine.

REFLECTION:

At this point in working with the client, I realized that communication was a challenge with this client. Luckily, my supervisor assisted with clarifying details with grace and professionalism. My interest in drawing animals came in handy for this project.

Bereavement Card, *Print Collateral*

This was a card I designed for those who have recently passed since Hawai'i Care Choices' clientele is largely elderly.

REFLECTION:

I didn't know what "bereavement" meant. I based my first draft of this off of previous art done for a "thank you" card. It was wildly inappropriate. Now, I will always get feedback internally before showing work to a client.

Aloha mau
Eternal Love & Compassion

Healthcare Super Heroes

DOFFING ROUTINE

- Remove Isolation gown with gloves
- Hand hygiene; Apply gloves
- Remove Face shield; disinfect
- Remove gloves then hand hygiene
- Apply gloves

* Follow your department reccomendations for specifics *

DONNING ROUTINE

- N95 / surgical mask
- Goggles / Face shield
- Gather supplies
- Hand Hygiene

Hawai‘i Tribune Herald Ads, Print Collateral

I did a total of 4 ads in this format for the client. These projects had the quickest turn-around-times and multiple revisions to the copy during the design period—making these projects the most hair-pulling.

REFLECTION:

I will treasure clients who send revised, peer-checked, and spell-checked content before the first round of designing very very much. Despite how monotonous these tasks were, I’m proud of how I delivered quality work that stood apart from each other.

KRIS SPEEGLE ALLSTATE INSURANCE PROUDLY PRESENTS

17TH ANNUAL CELEBRATION *of life*

Take a moment to remember and honor a loved one passed. Someone who touched your life in a way that forever changed you.

There's Still Time To... Remember a Loved One This Memorial Day

KENDALL & LATE WIFE ZELDA LAINAHOLI KELSON

Go to HawaiiCareChoices.org/CelebrationofLife to purchase Luminaries.

Luminaries will be available for pick up at:
Allstate Insurance Office,
680 Manono Street in Hilo, 808-969-7767
from NOW, Monday - Friday, 8:30 a.m. - 5:00 p.m.
This year's event will be televised only – on NaLeo TV Channel 53, Hawaii Care Choices' Facebook, and YouTube. If you would like a luminary floated, please return your decorated luminary on or before May 10th at 5pm – to be included in the floating ceremony televised on May 30th.

HAWAII CARECHOICES
Where Quality of Life Matters

Allstate
You're in good hands
Kris Speegle

Community Foundation of Hawai'i

Na Leo TV

Grayson Motomura

Laurence Nishiguchi

Mary Schlessman

Jamie Stokes

Sandy Tanaka

Alan Young

Denny Higgins & Jack

The Art of Human Kindness

A message of gratitude ☺

In Celebration of Volunteer Week...
Mahalo to Our Exceptional Volunteers—
You are the Heart of Our Team!

Measured by the generosity of your commitment to make a difference in the lives you touch—we applaud you all! Nothing says Hope, Kindness, Courage and Compassion like the efforts of our volunteers. We could not do what we do without each of you!

Jeanette Mochida
Volunteer Manager

JOANN AGUIRRE
BOBBY BLACK
OLIVER BOCK
LAUREN BROIDO
MARTIE BUCHANAN
ANNE CARLSON
CAROLYN JACOBUCCI
VIVIAN CHIN
COFOANGUAY
ANDREA ILIMA DECOSTA
RITA DOLAN
ELLEN BARBARA DELEON
DOROTHEA FENDENTZ
GAY MUKAI
KATHY HINTZ
HIROKO GUTIERREZ
SUZANNE IRISH
JULIE CALLAHAN
LINDA KANE & MOLLY
DIANE KAWASAKI
DAVID KOHARA
MARILYN KRAFT
CRAIG KADOOKA & LAKA
CAROLYN LESNETT
MARLENE NORTON
MARI BICKNELL
MARY KOK & SKIPPER
MAUREEN KOEHLER
MAUREEN RUSSELL
JEFF MERMEL
LYNN NAGATA
NONA WILSON & PEDRO
DANIELLE PACIFIC
AMANDA PROVENZANO
EMMA SAKAKIBARA
SANDY HAMAMOTO & MOCHI
SUN SMITH
BILL STAMOS
TARRA SWENSON
TERESA TAYLOR
JP THOMA
JACQUELINE WILLIAMS
GRANT BLAKEMAN
TRACY KLASK

| JESSE HERNANDEZ | DENNY HIGGINS | TAYLOR HIRAKI | LEMBI JAMES | SHIRLEY LONG | LINDA MARQUEZ | ROCHELLE MATHIEU | GRAYSON MOTOMURA | LAURENCE NISHIGUCHI | MARY SCHLESSMAN |
| JAMIE STOKES | SANDY TANAKA | ALAN YOUNG | DENNY HIGGINS & JACK |

HAWAII CARECHOICES
Formerly HOSPICE of HILO

1011 Waianuenue Ave., Hilo, HI 96720
Phone: (808) 969-1733
www.hawaiicarechoices.org

Palliative | Hospice | Bereavement

Be Part of a National Healthcare Movement

As a partner under our non-binding agreement and at no cost to you, Acclivity Health, a trusted technology innovator who is transforming the way care is provided to patients with advanced illness to seamlessly coordinate with us. The Acclivity predictive analytics will assist by identifying the clinical care and support resources for seriously ill patients throughout East Hawai'i.

Historically, clinical care for seriously ill patients has typically been siloed and fragmented. The Acclivity Health Technological Framework will empower our team to securely and easily connect and collaborate with multiple disciplines within a patient's care team to provide appropriate and timely services. This will allow us to make the patient's care whole, instead of fragmented.

Acclivity Health, along with founding partner NHPCO (National Hospice & Palliative Care Organization), created this first-ever interoperable framework to offer a standard means to improve the clinical and financial outcomes associated with the sickest patients in the healthcare ecosystem. Currently deployed in 38 states with over 2,300 vendors, the Acclivity framework seamlessly leverages the network of care providers, patients and resources to have an automated risk assessment tool powered with **artificial intelligence that will be a Game-Changer** within our East Hawai'i healthcare communities.

With the Acclivity Health technological framework, we're able to connect post-acute CMS members in our community and be "proactive" in their care needs. The Acclivity Health technology provides us the ability to give patients' access to needed and appropriate care and services, **when and where they need it the most.**



1011 Waiānuenue Ave., Hilo, HI 96720
Phone: (808) 969-1733
Fax: (808) 961-7397
www.hawaiicarechoices.org

Kupu Care Brochure, *Print Collateral*

A 4-panel brochure introducing a program known as "Kupu Care Transitions Practice." Multiple revisions to the copy from the client prolonged the time this project took. The typesetting was fun though.



ANNOUNCES



Working in Partnership to Manage Seriously Ill Patients

By Being A Preferred Provider Partner, You Will:

- Get New Patients in Need of a Medical Home
- Reduce Your Patient Hospitalization
- Reduce Strain on Your Practice
- Reduce Your Patient Care Costs
- Get Predictive Data Analysis that Identifies Seriously Ill Patients

How the Program Works



CMS will use claims data to identify patients located in East Hawai'i who meet the following criteria:

Fragmented Care

- Poor Care Coordination
- Difficulty Navigating or Following Care Plan

Lack of Care Management

- Frequent Visits to the Emergency Room, Urgent Care, and Specialists
- Significant Chronic or Seriously Ill Patients using the risk adjustment model that calculates risk scores for aged and disabled
- Frequent Complications and Increased Caregiver Dependency
- No Medical Home

Qualifying patients will be contacted by Medicare and connected to our Kupu Care Transitions Practice. Once in the program, our team will begin stabilizing the patient, preparing them to transition to a Medical Home or Hospice Care. For those seeking a Medical Home, we will refer the stabilized patient to a **Preferred Provider Partner** who will have the option of accepting the patient or not, within 5 days of referral.

We can also support your high-need patients that are still under your care.

REFLECTION:

Another thing that I will treasure are client revisions that are clear, concise, and decipher-able. When revisions came, my supervisor and I often talked back and forth trying to decode what the client was asking for. It was good practice in communication.

Flyers, Print Collateral

This is the front of one flyer and the back of another. These projects were good practice in typesetting, grid-layouts, and adherence to brand guidelines.



HAWAII CARE CHOICES ANNOUNCES FREE CME TRAINING

Palliative CARE

Living Well As Long As You Can

PLEASE JOIN US FOR THIS VIRTUAL TRAINING PRESENTATION:

WHEN
Friday, June 4th, 2021
12pm to 1pm

WHERE
Hilo Medical Grand Rounds Zoom Training

This CME training will be recorded and available for all CME units and all Hilo providers a week after the training.

SPEAKER:
Dr. Daniel Fischberg, MD, PhD
Medical Director, Pain & Palliative Care
The Queens Medical Center

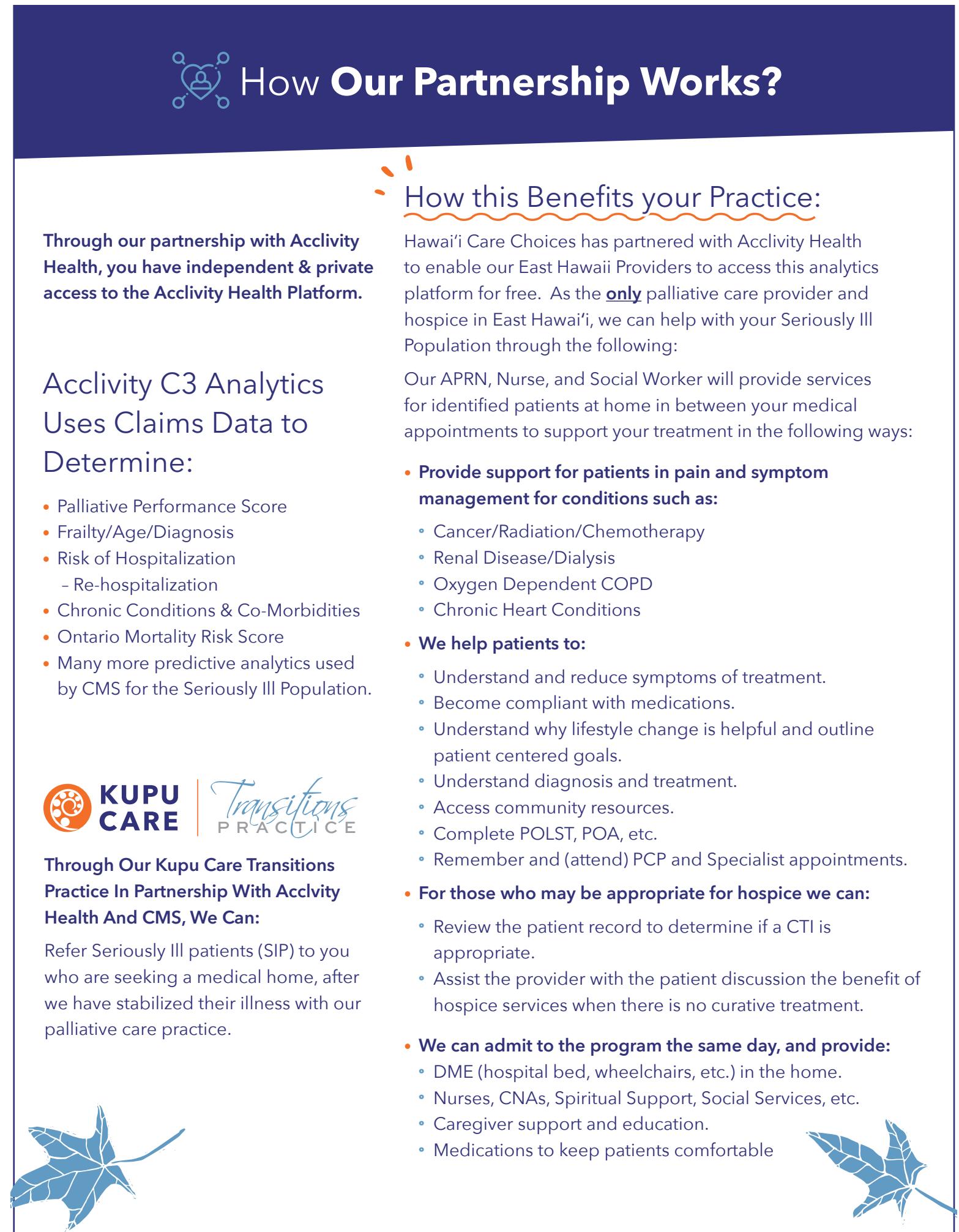
People living with serious illness often face unmet challenges to their quality of life. Interdisciplinary palliative care teams have been shown to help address these challenges but referrals to palliative care often come late or never, leaving those needs unmet.

Please RSVP for this FREE Training Today with Cara Sadira,
CSadira@HawaiiCareChoices.org

PRESENTATION HIGHLIGHTS:

- Learn how palliative care will successfully help you manage patients with serious illness.
- Learn who and how one qualifies for the benefits from palliative care.
- Palliative Care and its Role in Disease-Modifying Therapies.
- Benefits of Palliative Care.
- Ontario Mortality Risk Score
- Application of Current Research of the Benefits of Palliative Care to Patient Populations by Implementation of Screening and Referral Protocols for Seriously Ill Patients.

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www.hawaiicarechoices.org



How Our Partnership Works?

How this Benefits your Practice:

Through our partnership with Acclivity Health, you have independent & private access to the Acclivity Health Platform.

Acclivity C3 Analytics Uses Claims Data to Determine:

- Palliative Performance Score
- Frailty/Age/Diagnosis
- Risk of Hospitalization - Re-hospitalization
- Chronic Conditions & Co-Morbidities
- Ontario Mortality Risk Score
- Many more predictive analytics used by CMS for the Seriously Ill Population.

KUPU CARE | Transitions PRACTICE

Through Our Kupu Care Transitions Practice In Partnership With Acclivity Health And CMS, We Can:

Refer Seriously Ill patients (SIP) to you who are seeking a medical home, after we have stabilized their illness with our palliative care practice.

For those who may be appropriate for hospice we can:

- Review the patient record to determine if a CTI is appropriate.
- Assist the provider with the patient discussion the benefit of hospice services when there is no curative treatment.

We can admit to the program the same day, and provide:

- DME (hospital bed, wheelchairs, etc.) in the home.
- Nurses, CNAs, Spiritual Support, Social Services, etc.
- Caregiver support and education.
- Medications to keep patients comfortable



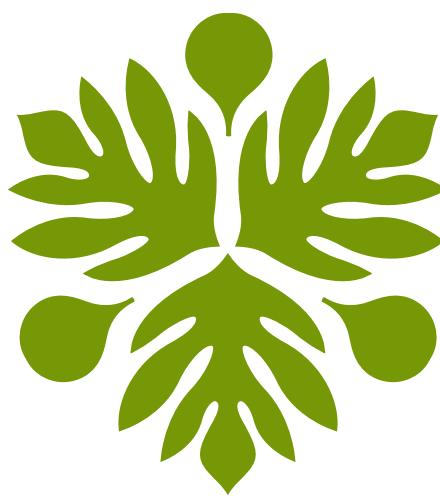
Celebration of Life Ads, *Digital Collateral*

This series of digital ads promote HCC's Annual Celebration of Life. These are tiny! Creating legibility, breathing space, and beauty on a tiny canvas worked my photoshop skills.

CLIENT:

UH Maui College

My projects with UHMC ranged from digital assets creation, to sub-brand development, to campaign development, to printed assets. Many of these projects are ongoing.



EXTENDED
LEARNING +
WORKFORCE
DEVELOPMENT
@MAUCOLLEGE

Extended Learning Workforce Development, *Sub-brand Development*

UHMC's ELWD Program for non-traditional students needed an presence separate from the college, yet connected back to UHMC. Based off the other logo lockups, typography, assets, and colors from the rest of the UHMC system, I created this seal and wordmark appropriate for usage with the UHMC seal and standalone usage.

REFLECTION:

There are a lot of complicated pieces to this brand that I had to consider while working on this (as you'll see in following slides), as well as the task to tie the brand back to UHMC. The task was complex but achievable through simple solutions.

You may not see why yet. Wait for the next slide.

ELWD System Lockups, ***Sub-brand Development***

The complexity of this task compounded with the consideration of the usage of the brand with inner ELWD programs connected to the UHMC system. The mark's simplicity lends to flexible balance with various marks, colors, and lengths.



Sustainable Living
INSTITUTE OF MAUI



Sustainable Living
INSTITUTE OF MAUI



Maui Language
INSTITUTE



Maui Language
INSTITUTE



Maui Food
INNOVATION CENTER



Maui Food
INNOVATION CENTER

Certificate Re-Design, ***Sub-brand Development***

The sub-brand development involves updating certificates for ELWD's graduates. This project is on pause due to the client's internal and pending communications. Turns out that college systems are complicated. This was fun though.



Digital collateral for the University of Hawai'i Maui College Summer 'Get Ahead' campaign. It features a woman in a pink tank top and jeans, smiling against a background of tropical leaves and a hula hoop. The text includes "Be brighter, get ahead faster!", "Online & in-person classes available!", and "Register Today!".

Summer “Get Ahead” Campaign, *Digital Collateral*

This project is on pause from the client. Its purpose is to reach mainly new/incoming students to encourage them to register for summer courses. This project gave me practice at adhering to brand guidelines, layout design, and some illustration.

CLIENT:

Nisei Veterans Memorial Center

Nisei Veterans Memorial Center (NVMC) hosted a series of webinars that I generated promotional instagram posts for. I also worked on the Spring Edition of the newsletter.



Nisei
Veterans
Memorial
Center



Paul Kosasa
President & CEO
ABC Stores

The Nisei Narrative

with Paul Kosasa

The Nisei Narrative Series is an opportunity to take a more personal journey into the Nisei experience both during and after WWII.

With a family business legacy that spans three generations, Paul Kosasa will discuss business, leadership and the importance of philanthropy. He will also touch upon his parent's experience during WWII being Japanese Americans who were interned at Tule Lake.

To register, call (808) 244-6862 or visit nvmc.org

TUESDAY
MAY 18TH, 2021
4PM HST
ZOOM WEBINAR



Nisei
Veterans
Memorial
Center

The Nisei Narrative: *4 Generations, 2 Sisters, 1 DREAM*



Lori Teranishi
Founder & Principal
iQ 360



Ann Teranishi
Executive VP, Operations
American Savings Bank

The Nisei Narrative Series is an opportunity to take a more personal journey into the Nisei experience both during and after WWII.

The returning WWII Nisei soldiers adopted a motto of "Continuing Service." Their values of honor, responsibility and "kodomo no tame ni" (for the sake of the children) are as relevant today as they were 75+ years ago.

Sisters Ann and Lori Teranishi are leaders in their respective occupations, paving the way for female professionals across the state. Tune-in for their presentation "4 Generations, 2 Sisters, 1 Dream", as they discuss their family's value structure and dream to make this place better for the next generation.

To register, call (808) 244-6862 or visit nvmc.org



Nisei
Veterans
Memorial
Center

John De Fries
President & CEO,
Hawai'i Tourism Authority



Dr. Munehiko Harada
President,
Osaka University of Health
& Sport Sciences



EAST MEETS WEST

A Cross Cultural Journey

John De Fries, President and CEO of Hawai'i Tourism Authority and Dr. Munehiko Harada, President of Osaka University of Health and Sport Sciences and President of Asia Association of Sports Management will engage in a moderated discussion about sports post-covid, the cultural differences surrounding sports in Japan and the U.S. and the fate of the Tokyo Olympics.

To register, go to www.nvmc.org or call (808) 244-6862

Nisei Narrative/East Meets West *Digital Flyers*

Previous art done for similar flyers provided a simple framework to follow. The most complex of these is this bottom left one as I strived to do a higher-risk layout that played with typography.

Nisei Veterans Memorial Center Spring Newsletter, *Print Collateral*

I didn't realize I was responsible for laying out NVMC's spring newsletter until the month it was printed. Neither did anyone else, so it's all everyone's **whoopsie!** Communication was key during production as there were a lot of assets and organization. I started on this project April 2nd and sent it to print April 19th.

**PROMPT TO OPEN THE PDF TO VIEW
THE NEWSLETTER. (NOT SURE IF IT
PRINTED...)**



OKAGE SAMA DE
SPRING NEWSLETTER 2021

NVMC Annual Dinner Goes Virtual!

A virtual success in every way! No better words could describe the 2020 Nisei Veterans Memorial Center Annual (NVMC) Dinner, held virtually via Zoom in order to comply with Maui County's pandemic-induced public health emergency rules.

Karare No Meiyo De: In Honor of Them, Pavilion Enclosure

The Nisei Veterans Memorial Center was built on a foundation of gratitude in honor and respect of those who came before us. Each brick laid was thanks to the sacrifice of many who embraced the values of the Nisei veterans.

Sharing the Legacy Interview with Melanie Agrabante

What ensues is not only an interview with someone who enjoys their work, but someone who has at their very core a lifelong love, respect and gratitude for our Nisei veterans.



NISEI VETERANS MEMORIAL CENTER // SPRING NEWSLETTER 2021

OKAGE SAMA DE BECAUSE OF YOU I AM...

JOIN NVMC'S SPRING ONLINE SILENT AUCTION AND FIND A NEW TREASURE WHILE HELPING SUPPORT THE NVMC.

MAY 29 - JUNE 5
You are sure to fall in love with something in the "Curious Collectibles" online auction May 29 - June 5.
Visit NVMC.org on May 29 to get the link or call the office at 808-244-6862.

NVMC ANNUAL DINNER GOES VIRTUAL!

Written by Kathy Collins

Photo #1:
L to R: Peter Hanano, Brian Moto and Deidre Tegarden with Kyle Kawakami as he accepts the NVMC Hero Award during the Annual Dinner

Photo #2:
Screenshot of storyteller Alton Takiyama Chung

A virtual success in every way! No better words could describe the 2020 Nisei Veterans Memorial Center Annual (NVMC) Dinner, held virtually via Zoom in order to comply with Maui County's pandemic-induced public health emergency rules.

Surely, in the weeks leading up to the online event, NVMC staff and the Board of Directors were plagued by doubt and concern. Will people purchase tickets to eat a boxed dinner in their own homes rather than a fancy buffet in a ballroom? Can a virtual experience be as enjoyable and uplifting as an actual gathering? Are we really going to pull this off?

On Nov. 20, those questions were answered: yes, yes, and yes, without a hitch!

Nearly 400 households tuned in to the Zoomcast, with more than 300 dinners sold. The online auction featured some 200 items, many donated by members of the community. Thanks to this high level of participation and the generosity of business sponsors, the fundraiser was successful, financially and otherwise. Perhaps the greatest achievement of this virtual event was the very real spirit of camaraderie and connectedness.

Board President Brian Moto and Executive Director Deidre Tegarden co-emceed the program with ease and grace, inviting audience interaction through trivia contests and giving viewers a sense of intimacy and community. Todd Perkins and Hawaii Video Memories elevated the experience to the level of a network television show, including professionally produced commercials for major sponsors, audience questions, and

CLIENT:

Ma‘e Ma‘e Solutions

Ma‘e Ma‘e Solutions is a business that emerged to fulfill the PPE needs of the COVID-19 pandemic. They’re a distributor of hypo-chlorous acid disinfectant in Hawai‘i.

Multi-page Website, *Web Design*

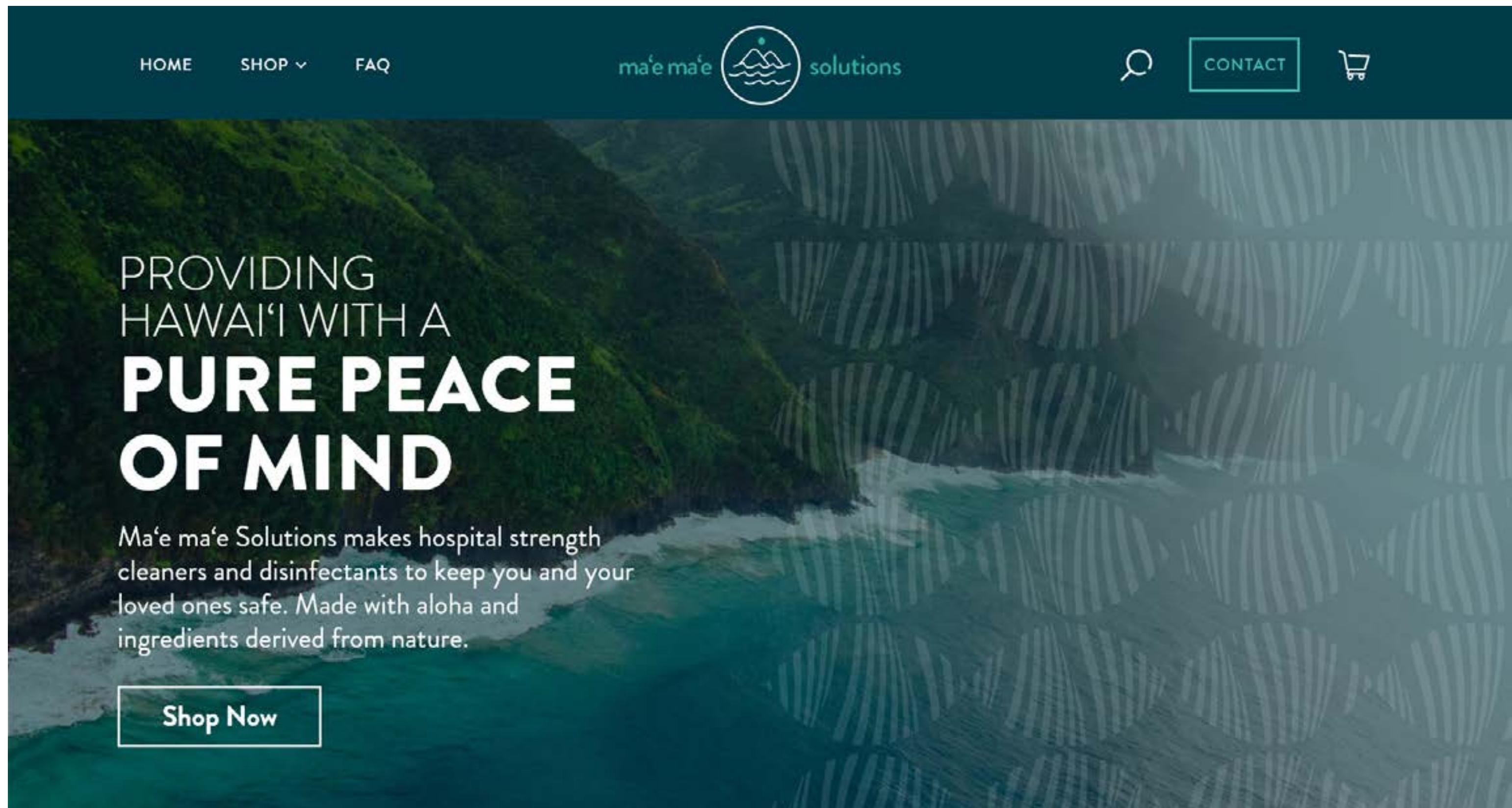
REFLECTION:

Meeting with the client gave me an opportunity to ground myself as an expert in my craft by simply explaining my rationale and walking the client through the design.

Designing to the clients liking was very much a collaborative effort. All three of us who worked on it and the client really like it.

Thanks to the work of another designer and my project manager, it was easy for me to enter this project of designing this multi-page site. Louis—the other designer—had developed a strong brand and delivered the assets to me. Meanwhile, Rachelle—the PM—briefed me on what the client wanted, content to include, existing precedents, and some of Shopify's limitations.

The site isn't launched yet due to some delays, but a prototype exists [here](#).

The screenshot shows the homepage of the Ma'e ma'e Solutions website. The header is dark teal with white text. From left to right, it includes 'HOME', 'SHOP ▾', 'FAQ', the logo 'ma'e ma'e solutions' (with a circular icon containing stylized waves), a search icon, a 'CONTACT' button, and a shopping cart icon. The main visual is a large, moody photograph of a tropical coastline with lush green hills and palm trees reflected in the ocean. Overlaid on the left side is the text 'PROVIDING HAWAII WITH A PURE PEACE OF MIND' in large, bold, white capital letters. Below this, a smaller paragraph reads: 'Ma'e ma'e Solutions makes hospital strength cleaners and disinfectants to keep you and your loved ones safe. Made with aloha and ingredients derived from nature.' At the bottom left is a white rectangular button with the text 'Shop Now' in black.

CLIENT:

Pineapple PAC for Mazie Hirono

The Pineapple PAC is a fundraising committee for senator Mazie Hirono. There wasn't much direction for this Logo project other than samples of how the logo will be used and Pineapples.



PINEAPPLE PAC
SENATOR MAZIE K. HIRONO

CLIENT:

Sae Design Group

I had the opportunity to generate Social Media Content for SDG. :-)

Question of the Week

This week we asked:

**"WHAT IS YOUR
FAVORITE CHIP?"**

..... HERE'S WHAT WE SAID →



Jan's
FAVORITE
CHIPS:



SALSA VERDE
TOSTITOS
FLAVORFUL!



David's
FAVORITE CHIPS:

SUNCHIPS
(ANY FLAVOR)
A HEALTHY CHOICE.



Saedene's
FAVORITE CHIPS:



OLD DUTCH'S
KETCHUP CHIPS
HOW BOLD AND TANGY!



Arlyn's
FAVORITE
CHIPS:



CORN FLAVORED
ORION TURTLE
CHIPS
WITH FOUR CRUNCHY
LAYERS!



Rachelle's
FAVORITE CHIPS:



HAITAI HONEY
BUTTER CHIPS
BUTTERY GOODNESS.



Louis'
FAVORITE
CHIPS:



FLAMIN' HOT
RUFFLES
DELIGHTFULLY
TEXTURED!



Liana's
FAVORITE CHIPS:



CHILE LIMÓN
PAQUI CHIPS
TART AND SPICY!





ART FROM CLIENT



FRIENDLY KOLEA



CLIENT:

Ka'anapali Beach Hotel

Kolea Illustrations,
Asset for HoloHolo Ku WorkBook

This Project is in development. This series of Kolea bird illustrations will be included in a keiki workbook for guests and visitors of the hotel.

REFLECTION:

I may not consider myself an illustrator or character designer, however if the role calls for it, I will be.

Other Projects

Projects not pictured in this project, but I participated in.

Russell Creative/InterVenn, ***Logo Development***

I was given the chance to contribute to preliminary logo development for a biology/ai company that is super awesome. It was daunting, so I'm glad there were several other designers on the same task with more experience.

Kalele Care, ***Logo Development***

This was another collaborative logo project for a company that provides guided care for patients recently discharged from the hospital to prevent a repeated visit. I presented some sketches, worked on digital lockups under supervision and art direction for guidance, and the rest of the project was carried on by the rest of the team.

UpTown Kitchen, ***Weekly Menu Maintenance***

Service Rentals ***Business Cards***

Ka'anapali Beach Hotel, ***Promotional Collateral, Directional Signs, Packaging***

Sae Design Group, ***Chinese New Year Local Kine Zodiac Generator***

It was hard. Did not do awesome illustrating.

E Kupa'a Kakou, ***Social Media Content***

Takeaways

This is my second semester with Sae Design Group. I feel that this semester I was entrusted with projects more involved with the clients, was able to collaborate more with other designers and art directors, and my work capacity improved. Timely communication and professionalism were two skills that I learned to exercise in order to stay on task and deliver results clients were happy with.

Ultimately, this was an overwhelmingly positive learning experience for me. The work was challenging enough for me to grow, but not get discouraged. My team members were always encouraging and mindful of my workload. I got along well with everyone and made meaningful connections.