

## Advertising, Commercial Printing & Design

**Intern: Healthy Tekoa Coalition, WA State Department of Social and Health Services (DSHS)**

Worked as the lead and sole designer for a local nonprofit. Designed posters and billboards focused on reducing substance use among teenagers, promoting healthy choices and representing the volunteer organization positively. Maintained consistent use of social norms to appeal to youth and adults in school and the community.

### *Constraints:*

- Address both adult and teenage audiences individually
- High-quality output for 11x17 inch poster medium and for appropriate billboard specifications
- Reference notable sources
- Include Healthy Tekoa Coalition logo, DSHS logo, and link to sources used on each document
- Must be approved by DSHS board, Healthy Tekoa Coalition committee, and test-group of Tekoa high schoolers

### *Contributions:*

- Designed multiple billboards
- Designed several batches of posters promoting awareness of medicinal abuse, marijuana use, underage drinking, e-cigs, depression, and more
- Produced effective messaging strategies targeted at youth and adult audiences
- Created QR code to cite sources via the organization's Facebook page
- Designed promotional materials to be passed out at local events

### **Software Used**

Adobe Creative Suite: InDesign, Illustrator, Photoshop  
MS Office: Word

### **Skills Used**

Advertising strategy  
Rhetorical writing  
Visual communication design

• *Keep your  
brain healthy* •



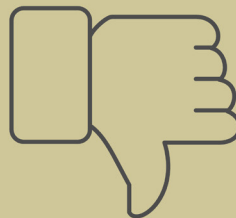
Marijuana impairs your memory,  
learning, coordination &  
reaction time.

*Spread the facts.*



Marijuana

*DID YOU KNOW...*



It limits your **performance**,  
impairs your **memory**,  
**learning**, **coordination**, and  
**reaction time**.

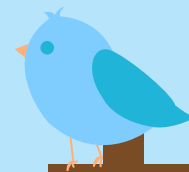
*Know the Facts!!*

**Keep talking Tekoa**



**MOST TEENS KNOW  
DRINKING INVOLVES  
GREAT RISK (3 OUT OF 4)**

*#keep talking tekoea*



# start talking now

**IT'S NEVER TOO EARLY TO  
BEGIN THE CONVERSATION  
ABOUT HEALTHY CHOICES.**

visit [starttalkingnow.org](http://starttalkingnow.org)



UM,  
NO  
THANKS.


**E-CIGS CONTAIN NICOTINE.**  
(just like cigarettes do)

Your brain development can still be affected  
when using e-cigarettes.

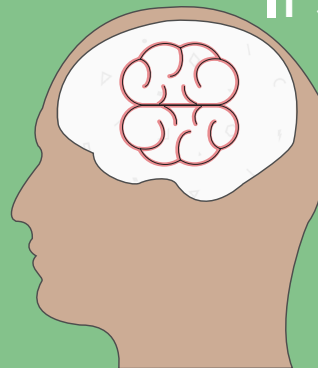
Protect your brain - don't light up.

**Keep talking. Tekoa**



Marijuana   
**DID YOU KNOW...**

**It's ADDICTIVE.**



Because your  
brain is still  
growing, it may  
be hard to quit  
when you want to.

**Know the Facts!!**

**Keep talking Tekoa**

