

Advertising, Commercial Printing & Design

Internship: Healthy Tekoa Coalition, WA State 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 the schools and community.

Constraints:

- Address both adult and teenage audiences individually
- High-quality output in 11x17 poster form 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, resources for help, and more
- Produced effective messages targeted at youth and adult audiences
- Created QR code to cite sources via the organization's Facebook page

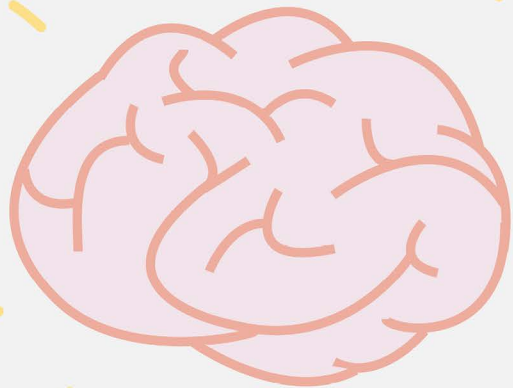
Software Used

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

Skills Used

Advertising strategy
Rhetorical writing
Visual communication design

• *Keep your
brain healthy* •



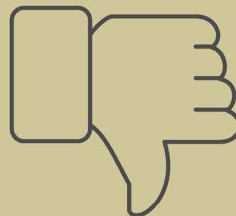
Marijuana impairs your memory,
learning, coordination &
reaction time.

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 tekoa



start talking now

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

visit 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.

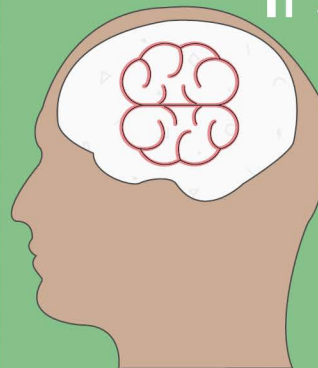
Keep talking. Tekoa



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

