

Arts Greenhouse Design Recommendations

Client: Arts Greenhouse, Designer: Sarah Abrams

Purpose & Audience

At our initial meeting, you highlighted some essential focuses you would like to see highlighted in a pamphlet. My main takeaways were the following: 1) creative learning, youth development, 3) student impact, and 4) emphasis on arts and humanities-based programming. These four areas of consideration guided the spreads of my design.

The audiences I sought to target was children and their parents. I aimed to create a child-friendly poster with images geared towards children. However, the voice was more mature to cater towards their parents. The combination of a professional tone and youthful graphics will attract both audiences, establish Arts Greenhouse's legitimacy, and grow credibility of program success through unique methods, partners, and most importantly, smiling children!

Framing & Design Considerations

After hearing the phrases "creative learning" and "youth development," I designed the slogan "creative learning for young minds" as a short, yet catchy encapsulation of Arts Greenhouse's mission. Many of the photos throughout the pamphlet are purposely large and colorful to show the unfiltered smiles of Arts Greenhouse's students. While I did prioritize the primary color scheme suggested, I also ventured into lots of bright pastel colors to symbolize Arts Greenhouse's growth and "bright" future.

Information Distribution

When distributing information throughout the pamphlet, it was most important for me to find the balance between too much and too little detail. I ultimately decided to include as many programs as possible, with enough information to get users interested, but not too much as to distract from the main purpose.

I also aimed to balance content with white space, filling empty areas with graphics, information, or other interactive materials to give users as much informa-

APPROACH

Emphasis in arts and humanities
Partner site with 5th-8th grade classrooms
Full field analysis and benchmark of potential partners and competitors

METHODS

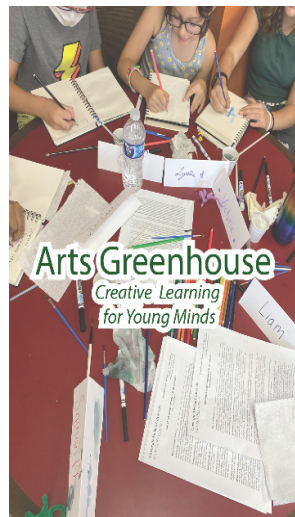
Leader of educational initiatives in Greater Pittsburgh
Intergenerational teaching and mentoring
For-Pay intensive On-Campus Workshops pilot

IMPACT

Cultivating community and civic engagement
Allowing students to express themselves and tell their stories
Prompts students to advocate for changes in their community

FUTURE

Offer CMU Course and Professional Development
Expand reach and footprints
Connect with sister arts & humanities orgs beyond Pittsburgh



Our programs are at the center of our community.

Minis:

Open to students in grades 5-9 interested in in-school lessons.

Studios:

Open to students in grades 5-8 interested in outside-of-school-time courses.

Summer Intensives:

1 week long summer camps for students finishing grades 5-8

Youth Advisory Board:

Leadership opportunity for students in grade 9 who work to help Arts Greenhouse provide quality arts and humanities programs to local students.



Website:
artsgreenhouse.org

Facebook:
facebook.com/ArtsGreenhouseCMU/

Instagram:
[@ArtsGreenhouseCMU](https://www.instagram.com/ArtsGreenhouseCMU/)

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