

Nutrition Literacy

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Professors Adrienne Hooker & David Wang
SMAD 332: Visual Communication Design Students
Paid Contributors (*Illustrator*)

Reality Check

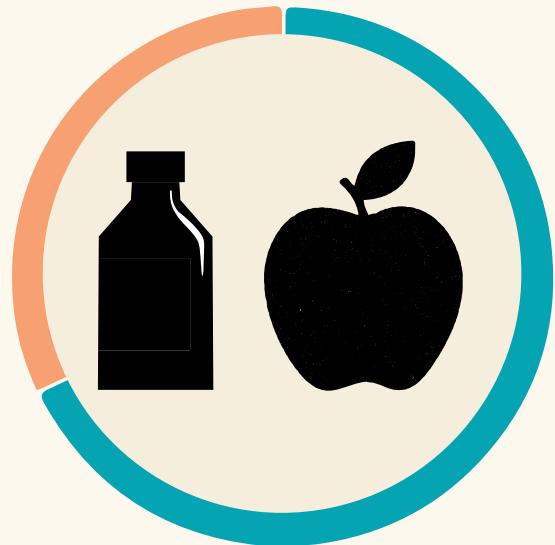
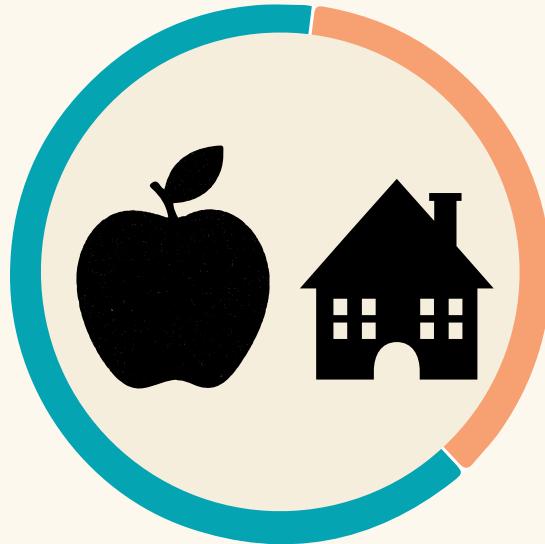
World hunger is not an issue of food shortage. Rather it is an issue of flawed distribution.

Solving this problem requires cross-cultural collaboration, breaking language barriers, and embracing neighbors so that future generations will not go hungry.

Hunger in the Blue Ridge Region

Studies reveal that 131,880 people in the Blue Ridge region are food insecure. Statistics from the 2014 Hunger Study show their experiences with food insecurity.

64% of families accessing Blue Ridge Area Food Bank (BRAFB) resources must choose between paying for **housing** or for **food**.

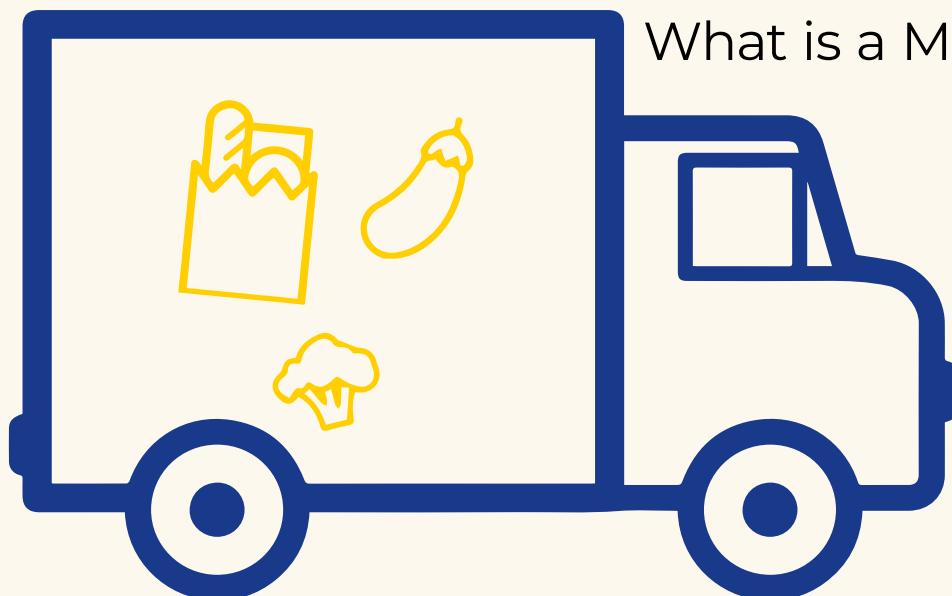


68% of families accessing BRAFB resources must choose between paying for **medicine** or for **food**.

of Central Virginia



Seniors with limited mobility, isolated rural communities, and a lack of accessible transportation makes accessing food resources in this region difficult.



What is a Mobile Food Pantry?

The BRAFB **prioritizes nourishment and accessibility** throughout all of their programs. A way they unite these two goals is with their Mobile Food Pantries. These programs have the ability to **directly serve isolated communities** due to limited mobility, geography, or lack of transportation..



View additional statistics on hunger.

Blue Ridge Area Food Bank's Vision

is that **everyone** has enough to eat.

& their Mission

is to provide **nourishing food**
to our **neighbors in need** through
vibrant community partnerships
and **passionate public support**.

The Blue Ridge Area Food Bank (BRAFB) has been fighting food insecurity in Virginia **since 1981**. Serving nutritious food to **more than 106,000 people per month** through a far-reaching network of food pantries, soup kitchens, schools, churches and other nonprofit groups, BRAFB is the largest organization **alleviating hunger in western and central Virginia**.

They are a member of Feeding America and the Federation of Virginia Food Banks and **serve 25 counties and 8 cities** covering more than 12,000 square miles. The Blue Ridge Area Food Bank operates **6 different programs** ranging from mobile food pantries to family backpack and summer programs.





**Blue Ridge Area
FOOD BANK**

A member of
**FEEDING
AMERICA**

Our Core Beliefs are that hunger is unacceptable, that everyone deserves access to enough food, that food sustains life and nourishes health, and that we are called to serve neighbors in need without judgment.

Meet Isabel and her family



School: 4th grader at a city public school where she attends the after school Gus Bus Reading Roadshow program.

Hobbies: reading books, playing with her brothers, and coloring pictures

Isabel represents many of the children who attend the Gus Bus and Good Food Truck at the Blue Ridge Area Food Bank's neighborhood produce markets.

Children such as Isabel enjoy walking through the Good Food Truck to pick fresh produce for their families. Accompanying the truck is the James Madison University Gus Bus Reading Roadshow which provides activities and lessons for these children to participate in while their parents and guardians walk through the Good Food Truck.

Isabel's favorite part is being able to pick out her own fruits and vegetables to take home. She also enjoys seeing friends from school at these monthly neighborhood produce markets held by the Blue Ridge Area Food Bank.





Non-English Speaking

Many families who visit the Gus Bus and Good Food Truck at the neighborhood produce markets speak Spanish, Arabic, or Russian.
Primary Languages: 31.7% English, **33.3% Spanish, 21.7% Arabic, 13% other**
28.6% of households have a child with Limited English Proficiency in school.



Hardworking

60% of households have at least one employed member.
78% have a high school degree or GED.
55% of households have incomes that fall at or below the federal poverty line.
48% make less than \$20k annually.
83% of kids receive free or reduced price lunch in school.

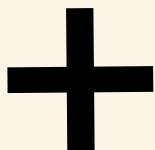


Family-Oriented

Above all, these individuals want the best for their family.



Our Idea Matters



Accessible **Nutrition**, Boosted **Literacy**,
and Connected **Community**

The Plan

- 1. Expanded capacity for the Good Food Truck** to provide more accessible nutritious food.
- 2. Develop Gus's Gang** of fruit & veggie characters to boost food-related literacy.
- 3. Collaborate activities** to better connect the Good Food Truck and Gus Bus.
- 4. Create a book to tell the stories of the market** so our multicultural communities come together through shared experiences.



Making BRAFB's Good Food Truck...



Neighborhood Produce Markets were established
in: 2017; GFT was a gift ('18) by Food Lion Feeds
Operated by: Blue Ridge Area Food Bank
Serves: ~350 households in Harrisonburg City, Rockingham and Page Counties VA (monthly)

The Good Food Truck (GFT) is a mobile food pantry that makes several neighborhood stops once a month in conjunction with the Gus Bus Reading Roadshow to deliver fresh produce to our neighbors in need.

Currently, The Good Food Truck's interior reflects its previous use as a Sherwin Williams paint truck. Cosmetic improvements to the exterior make it easy to spot in neighborhoods; however, previous modifications left the interior shelves impractical to choose produce.

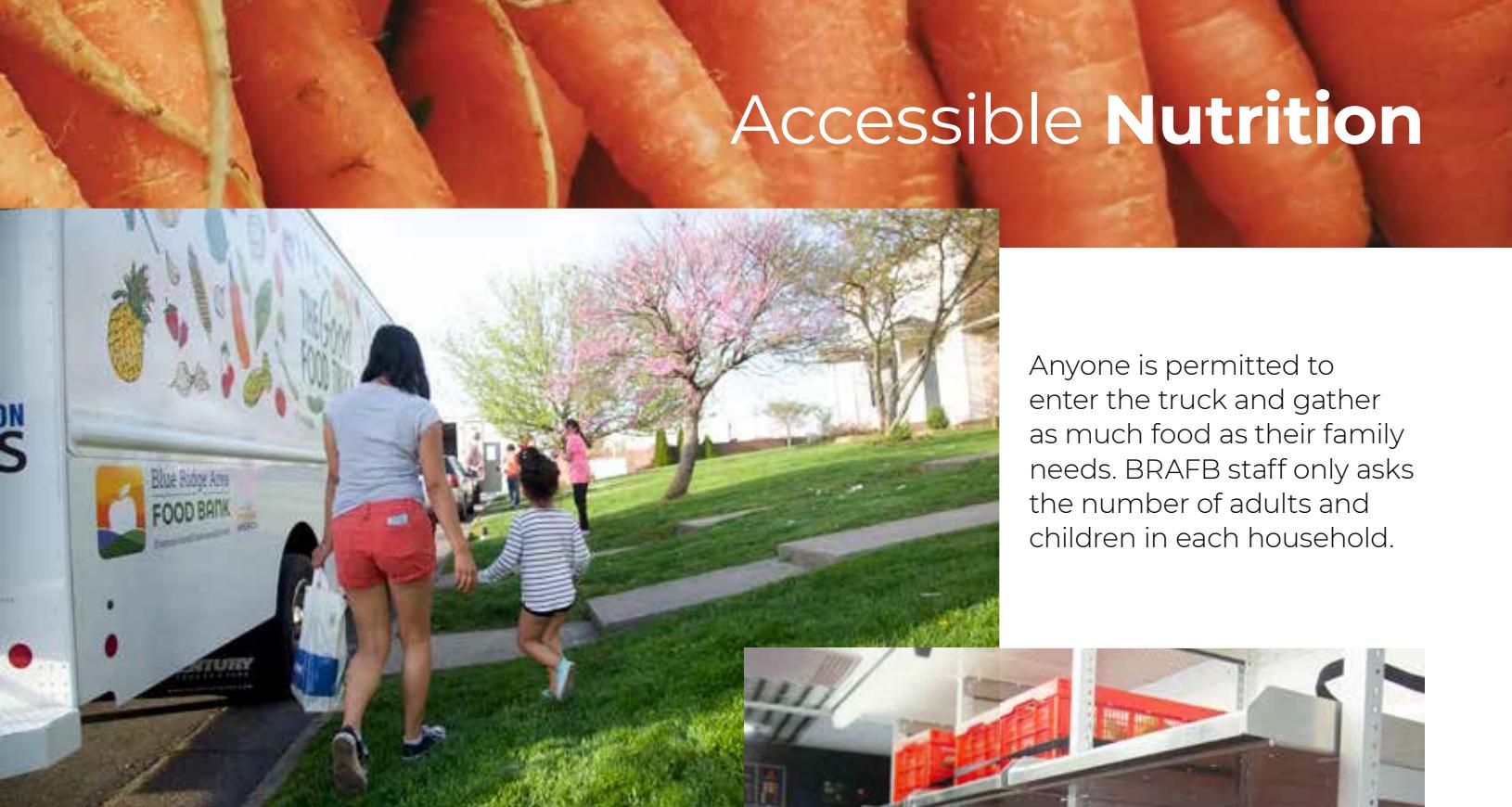
Patrons enter the truck through the front, meander down the center aisle picking their produce, and exit through the rear. The time spent in the truck is fleeting, so the short experience must be engaging and educational for the patrons.

The majority of the patrons are parents with children, many of whom are non-English speakers. The mobile food pantry presents a unique opportunity to reach these young, impressionable minds.



Watch a PSA
for the GFT and
neighborhood
produce markets.

Accessible Nutrition



Anyone is permitted to enter the truck and gather as much food as their family needs. BRAFB staff only asks the number of adults and children in each household.

Currently the red bins are not consistently labeled, and the few laminated tags are easily missed. New, vibrant interchangeable signs with multiple languages are needed.

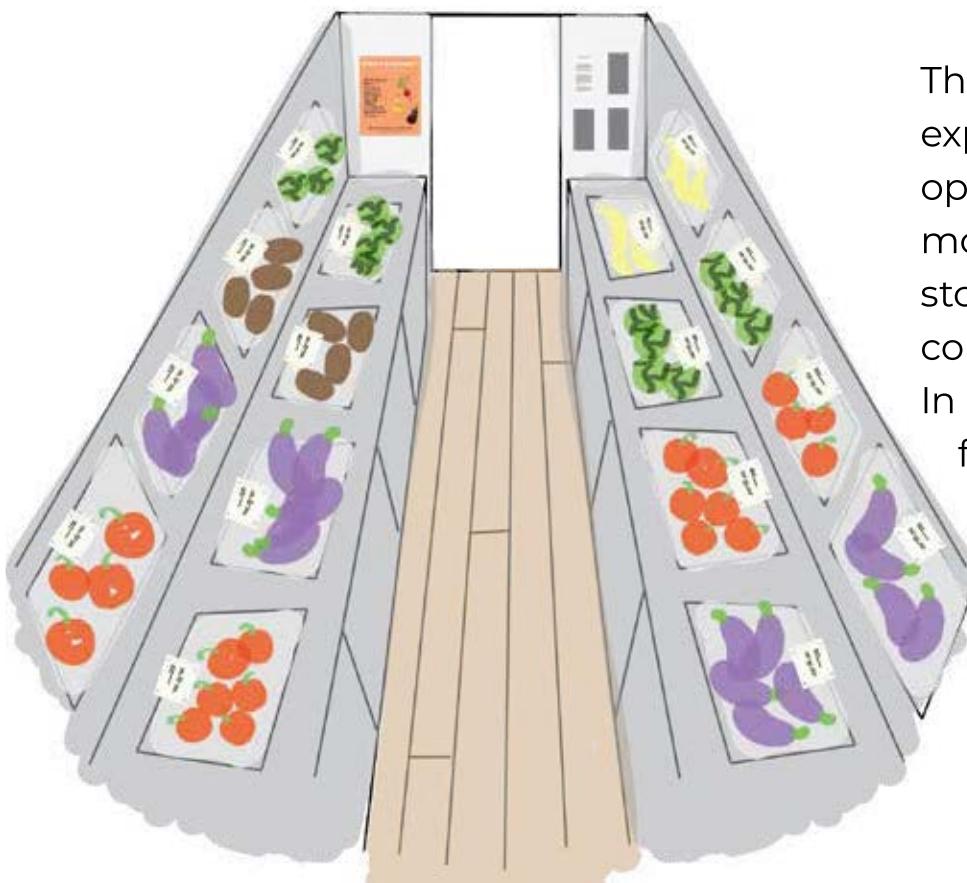


The Good Food Truck needs engaging materials, multilingual signage, and practical storage.

With multiple markets planned each night, the GFT staff is limited in their efforts to save enough produce for guaranteed equal distribution at each stop. Improving the truck's interior amplifies its potential impact 150% to the communities it serves.

...even better by eliminating language

Adding interactive materials, practical features, and a plethora of storage to the Good Food Truck will amplify the BRAFB's mission of providing nutritious food to neighbors in need without judgment.

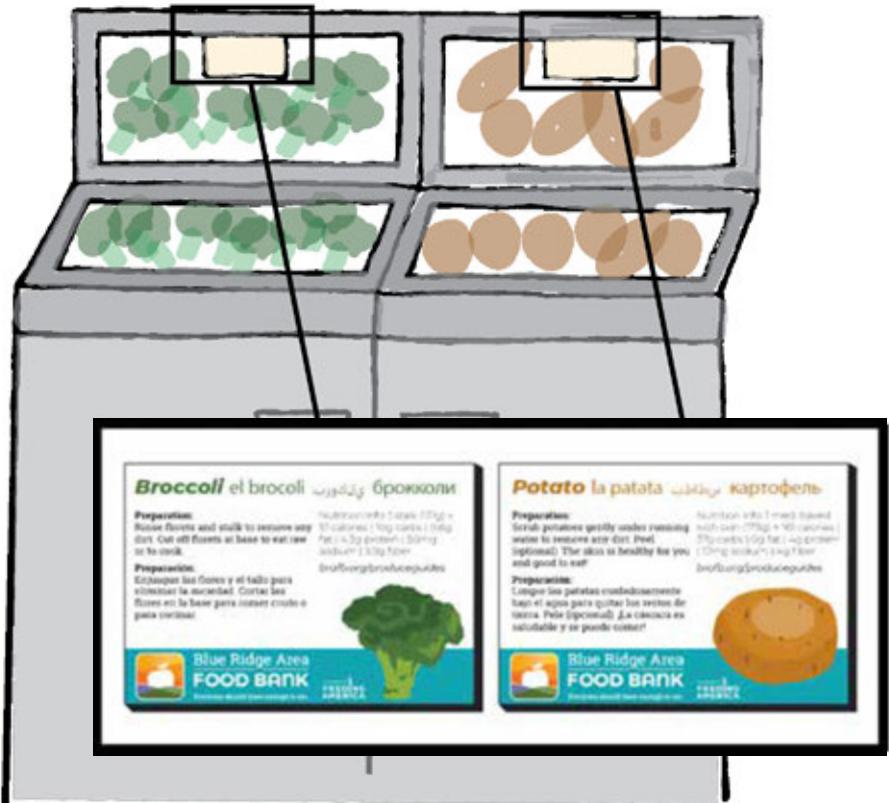


The GFT poses an experiential learning opportunity to impact more than just the stomachs of these community members. In order to benefit fully from this change, renovations must include educational materials presented in an authentic, voluntary way.

These out-of-sight, out-of-mind storage compartments will hold extra fruit, vegetables, and necessary supplies such as tables, foldable signs, and traffic cones for expansion of the market outside the truck.

barriers

Custom steel cabinetry with attached, interchangeable signage explains the available produce to patrons in their native language. These multilingual signs are easily interchangeable, due to the unpredictability of donations.



Multilingual

Providing informative, interactive signs and produce labels is critical to reaching the BRAFB's multicultural patrons since 68% are non-English speakers. This level of communication connects our community by introducing nutrition literacy in multiple languages.

Expanded Capacity

By fabricating a new interior storage system, the GFT will increase its capacity by half.

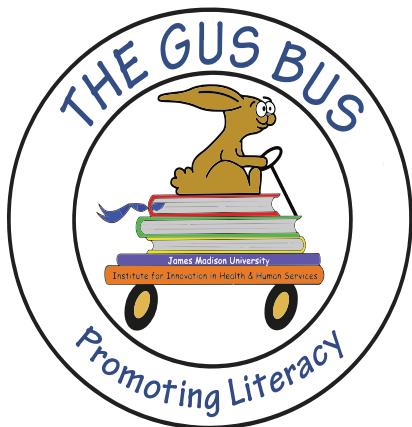
Displaying produce as it would appear in a conventional grocery setting allows freedom to choose a wider variety of food while streamlining the fast-paced shopping process. Vibrant signage and labels easily direct patrons to desired produce while educating them.

Flexibility

With ever-changing availability of produce, **the system will be modular and ensure quick switching between labels.** Steel surfaces and simplistic flooring allow for easy maintenance for volunteers and BRAFB staff, allowing valuable hours to be better invested into program initiatives instead of cleaning. Closed cabinets allow for safe storage throughout all locations, securing additional produce for distribution at the next stop.

The Gus Bus

Reading Roadshow



Established in: 2003

Operated by: James Madison University Institute for Innovation in Health and Human Services

Serves: Harrisonburg and Page County (weekly)

The Gus Bus is a mobile literacy center that provides lesson plans and activities for students to help develop reading and writing skills.

Children are able to form important relationships with mentors, enhancing their social skills while also building themselves a support system.



Gus Bus has been a recipient of a National Arts and Humanities Youth Program Award and was selected for the 2019 Chick-fil-A Foundation True Inspiration Award for the Northeast Region.

More information can be found at <https://www.iihhs.jmu.edu/thegusbus>

Boosted Literacy



The children are encouraged to embrace not only reading but their creative side by indulging in crafty and artistic activities at the Gus Bus.

The Good Food Truck currently follows the Gus Bus around to their usual neighborhood stops because they do not have standalone promotion. The families whose kids attend the Gus Bus are the primary audience of the GFT.



The Gus Bus visits our neighbors in need every week while the Good Food Truck is once a month. **Developing nutrition curriculum would enhance the connection** between the two programs.



Boosting Literacy with Fun Nutrition



Mysteries with Mr. Reese Comics

These mystery comics are designed to give kids an incentive to attend the Gus Bus and connect their weekly literacy program to the food they'll see when visiting the Good Food Truck at the monthly neighborhood produce market.

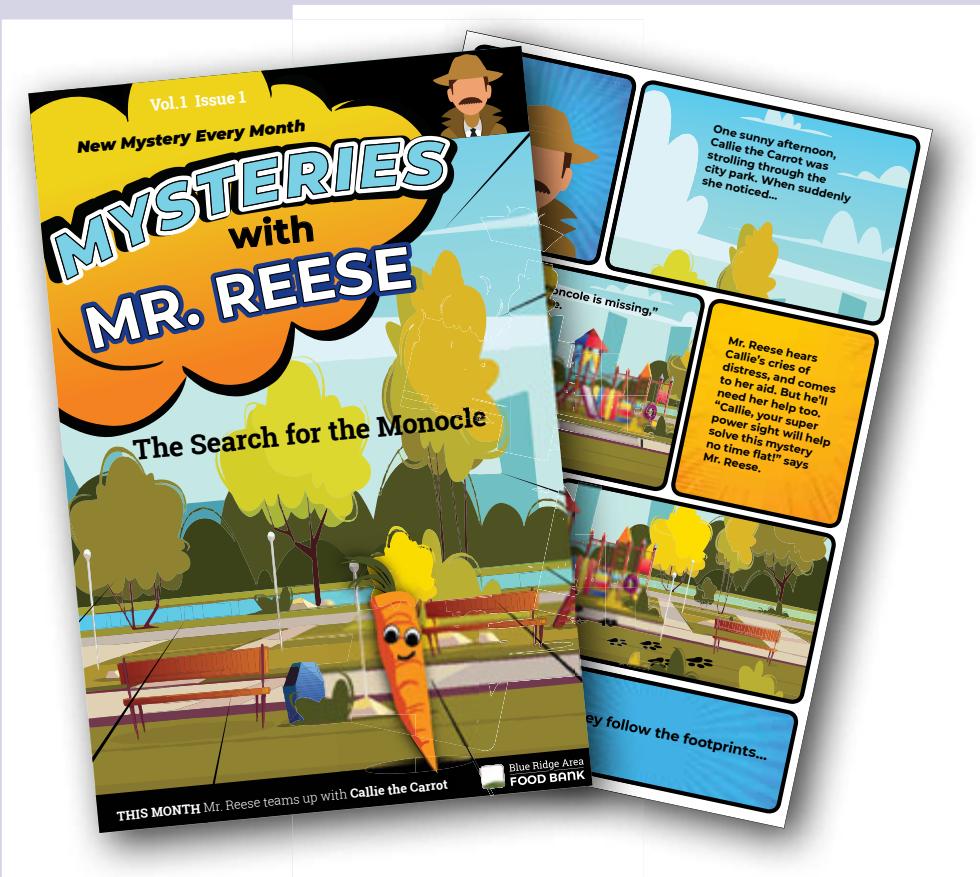
Mr. Reese, the detective, is faced with a series of mysteries that require going on adventures to find clues and solve problems.

To unite the efforts between the Good Food Truck and the Gus Bus, **the detective is partnered with the Produce of the Month!** This character uniquely offers different skills that helps the detective solve various mysteries.

For example, Callie the Carrot helps Mr. Reese gain superpower sight while Pat the Potato packs a punch with a burst of energy, and Barack the Broccoli gives Mr. Reese fast healing powers.

Each month an 8 to 12-page comic will feature a new character from Gus's Gang in a mystery with Mr. Reese. Then a full collection of all the comics would be bound into a keepsake book.



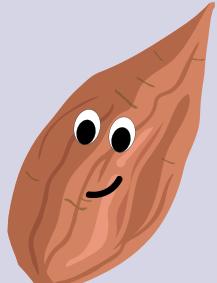


Gus's Gang of Fruit and Veggie Characters

Watch out so Gus the rabbit doesn't eat all the fruit and veggies! To boost the fun with nutrition literacy, **the Gus Bus also will include plushies of the characters from Mr. Reese's mysteries.** These 16" custom stuffed fruits and vegetables will reinforce the nutrition education from the Good Food Truck activities and signage.



Turn drawings into
3D plush creations.



Keeping Kids Engaged & Cooking

Produce of the Month Recipe Cards

To highlight each Produce of the Month, the GFT will provide easy-to-make recipes that target children by making traditionally unhealthy foods healthier. These recipe cards bring attention to the different characters from Gus's Gang and the *Mysteries with Mr. Reese* comics. It's a simple way to unite the efforts of the Good Food Truck and the Gus Bus, since both programs want families to move towards living a healthier lifestyle.

Even the smallest initiatives can promote change within a community. A simple switch from potato chips to carrot chips can get the ball rolling for a child to learn what health is and how it can be reached. Providing a child with access to nourishing foods and an understanding of why health is important creates a lasting impact on the next generation.

And that is the mission of both the Good Food Truck and the Gus Bus.

May Healthy Tots



Ingredients:

- Cooking spray
- 1 packed cup grated zucchini or squash
- 1 large egg
- 1/4 medium onion, minced
- 1/4 cup grated reduced fat sharp cheddar cheese
- 1/3 cup seasoned breadcrumbs (or gluten-free crumbs)
- 1/4 tsp kosher salt and black pepper to taste

How To Make:

1. Preheat oven to 400 F and spray pan with oil.
2. Grate the zucchini until you have 1 packed cup. Wring all of the excess water out of the zucchini.
3. In a medium bowl, combine all of the ingredients and season with salt and pepper to taste.
4. Create small balls of mixture and bake until golden!

Bake for 16-18 minutes!

June Eggplant Sticks



Ingredients:

- 10 oz eggplant
- 1 tsp olive oil
- 1/2 tsp kosher salt and fresh cracked pepper
- 1/2 cup Italian Seasoned breadcrumbs
- 2 tbsp parmesan cheese
- Large egg white
- oil spray
- 1 cup marinara sauce for dipping (optional)

How To Make:

1. Preheat oven to 400 F and spray two cookie sheets with oil.
2. Cut ends off the eggplant and slice into even sticks, about 1 inch by 3 inches.
3. Toss sticks in olive oil, salt, and pepper. Combine breadcrumbs and parmesan in bowl.
4. Dip sticks into egg whites before rolling in breadcrumb and parmesan mixture.
5. Place sticks on cookie sheets and bake for 10 minutes, or until golden brown.

July Beet Chips



Ingredients:

- Beets
- Coconut oil (or oil of your choice)
- Salt
- Pepper

How To Make:

1. Slice the beets paper-thin.
2. Pour oil into a pan and heat over medium flame.
3. Fry the chips till the edges curl and look golden brown.
4. Remove from pan and use paper towel to remove excess oil.
5. Season with salt and pepper.

August Healthy Mac n' Cheese



Ingredients:

- 1 medium butternut squash
- 200g / 2 cups macaroni or conchiglie pasta
- 200ml / 7oz whole milk
- 100g / 1 cup grated cheddar cheese
- 1tbsp butter
- Salt and pepper to taste

How To Makes:

1. Preheat oven to 390 F and spray baking sheet.
2. Cut squash in half and remove seeds. Bake in the oven, flesh side up, for 30 minutes, or until soft.
3. Cook pasta according to box instructions.
4. Once cooked, scoop insides of squash into a blender with milk, cheese, and butter. Blend until smooth.
5. Drain pasta and add sauce. Season to taste.

Connected Community

Monthly Activity Booklets and Stickers

Implementing fun activities and collectibles will encourage kids to come to the Good Food Truck! Each month a new activity booklet, featuring a character from Gus's Gang, will include coloring pages, word searches, and letter/word identification. New sticker sheets will be available every month as well. Once a child collects all the characters, they will receive a prize! **Not only do these activities encourage kids to come to the monthly neighborhood produce market, it integrates good food with fun, interactive literacy activities.**



Watch a video
of a blender bike.



James Madison University (JMU) Market Collaboration

JMU Dining Services supplies free samples of the produce of the month. The samples give families the opportunity to try new foods before taking it home. **JMU students enhance these programs by volunteering.** They began the produce samples and now they want to promote a healthy lifestyle through exercise. Engineering students have built a blender bike that can be used during summer markets to keep kids active and engaged.

Modular Materials: Produce of the Month

As seasons progress, availability changes. The most nutritious choice is the produce in season.

The seasonal, multilingual posters are easily interchangeable and conveniently displayed in the Good Food Truck and outside the truck.

Consistent graphics throughout the neighborhood produce market experience will emphasize the connection between Gus Bus's nutrition literacy program and the seasonal produce given out by the GFT.

What's in Season
¿Qué alimentos hay en temporada?
سوسوملا يف كانه مةعطلأا يه
 jakie produkty есть в сезон

March April May
Marzo آپريل Mayo

Oscar the Onion
la cebolla لحنيب لук
Along with his friends Junto con sus amigos
Вместе со своими друзьями

Apples las manzanas مانجع فрукты
Asparagus los espárragos بذوق سпаржа
Spinach la espinaca شيشنات
Strawberries la fresa ذرة клубника
Sweet Potatoes la batata ذرة فواحة сладкий картофель

What's in Season
¿Qué alimentos hay en temporada?
سوسوملا يف كانه مةعطلأا يه
 какие продукты есть в сезон

June July August
Junio جونيو يونيو Julio جوليو يوليو Agosto أغسطس أغسطس

Walter the Watermelon
la sandia خي طب اربوز
Along with his friends Junto con sus amigos
Вместе со своими друзьями

Cabbage la col كوله كوله
Corn la maíz لذوق الذرة
Green Beans las judías verdes ذرة ايجاروسك
Zucchini el calabacín ذرة زucchini

What's in Season
¿Qué alimentos hay en temporada?
سوسوملا يف كانه مةعطلأا يه
 какие продукты есть в сезон

September October
Septiembre سبتمبر سентябрь Octubre ریشتکارا اوکتوبر

Barack the Broccoli
el brocoli يلکورب بрокколи
Along with his friends Junto con sus amigos
Вместе со своими друзьями

Apples las manzanas مانجع فрукты
Cucumber el pepino بذوق огурец
Peppers los pimientos بذوق болгарский перец
Radish el rábano ذرة Редиска
Tomatoes el tomate ذرة помидор

Flexibility and Accessibility

The Good Food Truck has a portable A-Frame sidewalk sign that is displayed outside of the truck. This lightweight sandwich board displays the produce of the month on one side and holds compartments on the other for the *Mysteries with Mr. Reese* comics, kid activity booklets, sticker sheets, schedules and other materials for the Good Food Truck and Gus Bus along with other partner agencies.

The Produce of the Month poster can be changed out quickly depending on what food is available at that neighborhood market. This is an easy and cost effective way to let people know what food is available before they get on the bus, so they can be more efficient and know what they want to pick up. The A-Frame sign can be a central hub of information without crowding the interiors of the Good Food Truck and Gus Bus.



Stories from the Market Book

A variety of cultures may be represented within a single neighborhood. Celebrating the heritage of its patrons is important to the Good Food Truck team and sharing their experiences with the larger Blue Ridge community is a priority.

Business cards translated into various languages will be given to GFT patrons as they leave the truck. Using any mobile device, patrons can scan the QR code on the back of the "GFT Recipe Potluck" cards to **suggest recipes to the larger community of neighborhood produce markets**. This program not only celebrates different cultures, but showcases the Good Food Truck's produce. At the end of a season, recipes from this database, with the help of James Madison University's Media Arts & Design students, will **be part of a keepsake coffee table book** outlining the stories from the market for enjoyment by the entire market community and BRAFB sponsors and partners.

تافصولا عجم GFT

نمر حسم؟ نم ةجذطلا تاجتنملا عم عنصتس اذام

GFT Recipe Potluck

ابتسا

What will you make with the fresh produce from the GFT? **Scan the QR code on the back of this card to enter recipes** using the food from the neighborhood produce markets to be used in a *Stories from the Market* book and a chance to win a gift card to a local grocery store.

СТОИСКНПОМЯ

GFT коллекция рецептов

Что вы будете делать со свежими продуктами из GFT? Отсканируйте QR-код на обратной

GFT Recopilación de recetas

¿Qué vas a hacer con los productos frescos de la GFT? **Escanee el código QR que se encuentra en el reverso de esta tarjeta para ingresar recetas** que usan la comida de los mercados de productos del vecindario que se usará en un libro de Historias del Mercado y la oportunidad de ganar una tarjeta de regalo en un supermercado local.

Connected Community



The Blue Ridge Area Food Bank's Stories from the Market will consist of written testimonials and interviews from the Good Food Truck and Gus Bus patrons. Other pages will feature drawings made by the children and recipes submitted by the neighborhood market families.

By creating this keepsake book with funding from the Sappi Ideas That Matter Grant program, patrons of the GFT will receive a copy of the book to keep in their homes. BRAFB can later gift the book to highend donors to help sustain the Good Food Truck and neighborhood produce market program.



Detailed Budget

Component

Expanded Truck Capacity

(Found on page 14.)

Itemized Breakdown

Art Direction

Fabricate

Assemble/Disassemble

Weld/Finish

Material

Details/Description

Fabrication of new shelving and bin system with stainless steel cabinetry for interior of the Good Food Truck

Estimated Time Frame

10 hours

20 hours

40 hours

15 hours

N/A

Estimated Costs

N/A (see honorarium)

\$1,500

\$1,800

\$1,350

\$2,500

Estimated Start/End Dates

Nov. 2019 – Feb. 2020

Total Estimated Cost

\$7,150

Component

Interior Modular Signage

(Found on page 15.)

Details/Description

Dimensions: varies from 5" x 3" for labels to 18" x 24" for wayfinding signs
Inks: 4, full bleed; either pre-colored Vinyl die cut or Solvent ink printed vinyl
Material: composed of PVC or Acrylic appropriate to design considering shaping (either CNC routed or Laser cut)

Itemized Breakdown

Content Development

Design

Production

Estimated Time Frame

4 weeks

4 weeks

2 weeks

Estimated Costs

N/A (provided the BRAFB dietician)

N/A (see honorarium)

\$2,000

Estimated Start/End Dates

Nov. 2019 – Feb. 2020

Total Estimated Cost

\$2,000

Component

Mystery Comics

(Found on pages 18-19.)

Details/Description

Page count: 12 self cover
 Dimensions: 6" x 9"
 Binding: Saddle-stitched (along 9")
 Inks: 4/4, full bleed
 Paper: Sappi Paper 100# Flo Dull text
 Quantity: 500 of 10 different mystery comic featuring a Gus Veggie

Itemized Breakdown

Content Development
Layout / Art Direction
Illustrations
Expenses (printouts)
Printing (includes paper)

Estimated Time Frame

4-6 weeks
6 weeks
6 weeks
N/A
3 weeks

Estimated Costs

N/A (JMU student projects)
N/A (see honorarium)
\$10,800 (10 12-pg books)
\$240
\$4,641.60

Estimated Start/End Dates

Sept. 2019 – Jan. 2020

Total Estimated Cost**\$15,681.60****Component**

Fruit & Veggie Plushies

(Found on page 19.)

Details/Description

20 - 16" plushies
www.budsies.com

Itemized Breakdown

Detailed Illustrations
Production

Estimated Time Frame

8 hours
6-8 weeks

Estimated Costs

N/A (see honorarium)
\$2,800

Estimated Start/End Dates

Oct. – Dec. 2019

Total Estimated Cost**\$2,800**

Component

Recipe Cards

(Found on page 20.)

Details/Description

Page count: 1 sided card
 Dimensions: 5" x 3"
 Binding: N/A
 Inks: 4/0, full bleed
 Paper: Sappi Paper 100# Flo Gloss cover
 Quantity: 500 of 20 different recipes featuring a Produce of the Month

Itemized Breakdown

Content Development
Design / layout
Printing (includes paper)
Display unit (on A-frame sign)

Estimated Time Frame

4 weeks
4 weeks
2 weeks
N/A

Estimated Costs

N/A (provided the BRAFB dietician)
N/A (see honorarium)
\$1,350.20
\$25

Estimated Start/End Dates

Sept. 2019 – Feb. 2020

Total Estimated Cost**\$1,375.20****Component**

Activity Booklets & Stickers

(Found on page 21.)

Details/Description

Page count: 8 panels
 Dimensions: 4.25" x 5.5"
 Binding: folds (11" x 17" to finished; kids make a center cut to create the book)
 Inks: 4/4, full bleed
 Paper: Sappi Paper 80# Flo Dull text
 Quantity: 500 of 10 different booklets each featuring a character from Gus's Gang

Itemized Breakdown

Content Development
Design / layout
Expenses (printouts)
Stickers & sheets
Printing (includes paper)
Display unit (on A-frame sign)

Estimated Time Frame

4-6 weeks
4 weeks
N/A
N/A
2 weeks
N/A

Estimated Costs

N/A (JMU student projects)
N/A (see honorarium)
\$108
\$78
\$1,684
\$72

Estimated Start/End Dates

Sept. 2019 – Feb. 2020

Total Estimated Cost**\$1,942**

Component

Produce of the Month Posters

(Found on pages 22-23.)

Itemized Breakdown

Content Development	2 weeks
Design / layout	2 weeks
Expenses (printouts)	N/A
Printing (includes paper)	2 weeks
Display unit (inside truck)	N/A

Details/Description

Page count: 1 sided poster
Dimensions: 22" x 28"
Binding: N/A
Inks: 4/0, full bleed
Paper: Sappi Paper 120# Flo Gloss cover
Quantity: 500 of 10 different posters each featuring a character from Gus's Gang

Estimated Time Frame

N/A (provided by BRAFB dietician)
N/A (see honorarium)
\$90
\$5,296.50
\$138

Estimated Start/End Dates

Sept. 2019 – Feb. 2020

Total Estimated Cost

\$5,524.50

Component

Stories from the Market Book

(Found on pages 24-25.)

Itemized Breakdown

Content Development	8 weeks
Translators	3 weeks
Photography	2-1/2 day rate (during markets)
Design / layout	8 weeks
Expenses (printouts)	N/A
Printing (includes paper)	2 weeks

Details/Description

Page count: 32 + case & endsheets
Dimensions: 11.5" x 9"
Binding: case bound
Inks: 4/4, full bleed
Paper: Sappi Paper 100# Flo Matte text
Quantity: 2,500

Estimated Time Frame

N/A (by JMU students & BRAFB staff)
N/A (paid by an internal JMU grant)
\$1,200
N/A (see honorarium)
\$32
\$9,100

Estimated Start/End Dates

Sept. 2019 – Feb. 2020

Total Estimated Cost

\$10,332

Intended Impact: improving nutrition,

By promoting good nutrition and fun experiential learning, our proposal will make our community a better place. It will impact not only the Good Food Truck and Gus Bus programs, but also families across the Blue Ridge region.

The Blue Ridge Area Food Bank helps the community in a variety of ways. In order for the organization to continue to run amazing programs, like the GFT, they need to improve and expand on what is currently offered.

This proposal supports the mission of both the Blue Ridge Area Food Bank and the Gus Bus Reading Roadshow and will maximize the effects seen in the community. As awareness of this program increases, so will enthusiasm and financial support. The goal is to eventually expand the efforts of the GFT to other communities and counties in Virginia.

This proposal already has made an impact on the JMU students who worked on it as a final project in the SMAD 332: Visual Communication Design course in Spring 2019 semester. They engaged with BRAFB in facility tours and client meetings and volunteered at the neighborhood produce markets to experience the program first-hand.

If this grant would be awarded, the impact would greatly affect all those involved: from staff to volunteers to, most importantly, families accessing the markets. **It would provide a welcoming atmosphere with familiar languages, low-maintenance and easy connections between the staff and volunteers of the Good Food Truck and Gus Bus, and create greater awareness of this amazing program to the larger community.**





literacy, & community

Families of the Neighborhood Produce Markets

Our plan will benefit families in numerous ways. The revamped truck interior will provide a better market experience with accessible shelving and multilingual signage. Using the Produce of the Month and Gus's Gang characters in both the Good Food Truck and Gus Bus will connect the available produce to the literacy lessons and activities. The comics and activity booklets will improve kids' cognitive skills and literacy while the *Stories from the Market* book will compile useful content such as recipes, nutritional facts, and stories from families who benefit from the neighborhood produce markets.

Blue Ridge Area Food Bank Supporters

Developing a social media campaign to promote the neighborhood produce markets and Gus's Gang will easily and quickly spread the word about the BRAFB and Good Food Truck. In addition, the *Stories from the Market* coffee table book will capture the essence of the program and its community. It will reach the larger community and demonstrate the benefits of this amazing program. The campaign and book will encourage donations and support of the Good Food Truck and Gus Bus. **Being able to see firsthand the stories of real people who benefit from this program will create empathy and understanding.**

The Sappi Ideas that Matter (ItM) is a program that empowers great ideas—changing lives, communities and, ultimately, the world. The Blue Ridge Area Food Bank and James Madison University enhancing nutrition literacy grant proposal exemplifies the Sappi ItM grant mission of making a lasting impact by better connecting the Good Food Truck and Gus Bus through accessible, interactive nutrition literacy.

We can make a difference with your help. We can make sure **everyone has enough to eat.**

SUMMARY

Final project completion date: **March 2020**

Total amount of components: **\$46,805.30**

Designer honorarium (up to 10% of total cost of project): **\$3,000**

Total amount of grant request (not to exceed \$50,000): **\$49,805.30**

A Team Effort from Beginning to End

This collaborative project from the research and creation of the proposal concept to the partnership with BRAFB was done by JMU's School of Media Arts & Design professor and students.

We are a fellowship of doers who know how to make things happen. **At James Madison University, success requires equal parts intellect and action.** We pride ourselves in being the model of an engaged university, and this has been central to JMU since its founding in 1908. In fact, the school's first catalogue included this passage written by its first President, Julian Burruss:

"...it is obvious that the work of the school can no longer be confined to theory and books, but must seek its material in real things, in nature, in the practical activities of industry and commerce, in the business, civic and social interests of life. Without depreciating the limitless stores of useful knowledge bound up in printed volumes, it must also draw from the outside world..."

This engaged learning will continue through the successful implementation of the Sappi ItM grant. On the following pages, you will see the experience and work of the students who participated in the proposal stage guided by Professor Adrienne Hooker. She has a long record of experiential learning in her classroom and thrives on collaborative community projects. If awarded, Professor Hooker and Professor David Wang will **recruit select students from the proposal stage and also introduce the project to their SMAD 201: Foundations of Visual Communication Design students** so they can contribute to the comic books with the paid illustrator completing the final books. All creative work will be art directed and finalized by Professors Hooker and Wang.

Adrienne Hooker

Assistant professor
School of Media Arts and Design
James Madison University
hookeram@jmu.edu c 540-208-8688

Curriculum Vitae | Resume

EDUCATION

Indiana University Bloomington, Indiana
Master of Fine Arts in graphic design 2005

Scuola Internazionale di Grafica, Venice Italy
printmaking and book arts concentration June 2003

Drake University Des Moines, Iowa
Bachelor of Fine Arts in printmaking 2002
Bachelor of Fine Arts in graphic design 1999
academic concentration in advertising

Institute of Italian Studies, Lorenzo de Medici, Florence Italy
studio arts concentration fall 1997

TEACHING EXPERIENCE

James Madison University August 2015-present
assistant professor in the School of Media Arts and Design teaching basic graphic design and print communication

Saint Louis University 2014-15
visiting assistant professor in graphic design teaching bachelor of arts and non-majors basic graphic design, typography, and web design

Lindenwood University 2013-14
adjunct instructor for graphic design courses in typography, print production, and illustration

Art Institute of Pittsburgh Online Division 2011-13
adjunct instructor for graphic and digital design

Louisiana Tech University 2006-10
assistant professor in communication design with emphasis in foundation design, theory, professional practice, and book arts

director of inProgress: a student-run graphic design agency for community non-profits and university entities

Indiana University 2002-06
adjunct lecturer/associate instructor for graphic design courses with concentration on visual systems and production issues

Drake University 2002
teaching assistant for printmaking courses

INDUSTRY EXPERIENCE

2six77 creative, llc (formerly studio wan-ker) 2007-present
partner of a design service and consultation company

St. Louis College of Pharmacy 2011-13
contract designer for the Department of Marketing and Communication

Indiana University 2002-07
freelance designer for various university entities and conservation assistant (2005 only) for the Lilly Library: the principle rare books, manuscripts, and special collections repository

Drake University 1999-2002
designer in the Office of Marketing and Communications,
directed and designed projects for various offices at the University

Erickson-McLellan 1997-99
art director at creative marketing firm, worked directly on projects with clients from small nonprofits to corporations

GRANTS AND AWARDS

Communicator Awards 2019
Corporate Identity Campaign-Identity Program Campaign for Corporate Communications
SMAD: School of Media Arts & Design and Carol-lynn Swol Jewelry Design
Campaign-Political for Integrated Campaign
ForHHS2: Future of Rocktown with collaborator: Dave Wang, web developer

Indigo Design Awards 2019

Carol-lynn Swol Jewelry Design branding: bronze in promotional materials, honorable mention in branding, honorable mention in logos

James Madison University SMAD branding: honorable mention in logos, honorable mention in branding, honorable mention in promotional materials

SMAD Alumni/Professional Advisory Council Endowment for Faculty Support 2017
received funding for research purposes

Council for Advancement and Support of Education (CASE) 2002, 05, 07, 14
silver medal for St. Louis College of Pharmacy alumni magazine
silver and bronze medals for Indiana University Libraries' annual reports
three silver medals for Drake University's admissions campaign

University & College Designers Association (UCDA) Competition 2008, 10
award of excellence for "Indiana University Libraries: What is a Collection?"
award of excellence for "IU Survival Guide: Libraries Edition"

Creative Quarterly 19: the Journal of Art and Design 2010
graphic design: professional winner for "Perseverance: A Graphic Novel of The Grapes of Wrath"

Ju-Ju, Gris-Gris, Ya-Ya: AIGA New Orleans Design Biennial 2009
social relevance award for the poster entitled "Changing Habits"
award of excellence in informing for "IU Survival Guide: Libraries Edition"

National Endowment for the Arts (NEA) BIG READ Grant 2009
8th graders from 21 Louisiana parishes created graphic novels based on
The Grapes of Wrath through the support of three regional arts councils

Louisiana Board of Regents Grant (Advanced Technologies) 2007
co-wrote and received a grant for \$82,113

Indiana University Graduate School Grant-in-Aid of Research 2004
financial assistance with unusual expenses associated with thesis

Indiana University Margaret Knote Fellowship 2002
one-time recruitment award for first-year MFA students totaling \$10,000

PUBLICATIONS

Hooker, A., Wang, D., & Swol, C. (2019). Infusing Creative Energy to Encourage Civic Values and Action in Project-Based Learning and Community-Based Research. The eJournal of Public Affairs. Volume 8 Number 1, Exemplary Scholarship from the 2018 CLDE Meeting: Innovative Civic Engagement Pedagogy

Peer-reviewed, multidisciplinary, open-access journal published by Missouri State University and affiliated with the American Democracy Project

Hooker, A. (2008) Familiar Forms. In Gardener, D, & Wilkinson, A. (Ed.), *The means by which we find our way: Observations on design* (pp. 53). Hamilton, New Zealand: Ramp Press.

Visual and written essay entitled "Familiar Forms" included in an internationally published collection.

EXHIBITIONS

Art Lotto Exhibition *forthcoming August 2019*

An artist-based, community-oriented portrait show, Harrisonburg VA

Finding Wisdom March 2019

Collaborative public art project of a more than a dozen locations with visiting printmaker Amos Paul Kennedy Jr. hosted by Virginia Center for the Book, Charlottesville–Albemarle VA

6x6x30 Exhibition March 2019

Spitzer Art Center's annual juried exhibition, Harrisonburg VA

Saint Louis University Faculty Exhibition 2014

studio art faculty exhibition, Saint Louis MO

Lindenwood University Faculty Show 2013

art and design faculty exhibition, Saint Charles MO

UCDA Annual Design Competition 2008, 10

University & College Designers Association national juried exhibition

Louisiana Tech University Faculty Biennial 2006, 08, 10

art and design faculty exhibition, Ruston LA

Ju-Ju, Gris-Gris, Ya-Ya: AIGA New Orleans Design Biennial 2009

American Institute of Graphic Arts regional juried exhibition

The Means By Which We Find Our Way a project in two parts 2007

international traveling exhibition originating in New Zealand

Rebirth: AIGA New Orleans Design Biennial 2007
American Institute of Graphic Arts regional juried exhibition

Indiana University MFA Thesis Exhibition 2005
solo installation entitled "Chroma|nology"

Indiana University *Point(s) of Contact* Exhibition 2005
juried group show at the Stutz Art Gallery, Indianapolis IN

Indiana University SoFA (School of Fine Arts) Fuller Project 2004
group installation entitled "Truth & Beauty in Cosmetic Enhancements"

Indiana University SoFA (School of Fine Arts) *Cream* Exhibition 2004
juried group show at the Dean Johnson Gallery, Indianapolis IN

Indiana University Graphic Design Exhibition 2003, 04
juried BFA & MFA show at the SoFA Gallery, Bloomington IN

Indiana University *L'Estate di Venezia* Exhibition 2003
group show at the Fine Arts Library Gallery, Bloomington IN

Indiana University *War: Artists Respond* Exhibition 2003
group show at the Monroe County Library, Bloomington IN

Art Directors Association of Iowa Design Exhibition 1999
two citations of excellence

CONFERENCES | WORKSHOPS

Our Emergent Theory of Change Anaheim, California 2018
Civic Learning and Democratic Engagement Meeting organized by ADP, TDC, and NASPA
workshop entitled "Focusing Creative Energy in Shaping Society"

UCDA Good Design Works Youngstown Ohio 2018
University & College Designers Association Education Design Summit
presented a paper entitled "A Designer's Role in Civic Change"

Design for the Global Village Toronto Canada 2017
11th International Conference on Design Principles & Practices
presented a poster entitled "Beauty in Every Complexion"

Data Visualization for Storytellers Berkeley CA 2016
Berkeley Advanced Media Institute, University of California Berkeley
attended a two-day, hands-on certificate program focused on communicating complex
information with visually appealing charts, graphs and maps.

UCDA Design for the Common Good Mobile AL 2009
University & College Designers Association Education Summit
presented paper entitled Much Needed Design for Local Non-profits and
poster entitled Changing Habits: Green Design in Northeast Louisiana

Annual DSVC National Student Conference Dallas TX 2008, 09
Dallas Society of Visual Communications Student Design Conference
faculty advisor and chaperone for student design group

LAEA Statewide Convention Ruston LA 2008
Louisiana Art Education Association Annual Conference
presented workshop entitled "Book Forms and Bindings"

AIGA Social Studies Baltimore MD 2008
American Institute of Graphic Arts Education Conference
presented two workshops entitled "Book Arts for Designers" and
"Back to [Pre] School: Learning through Play"

UCDA Understanding Our Students DeKalb IL 2008
University & College Designers Association Education Summit
presented paper entitled "inProgress: Student Design Center"

30th Annual Research Symposium Ruston LA 2007
Louisiana Tech University Conference
presented paper entitled "How to Create Internships Out of Nothing"

AIGA The Design Frontier Denver CO 2006
American Institute of Graphic Arts Education Conference
presented paper entitled "How to Create Internships Out of Nothing"

94th Annual CAA Conference Boston MA 2006
College Arts Association Conference

10th Annual Preparing Future Faculty Bloomington IN 2005
Indiana University Graduate Student Conference

AIGA FutureHistory Chicago IL 2004
An American Institute of Graphic Arts Education Conference

CONTRIBUTIONS

Swol, C.L. (2018). Creativity-Infused Pedagogy to Foster a Civic Consciousness. *BTtoP: Bringing Theory to Practice*, Fall 2018, 1, 3-5.

Pedagogy demonstrated in an invited feature of a newsletter associated with the Association of American Colleges and Universities (AAC&U) emailed to 50,000+ in higher education and hard copies sent to close colleagues, foundations and various conferences and events in higher education.

ORGANIZATIONS

American Institute of Graphic Arts (AIGA) 2002-present

University and College Designers Association (UCDA) 1999-2009, 2018-present

College Art Association (CAA) 2005

Art Directors Association of Iowa (ADAI) 1997-99



Clockwise across the spread beginning from top left: Award-winning flagbook from the National Endowment for the Arts (NEA) BIG READ Grant, Award-winning branding campaign (booth and retail graphics) for Carol-lynn Swol Jewelry Design, Multilingual flier from the award-winning political integrated campaign ForHHS2: Future of Rocktown, and Award-winning branding work for SMAD: School of Media Arts & Design.





What is it? We are a local group of Harrisonburg residents who are concerned about overcrowding at the current Harrisonburg High School. FOR stands for Future of Rocktown because we believe that a **second Harrisonburg High School (HHS2) is the future of our city.**

This past spring, the School Board unanimously voted that we need a new high school. School Board and Harrisonburg City Council have been working together to talk through a plan, including land acquisition. However, the forward progress toward a high school has somewhat stalled, and we want to show our elected officials that they should move forward in constructing a second high school. **We want to show them that our community supports this endeavor!**

We are so grateful to have your support! Let's get HHS2 built NOW! Steering Committee members: Andi Arndt, Kelly Brady, Cathy Copeland, Beck Deloney, Obie Hill, Adrienne Hooker, Barbara Reisner, or Monica Robinson

¿Qué es? Somos un grupo local de residentes de Harrisonburg que están preocupados por el hacinamiento en la actual High School secundaria de Harrisonburg. FOR significa "Future of Rocktown" porque creemos que una **segunda Harrisonburg High School (HHS2) es el futuro de nuestra ciudad.**

En la primavera pasada, la Junta Escolar votó por unanimidad que necesitamos una nueva escuela secundaria. El Consejo Escolar y el Ayuntamiento de Harrisonburg han estado trabajando juntos para hablar sobre un plan, incluida la adquisición de tierras. Sin embargo, el avance hacia una escuela secundaria se ha estancado un tanto, y queremos mostrarles a nuestros funcionarios electos que deben avanzar para construir una segunda escuela secundaria. **¡Queremos mostrarles que nuestra comunidad apoya este esfuerzo!**

¡Estamos muy agradecidos de contar con su apoyo! (Conseguimos HHS2 AHORA!) Miembros del Comité de Dirección: Andi Arndt, Kelly Brady, Cathy Copeland, Beck Deloney, Obie Hill, Adrienne Hooker, Barbara Reisner & Monica Robinson

How can I help? Visit our website forhhs2.org, like our Facebook page, and use the hashtag #ForHHS2 on Twitter and Instagram (@ForHHS2). We aim to get the word out to as many people as possible. **Find more information online:** various events we'll be doing, how to obtain ForHHS2 shirts and buttons, and how/when to send e-mails to our City Council members. Letters to the Editor of the DNR, Op-Eds to the DNR, and contribute to our website blog. **We want our whole, diverse community to show their voices.** So if you have a special skill (translating, crunching numbers, community outreach, or anything), contact our e-mail forhhs2@gmail.com.

Cómo puedo ayudar? Visite nuestro sitio web forhhs2.org, como nuestra página de Facebook, y use el hashtag #ForHHS2 en Twitter e Instagram (@ ForHHS2). Nuestro objetivo es hacer llegar la voz a tantas personas como sea posible. **Encuentre más información en línea:** varios eventos que haremos, cómo obtener camisas y botones ForHHS2, y cómo / cuándo enviar correos electrónicos a nuestros miembros del Concejo Municipal, Cartas al Editor del DNR, Op-Eds a la DNR, y contribuir a nuestro blog de sitio web. **Queremos que toda nuestra comunidad diversa muestre sus voces.** Por lo tanto, si tiene una habilidad especial (traducir, hacer números, comunicarse con la comunidad o cualquier cosa), comuníquese con nuestro correo electrónico forhhs2@gmail.com.

¡Estamos muy agradecidos de contar con su apoyo! (Conseguimos HHS2 AHORA!) Miembros del Comité de Dirección: Andi Arndt, Kelly Brady, Cathy Copeland, Beck Deloney, Obie Hill, Adrienne Hooker, Barbara Reisner & Monica Robinson

FOR HHS2 Future of Rocktown

DAVID WANG, MFA

School of Media Arts & Design

James Madison University

Assistant Professor

CURRICULUM VITA

EDUCATION

Master of Fine Arts in Communication Design 2009

Thesis Title: "Foraging for Food: Product Packaging Design Dilemmas,"
Louisiana Tech University, Ruston, Louisiana USA

Bachelor of Fine Arts in Graphic Design with academic concentration in Sociology 1999
Drake University Des Moines, Iowa USA

Academic concentration in Fine Arts and Sociology 1997-1998
Lorenzo de' Medici - The Italian International Institute, Florence Italy

TEACHING EXPERIENCE

James Madison University, Harrisonburg, Virginia 2015–Present

Assistant Professor in the School of Media Arts and Design; emphasis on curriculum development for interactive design, converged media, and foundation courses

Lindenwood University, St. Charles, Missouri 2010–2015

Assistant Professor in the School of Communications for the Interactive Media Web Design program; emphasis on curriculum development for visual communication and technology

Louisiana Tech University, Ruston, Louisiana 2007–2009

Graduate Teaching Assistant for the School of Art; emphasis on instruction for CORE foundation curriculum and Communication Design courses

INDUSTRY EXPERIENCE

two six seventy7 creative, llc (formerly Studio Wan-ker) 2007–present
Partner of a design service and consultation company; expertise in design, photography, book arts, and interactive user experiences

Indiana University 2002–2006
Art director in the Office of Creative Services collaborating on strategic marketing and visual projects for clients across eight campuses

The Integer Group (formerly Kragie Newell Advertising) 1999–2002
Interactive Developer & Art Director for creative projects in advertising, brand development, and business-to-business communications for corporate clients

Drake University 1998–1999
Computer technician for the Fine Arts Department design computer lab and darkroom photo assistant for the Educational Media Department

Printco Graphics 1997–1998
Imaging specialist and prepress designer; maintained and operated prepress camera equipment and output devices for design production

PUBLISHED WORKS

Battista Hesse, M., Peachey, A., & Wang, D. (2019). *Establishing a Three-Tier Color-Coded Approach to Categorize the Nutrient Density of Food Bank Foods*. SAGE Open.
<https://doi.org/10.1177/2158244019844384>

Hooker, A., Wang, D., & Swol, C. (2019). *Infusing Creative Energy to Encourage Civic Values and Action in Project-Based Learning and Community-Based Research*. The eJournal of Public Affairs, Volume 8 Number 1, Exemplary Scholarship from the 2018 CLDE Meeting: Innovative Civic Engagement Pedagogy. <http://www.ejournalofpublicaffairs.org/infusing-creative-energy-to-encourage-civic-values-and-action-in-project-based-learning-and-community-based-research/>

ACADEMIC PRESENTATIONS

"Nourish: A Web-Based Solution Designed to Assess Dietary Quality. A collaboration among faculty, students and our community." Poster Presentation at Engagement for the Public Good, Harrisonburg, Virginia, November 2018.

"Storytelling and Cultural Capital." Panel Presentation at University Film & Video Association Conference (UFVA 2018), Las Cruces, New Mexico, July 2018.

"Focusing Creative Energy in Shaping Society." Workshop Presentation at Civic Learning and Democratic Engagement Meeting (CLDE18), Anaheim, California, June 2018.

"Assuming Roles That Help Empathize, Translate, and Improve the Visibility of Design Research." Presentation at Converge: Disciplinaries and Digital Scholarship, American Institute of Graphic Arts (AIGA) Design Educators Conference, Los Angeles, California, June 2017.

"Assessing Nutritional Quality at a Glance: A Graphic Interface to Inform Purchases for a Regional Food Bank Network," Poster presentation at the 11th International Conference on Design Principles and Practices, Toronto, Canada, March 2017.

"Recipes & Meal Planning: Media Across Devices," Presentation for the Panel Discussion "Storytelling and UX Design: Engaging Web and Mobile Users Through Storytelling" at the Broadcast Education Association (BEA) Annual Conference, Las Vegas, NV, April 2016.

"Foraging for Food: Product Packaging Design Dilemmas," MFA thesis defense & presentation at Louisiana Tech University, Ruston, LA, April 2009.

"Back to [Pre] School: Learning through Play," Peer-reviewed educational workshop at the AIGA Design Educators Conference, Baltimore, MD, April 2008.

CONFERENCES / WORKSHOPS

Engagement for the Public Good, Harrisonburg, Virginia, November 2018.
Connecting Learning to Community and Civic Engagement

UFVA 2018: Stories Without Borders, Las Cruces, New Mexico, July 2018.
University Film & Video Association Annual Conference

CLDE18, Anaheim, California, June 2018.
Civic Learning and Democratic Engagement Annual Meeting

AIGA Converge: Disciplinaries and Digital Scholarship, Los Angeles, CA 2017.
American Institute of Graphic Arts Conference for Educators

Academic Portfolio Institute (API), James Madison University Center for Faculty Innovation (CFI), Harrisonburg, VA 2017. A selective, sponsored intense writing workshop with Peter Seldin and Beth Miller, authors of *The Academic Portfolio*.

Design for the Global Village, Institute without Boundaries, Toronto, Canada 2017.
11th International Conference on Design Principles and Practices

Content is King: Storytelling Across Platforms, Las Vegas, NV 2016. Broadcast Education Association (BEA) Annual Conference

BD Conf: Washington DC 2015. Breaking Development examines internet-based trends, concepts, and techniques beyond traditional desktop experiences

An Event Apart: San Francisco CA 2012. Web Development Conference with Mobile & Beyond Workshop

AIGA Social Studies: Educating Designers Baltimore MD 2008. American Institute of Graphic Arts Conference for Educators

UCDA Design Conference Vail CO 2004. University & College Designers Association Annual Design Conference

GRANTS & AWARDS

Communicator Award of Distinction, 2019, The Communicator Awards ForHHS2: Future of Rocktown, Campaign-Political for Integrated Campaign	2019
Indigo Design Awards Bronze in Promotional Materials, Honorable Mention in Branding, Honorable Mention in Logo for Carol-lynn Swol Jewelry Design branding and promotional materials	2019
"Nutrient Density Scoring System: A Collaboration with JMU and Blue Ridge Area Food Bank," James Madison University Office of Sponsored Programs, \$21,656.	2017
Libraries & Educational Technologies (LET) Grant, James Madison University, \$500	2017
Faculty Senate Computer Lottery, James Madison University, \$500	2016

Honorable Mention in photography for "Um, I'm Thinkin' about it."	2010
ArtMelt juried art exhibition sponsored by Forum 35 in Baton Rouge, Louisiana	
Award of Excellence for Indiana University Libraries: What is a Collection?	2010
Award of Excellence for the IU Survival Guide	2008
Silver Award for the Lilly Library exhibition catalog	2006
University & College Designers Association (UCDA) annual design exhibition	
Awards of Excellence in informing for "IU Survival Guide: Libraries Edition" and in experimenting for "Fruit Faces."	2009
AIGA New Orleans Design Awards & Exhibition in New Orleans, Louisiana	
Honorable Mention in photography for "Fruit Faces."	2009
Louisiana Tech University Annual Juried Student Art Show in Ruston, Louisiana	
Bronze Medal Achievement in design for "Um, I'm Thinkin' about it."	2009
Creative Quarterly 14: the Journal of Art and Design	
Award of Excellence for the IU Survival Guide	2007
Silver & Bronze Medals for the Indiana University Libraries' annual report	2005, 2007
Gold & Bronze Medals for Indiana University ad campaigns	2005
Council for Advancement and Support of Education (CASE) annual awards	
Gold Award for the Lilly Library exhibition catalog	2006
Neenah Paper Paperworks Text & Cover Competition	

EXHIBITIONS

6x6x30, regional, 5th Annual Juried Exhibition in the Park Gables gallery at Virginia Mennonite Retirement Community (VMRC) sponsored the Spitzer Art Center, Harrisonburg Virginia	2019
ArtMelt, regional multi-media, juried art exhibition sponsored by Forum 35 in Baton Rouge, Louisiana	2010
Consumption Assumptions, Communication Design MFA thesis exhibition, Louisiana Tech University School of Art in Ruston, Louisiana	2009

Beneficent Ends , Communication Design MFA candidate group show,	2008
Louisiana Tech University Enterprise Center in Ruston, Louisiana	
UCDA Annual Design Competition , National juried exhibition at the 38th	2008
Annual UCDA Design Conference in Savannah, Georgia	
soundTransitions , First Year MFA candidate group show, Louisiana Tech	2008
University Enterprise Center in Ruston, Louisiana	
New Orleans AIGA Rebirth Biennial: Ju-Ju, Gris-Gris, Ya-Ya ,	2007
regional juried exhibition sponsored by American Institute of Graphic Arts	
in New Orleans, Louisiana	

ACADEMIC SERVICE

James Madison University, School of Media Arts & Design

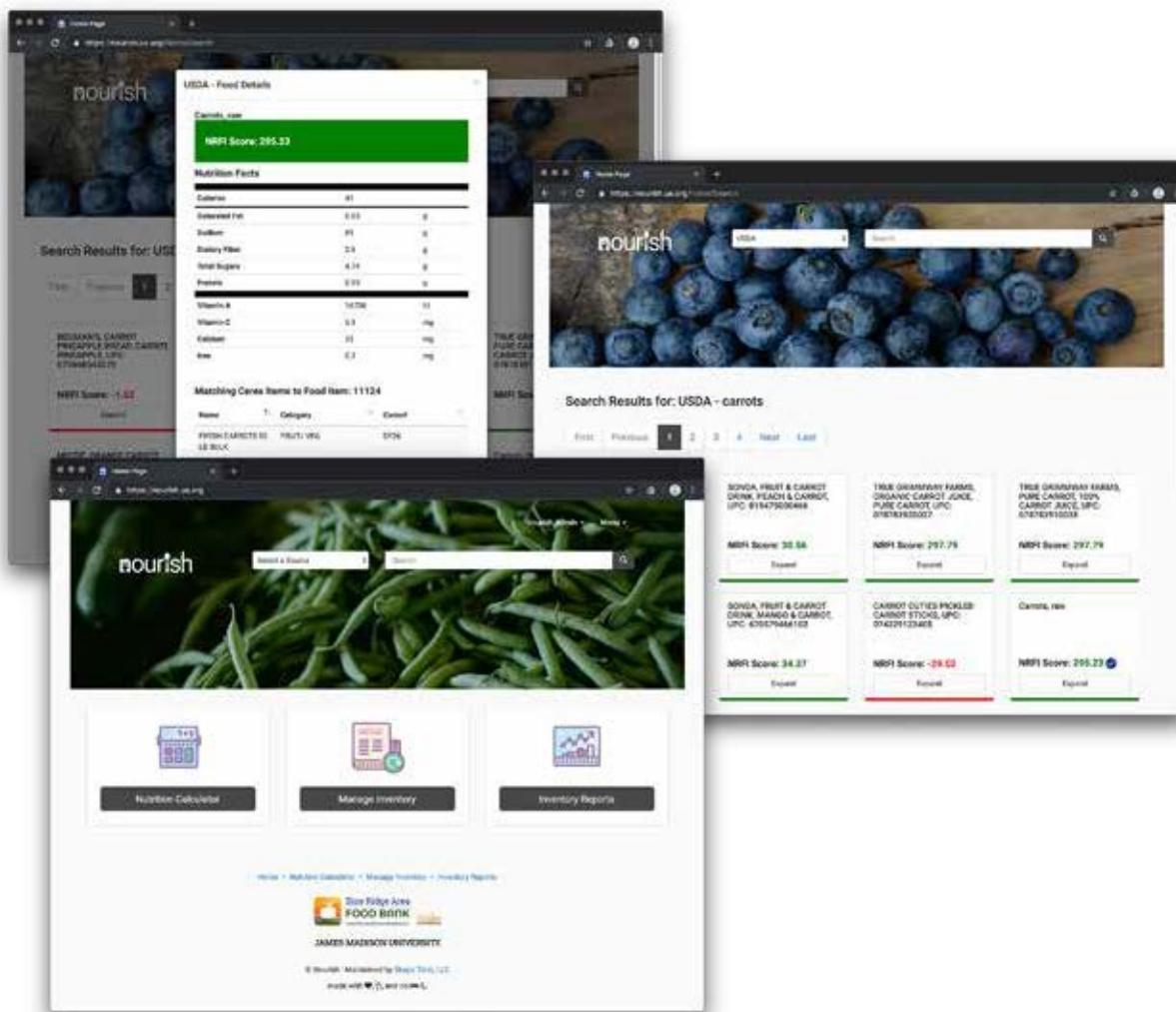
SMAD Faculty Advisor	2015–present
Faculty mentor for admitted students seeking degrees in Media Arts and Design	
SMAD Foundations Coordinator	2015–present
Faculty Representative for curriculum development in SMAD203-SMAD202W	
SMAD Website Coordinator	2015–present
Faculty Representative and technical coordinator for content updates and development	
Interactive Design Concentration Coordinator	2017–2018
Faculty Representative for curriculum development in SMAD203	
SMAD Curriculum and Instruction (C&I) Committee	2017–2018
Faculty Representative for the interactive design / converged media concentration	
SMAD Admissions Committee	2015–2017
Faculty Representative for the interactive design / converged media concentration	

Lindenwood University, School of Communications

Student Scholarship Committee (FSSC)	2014–2015
Ex Officio Member, Peer-Elected Representative for the Institutional Review Board	
Institutional Review Board (IRB)	2011–2015
Peer-Elected, Non-Science Representative for Communications with National Institute of Health (NIH) certification	
Interactive Media Web Design Program Development & Assessment	2011–2015
Faculty Contributor for curriculum revisions, assessment goals, and HLC accreditation with an external program review	
Faculty Advisor	2011–2015
Mentor for admitted students seeking degrees in Communications; additional activities for sustained recruitment, retention, and outreach	
IMWD Website Coordinator	2011–2015
Technical Advisor for student websites and Administrator for domain names and dedicated web hosting for the School of Communications	

ORGANIZATIONS & PROFESSIONAL MEMBERSHIPS

American Institute of Graphic Arts (AIGA)	2008–present
Broadcast Education Association (BEA)	2016–present
College Art Association (CAA)	2010–2011
Design Principles & Practices Research Network	2017–present
University and College Designers Association (UCDA)	2002–2006
University Film & Video Association (UFVA)	2018–present



nourish

Top: Grant funded technology for Nourish (a nutritional informational system) for Blue Ridge Area Food Bank. **Top right:** Award-winning political integrated campaign ForHHS2: Future of Rocktown (including an interactive website) **Right:** Award-winning branding campaign (including an interactive website) for Carol-Lynn Swol Jewelry Design.



CLARA PEIRCE

creative advertising

CONTACT

📞 434 665 4451

✉️ PEIRCECR@DUKES.JMU.EDU

LinkedIn.com/in/peirce-clara

SKILLS

- ADOBE CREATIVE CLOUD
- APPLE PRODUCTIVITY
- MICROSOFT PROGRAMS
- LEADERSHIP
- GARAGEBAND
- IMOVIE
- SOCIAL MEDIA STRATEGY
- COPYWRITING
- TEAMWORK
- MARKET RESEARCH

RELEVANT COURSEWORK

- USER EXPERIENCE
- GENDER AND LEADERSHIP
- COPYWRITING FOR ADVERTISING
- MULTIMEDIA JOURNALISM
- FUNDAMENTALS OF ADVERTISING

EDUCATION

JAMES MADISON UNIVERSITY

BACHELOR OF ARTS, MAJOR IN MEDIA ARTS AND DESIGN:
CREATIVE ADVERTISING

MINOR: HONORS INTERDISCIPLINARY STUDIES, LEADERSHIP

MINOR: BRITISH COMMUNICATIONS AND MEDIA

GPA: 3.6

GRADUATION: 2020

EXPERIENCE

SOCIAL MEDIA MANAGER

MONKEE JOES | APRIL - AUGUST 2018

Managed social media accounts and created social media for daily postings.

Increased social media following and engagement by nearly 200%.

COPYWRITING DIRECTOR

MADISON AMERICAN ADVERTISING FEDERATION | AUGUST 2018 - PRESENT

Wrote content for AAF National Student Advertising Competition plansbook.
Contributed ideas and conducted research.

MARKETING AND DESIGN

JAMES MADISON UNDERGRADUATE RESEARCH JOURNAL | JANUARY 2019 - PRESENT

Designed content pages and screened submissions.
Created Promotional Posters and items to increase submissions and awareness of the journal.

FREELANCE DESIGNER

AUGUST 2018 - PRESENT

Worked alongside entrepreneurs and start up companies to design logos and establish branding.

7TH ANNUAL
REEL CHANGE
DOCUMENTARY FILM FESTIVAL

MARCH 21, 23, 24, 26-29 | 7PM* | COURT SQUARE THEATER

FREE ADMISSION

SILAS, WASTED, ON HER SHOULDERS, CHARM CITY, THE
DEVIL WE KNOW, BISBEE '17, MATANGI/MAYA/M.I.A

SCREEN.
ENGAGE.
TRANSFORM.

REELCHANGEFEST.COM

Sponsored by JMU School of Media Arts and Design (SMAD), School of
Communication Studies (SCOM), Writing, Rhetoric, and Technical
Communication (WRTC), CAL Dean's Office, Community Service Learning,
Cross Disciplinary Studies and Diversity Engagement, and Strategic
Planning & Engagement. *March 23rd is at 2pm

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abbey chaplain

profile

757-777-6177
abbeychaplain.com
abbeychaplain@gmail.com
@abbeychaplain
linkedin.com/in/abbeychaplain

education

**Norfolk Christian Schools |
Norfolk, VA
Class of 2017**

- National Honor Society
- Student Government Association
- Honor Council President

**James Madison University |
Harrisonburg, VA
2017-Present**

- Bachelors of Science in Media Arts & Design
- Concentration in Creative Advertising
- Honors College Minor

achievements

**Randolph College Leadership Award
May 2016**

**Norfolk Christian Senior Leadership Award
May 2017**

**James Madison University
Dean's List
Fall 2017, Spring 2018**

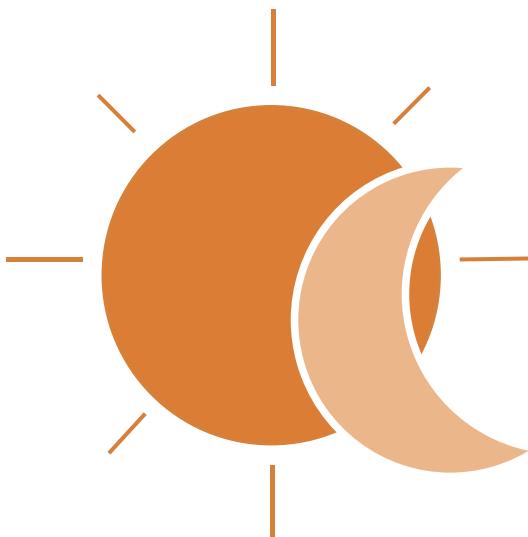
experience

**Well Clothing Company |
2019 - Present
Co-founder, Social Media Manager, Content Creator**

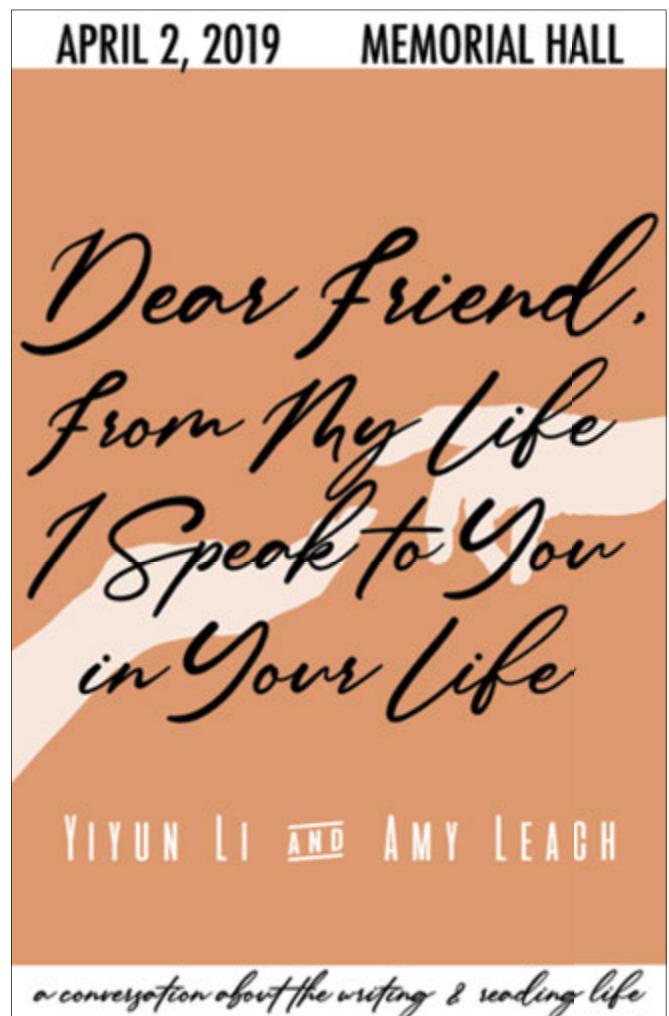
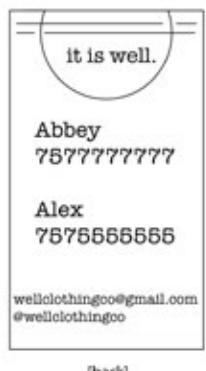
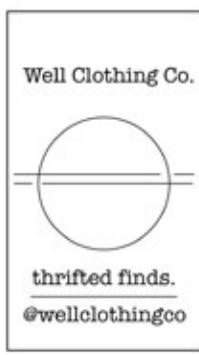
- Branding & logo creation
- Editing & posting all images
- Manages Instagram for brand
- Communicates with models, photographers, and customers

skills

- Adobe Creative Suite
- Social Media Strategy
- Web Content Development
- Video making
- HTML & CSS Experience
- Instagram Business & Branding



Well
Clothing
Company.



LEAH AEBLY

Student | JMU School of Media Arts & Design | *Expected Graduation May 2020*



CONTACT

 aeblylr@dukes.jmu.edu

 410-251-5993

SOCIAL

 [@leahaebly](https://www.instagram.com/leahaebly)
 [@jmupanhellenic](https://www.instagram.com/jmupanhellenic)

 [@leahrose1911](https://twitter.com/leahrose1911)

EXPERIENCE

Lt Grey Creative

Advertising Intern (*May 2019- Present*)

Campus Cookies

Marketing Team Member (*February 2019-Present*)

JMU Makery Spaces

Student Assistant (*September 2018-present*)

LEADERSHIP

Panhellenic Executive Council

Vice President of Public Relations (*Present*)

Formal Sorority Recruitment

Counselor (*Fall 2018*)

SKILLS

Adobe Systems

Ai, Id, Lr, Ps, Dw

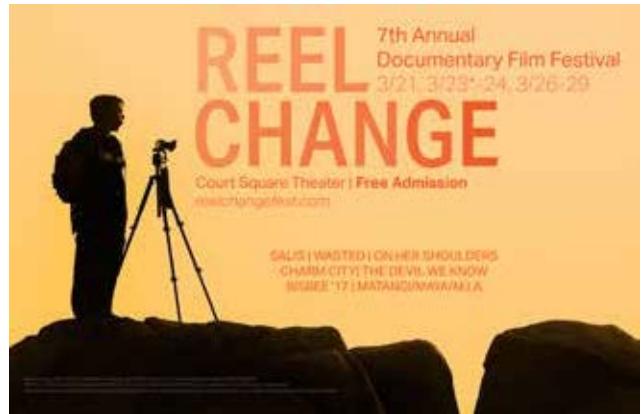
Photography

Free lance; family, senior, and wedding portraits

EXTRACURRICULARS

Initiated Sister

Gamma Phi Beta, Eta Nu (*2016-present*)



Yvonne Frazier
Board Member

frazieyh@jmu.edu
c 540-335-7797
f 540-248-2039
189 East Lee Highway
New Market, VA 22884

Visit us at
[www.communitycareandlearning.org!](http://www.communitycareandlearning.org)



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“Because Our Community Cares”

Yvonne Frazier

frazieyh@jmu.edu
c 540-335-7797
f 540-248-2039

Community Care & Learning Center

189 East Lee Highway
New Market, VA 22884

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 [newcclc](#)
 [cclc_new_market](#)

www.communitycareandlearning.org



KIMBERLY DALIAGON

designer & advocate

CONTACT

Northern Virginia Area
daliagrd@dukes.jmu.edu
703-223-3907
kimdaliagon.wixsite.com/daliagonrkd

EDUCATION

James Madison University,
Senior Class

Media Arts & Design Major

creative advertising

Health Sciences Major

health studies

Major GPA 3.82

Cumulative GPA 3.37

HONORS

Top 30% of Juniors/Seniors

Omicron Delta Kappa

Dean's List Fall 2018

Spring 2018

Fall 2017

Leadership Scholarship 2017—

Health Sciences Symposium 2018

Honors Program 2015-2017

General Education Conference 2015

SKILLS

Adobe Software

Associated Press style

Axure

Sony Vegas Pro

WordPress

IBM SPSS Statistics

Microsoft Software

RELATED COURSE EXPERIENCE

SMAD 201 Studied computer systems, principles, and practices of graphic production for media.

SMAD 202 Developed skills and gain experience in storytelling through audio and video. Worked with film equipment, learned lighting, and film techniques.

SMAD 242 Learned fundamentals of advertising and work on a semester-long blog project through WordPress.

SMAD 252 Studied the principles and practices of developing creative copy in print, radio, television, and more.

SMAD 342 Learn fundamentals of advertising messaging design across a variety of platforms. Combines copywriting and graphic design elements.

SMAD 332 Learn theories and methods for print design communication and how to produce materials.

SMAD 301 Study and analysis of how graphics, videos, and other forms of communication mold perception and cultural change.

SMAD 203 Study aesthetic principles and practices of web and interactive narrative design.

LEADERSHIP

Game Changers Social Media Chair (2016—)

Design event pages, running social media accounts, taking photos and videos, showcasing an end-of-year video, and crafting miscellaneous materials (e.g. fliers).

Chick Fil A Senior Team Member (2017—)

Began working at Chick Fil A in 2017 and promoted a year after. Works at the on-campus restaurant as well as one back home.

Teacher's Assistant (2018)

Assist students in course by answering questions (in class and over email), hosting review sessions, and grading assignments.

JMU Open House Department Representative (2018)

Volunteer representative at JMU open houses. Guides and informs perspective students.

Circle K International Secretary (2016-2017)

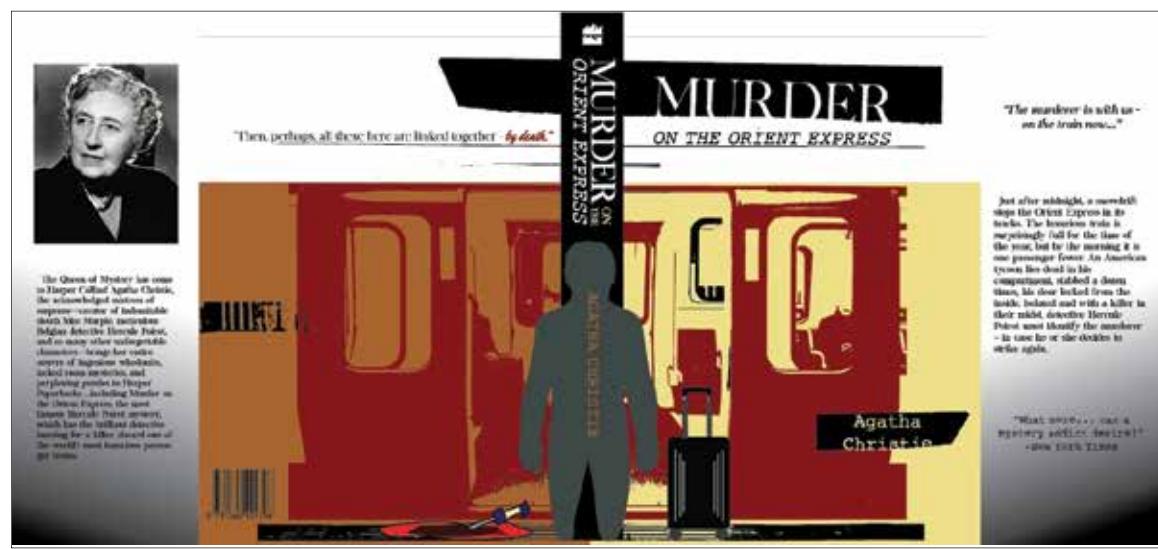
Took meeting minutes and was in charge of sending out weekly emails.



Brochure for Friends of Loudoun Mental Health

For this project, I used Adobe InDesign to craft a brochure for nonprofit organization, Friends of Loudoun Mental Health. I chose this organization because I am studying health sciences and consider myself to be an advocate. This campaign targeted loved ones of individuals struggling with mental health to donate. Along with this brochure, I created a blog mockup, radio spot, and poster.

In creating this, I learned the importance of typography and the grid layout. I believe these skills will be important in the production of the various materials we plan to produce.



Book Jacket for Murder on the Orient Express

Using Adobe Illustrator, I created a book jacket for the book "Murder on the Orient Express." I chose this book to recreate a jacket for because I imagined working with a mystery novel would enable me to incorporate a vast array of design elements to create intrigue and curiosity.

Creating a book jacket allowed me to understand the process of book design and the importance of how the overall creation comes together.

CASSIDY WELCH

Media Arts & Design Student



CONTACT

(302)584-5323
welch3ca@dukes.jmu.edu
www.linkedin.com/in/cassidywelch
Greater Philadelphia Area

EDUCATION

James Madison University
Harrisonburg, VA
Media Arts & Design: Creative Advertising concentration
Business minor
Expected graduation in Dec. 2019
GPA: 3.08

EXPERIENCE

INTERN

James Madison University
X-Labs
Harrisonburg, VA
Jan. 2019-Present

Facilitated free, non-credit Pop-Up classes and workshops for students, faculty and community members

Co-run @jmuxlabs instagram account, created "Make it Monday" weekly stories showcasing how to make projects

ORIENTATION PEER ADVISER

James Madison University
Harrisonburg, VA
Jan. 2018-Sept. 2018

Selected as one of 30 Orientation Peer Advisers chosen to represent JMU as part of their nationally renowned orientation program

Led groups of 10-20 incoming students throughout orientation including:

Facilitated discussions with first year students

Was a resource, answered questions, and initiated conversations to first year students to help them make friends and become familiar with JMU

SUPERVISORY ROLES

Assisted in the interview, selection, and training process of approximately 300 First Year Orientation Guides (FROGs)

Supervised directly 9 FROGs

PROJECT MANAGEMENT

Project managed JMU's pep rally (JMU's largest orientation event for first year students) Led details for the event from set up to completion, delegating responsibilities to all other Orientation Peer Advisers and FROGs. (Approximately 75 people).

The event hosted approximately 4,000 first year students

PUBLIC SPEAKING

Participated in larger discussions with first year students and parents which included public speaking in front of crowds of up to 1,000 people

Participated in a semester long course to learn about human development and leadership

SERVICE

Big Event
James Madison University
Harrisonburg, VA
Spring 2019

Serve as the Marketing Committee Head for the Big Event, a campus-wide day of service
Created rebranding for the organization, oversee marketing efforts, manage @bigeventjmu instagram account, contact departments & organizations to help promote event

Alternative Spring Break
Arches National Park
Moab, UT
March 2018

Assisted the National Park Service in the removal of Tamarisk, and invasive species, through the Volunteers-In-Parks program

First Year Orientation Guide
Harrisonburg, VA
August 2017

Guided the transition of 27 students from high school into their first year of college
Assisted with move in, facilitated activities, and led discussions during orientation.
Helped first year students build friendships, transition strongly, and build JMU school spirit

SKILLS

- WordPress
- Social Media
- iMovie
- GarageBand
- Adobe Creative Suite
- Microsoft Office
- AP Style Grammar

www.cassidywelch.com



New Creation

Support Justice

Brochure for New Creation

This assignment was to create a Call To Action Campaign for a local non-profit. I chose New Creation, a non-profit that works to help survivors of human trafficking through education, rescue, and employment. The campaign urged the target to volunteer and shop at New Creation's stores. The elements I chose to reach my target audience were a poster, a Facebook web banner, a brochure and a billboard.

My experience making this brochure and working with important social issues will transfer as useful skills for this ItM proposal. I can use these skills specifically to work on the direct mail fundraiser.

JMU X-Labs

JMU X-Labs Highlights:

- Real Problems:** Using innovative technologies, students from over 20 different disciplines work with clients/partners on real problems that result in real solutions.
- Real Skills:** By working with people from different areas of expertise, students gain unprecedented experiences, knowledge and skills in teamwork, leadership and meaningful problem-solving.
- Real Impact:** JMU X-Labs students graduate with critical thinking skills that allow them to contribute immediate value as global citizens, earning 33% higher salaries than their peers.

"This year of study has been an excellent one. The real world and career opportunities have instilled confidence."
—US Social Services Internship
Amy Clark

JMU X-Labs

Academic Classes:

- Augmented Vehicle Velocity
- Automotive Vehicles
- Blockchain
- Cybersecurity Fundamentals
- Creativity and Innovation
- Design
- Hacking for Defense
- Hacking for Defense
- Internet of Things
- Machine Learning
- Robotics Programming
- Robotics Process Automation

Pop-Up Classes:

- Game Design
- Game Development
- Gaming Culture
- Game Writing
- Gameplay Mechanics
- Laser-cut Devices
- LED Signage
- Robotics
- Robotics for Games

For Our Students:

"The real world and career opportunities have instilled confidence."
—US Social Services Internship
Amy Clark

Lab Services:

• 3D Print Repairs
• CAD Print Repairs
• Electrical Repairs
• Electronics Repair
• General Repairs
• Laser Cut Repairs
• LED Signage Repairs
• Robot Repairs

Our Mission: To develop students and innovative ideas to meet our vision to find a global movement that creates positive problem-solvers in a way of life.

Events:

Pop-Up Classes: These pop-up classes are designed for students, faculty, and community members to learn about various topics. These events bring together industry experts and students to share their knowledge and expertise in a fun, interactive environment using equipment and tools.

Pop-Ups: For design, game, and media students, these pop-up events provide an opportunity to learn about emerging technologies and their applications in learning environments and new industries.

Innovation Seminars: This initiative is a two-year program focused on identifying and solving challenges in the classroom and beyond. Participants will work with faculty and students to identify and propose projects that have practical applications in the classroom and beyond. These seminars will be held at various locations throughout the year.

Pop-Up Workshops: These workshops are designed to introduce students to various fields and industries through hands-on experiences.

Contact Information: Email: info@x-labs.jmu.edu | Phone: (540) 592-6167 | Social: [Facebook](https://www.facebook.com/jmuxlabs/)

Testimonials:


"The students presented extremely well about the oral presentation and I think they did an excellent job!"
—Jennifer Dill,
Chair, Game Chair at Duquesne


"We are the future of research."
—Matt Powers,
Professor of Physics


"With your support, my goal is to...
right now is..."
—Cassandra Phillips,
Computer Information Systems
Chair of Dept

JMU X-Labs Admissions Brochure

As an intern for JMU X-Labs I had the opportunity to design a brochure to be featured for prospective students. This brochure demonstrates my ability to focus on information hierarchy, write copy and highlight important factors.

Working at JMU X-Labs has prepared me to work on this ItM proposal because I am constantly challenged to think outside the box. Innovation is important in problem solving and I believe my internship experience has provided me with the right tools to collaborate on this project proposal.

Involvement

- Secretary of National Society of Leadership & Success
- Historian of Phi Mu Fraternity
- New Member Director of Phi Mu Fraternity
- Member of Phi Mu Fraternity's Video Committee

Education

James Madison University
Graduating May 2020
Bachelors of Science in
Interactive Design
Cumulative GPA 3.15

Skills

- Web Design & Development
- HTML & CSS Coding
- Photography & Cinematography
- Adobe Creative Suite Programs
- Microsoft Office Programs
- Wireframes & Prototypes
- Axure & Sketch
- UX Research & Testing
- UX & UI Principles & Design
- Visual Design Skills
- Time Management & Multitasking
- Creative & Logical Problem Solving Skills
- Strong Verbal & Written Communication Skills
- Wordpress

RIPLEIGH HATFIELD

Contact

Hatfield.Ripleigh@Gmail.com
354 Montecristo Court Severn
Maryland 21144

410-507-7402
Linkedin.com/ln/RipleighHatfield
Portfolio: RipleighHatfield.com

Experience

Student Intern - Universal Mortgage & Finance

June 2015 - June 2016

- Worked with Data Entry on Company Databases
- Monitored and Maintained Office Inventory
- Coordinated with Other Companies to Verify & Gather Data

Marketing Administrative Assistant - Keller Williams

June 2016 - Currently

- Designed and Created Infographics, Advertisements, Flyers, Brochures, and Email Campaigns for Real Estate Team
- Managed all of the Team's Social Media
- Developed a Blog and Produced Content
- Managed Listings

Front Desk & Salesperson - Odenton Fitness

Summer 2018

- Gained Sales Experience by Selling Over 30 Gym Memberships
- Created Marketing Infographics for Gym
- Assisted Boss with Website Renovation Ideas
- Used Interpersonal Skills Daily
- Became Experienced with Cash Register

Content Strategist - JMU Event Management

December 2018 - Currently

- Administer University Master Calendar
- Implement Copy Writing and Content Strategy
- Collaborate with Event Sponsors and Managers
- Design Graphics using Adobe Software
- Advertise Upcoming Events by Creating Digital Signage

A black smartphone is shown against a dark blue background. The screen displays a text message conversation. The messages are as follows:

Katie

hellooooo ate yoi awake????
help me i so drunk
can yiu plz me upo??\$?
waitt i foind m car keys

Sorry I was asleep, did you make it home ok?

Hello???

HELLO!!!

The phone's keyboard is visible at the bottom of the screen.

**Don't drive yourself.
Let us.**

 Call SafeRides at 540.JMU.RIDE for a free,
safe, non-judgemental ride home.

An illustration of three mugs of beer on a dark blue background. From left to right: a light-colored beer with a thick head of foam; a medium-colored beer with a similar head of foam; and a dark beer with a smaller head of foam. Below the illustration, text reads:

On average, **2 in 3** people
will be involved in a drunk
driving crash in their lifetime.

LET US DRIVE YOU

 Call 540.JMU.RIDE for a free,
sober, safe ride home.

SARA MONCURE

Graphic & Web Design Student

EDUCATION

James Madison University

2017-2020

Media Arts & Design (SMAD), Interactive Design Concentration, Minor in Dance
GPA: 3.76

- **Study Abroad, Summer 2018 in Urbino, Italy** - "Special Topics in Media" - Capstone project on Ecovillages including photo slideshow, journal article, and informational video - <http://2018.inurbino.net/city-of-light/>

Elon University, J. Sargent Reynolds & John Tyler Community Colleges

2016 - GPA: 4.0

SKILLS

- iMovie video editing, Canon T3i DSLR camera, and Sony NX5U camera
- Canva (graphic design website)
- Intermediate Adobe Experience - Illustrator, Photoshop, InDesign, Dreamweaver
- User research/User experience design
- HTML, CSS, & JavaScript
- WordPress

WORK EXPERIENCE

Transfer Orientation Peer Advisor: (01/19-12/19)
Help JMU transfer students/families to assimilate

Francesca's Stylist: (06/17-08/17)
Outfit styling and cash register management

Food Lion Cashier: (07/16-06/17)
Grocery scanning and customer service

EXTRACURRICULAR INVOLVEMENT

SafeRides Volunteer

- Offer free, non-judgmental, & confidential rides to students
- Education advocate against drinking & driving
- Operate every Friday & Saturday night from 10pm-3am
- Social Media Committee: assist Public Relations Director in maintaining professional media accounts
- Special Events & Planning Committee: assist Special Events Director in planning events for organization

Phi Mu Sorority

- Sisterhood committee - foster bonds between sisters
- MadiTHON: 12-hour dance marathon raising money for Children's Miracle Network

MadiTHON Executive Board

- Organize dance team volunteers and collaborate with co-chairmen
- Maintain positive dancer relations

SMAD Club

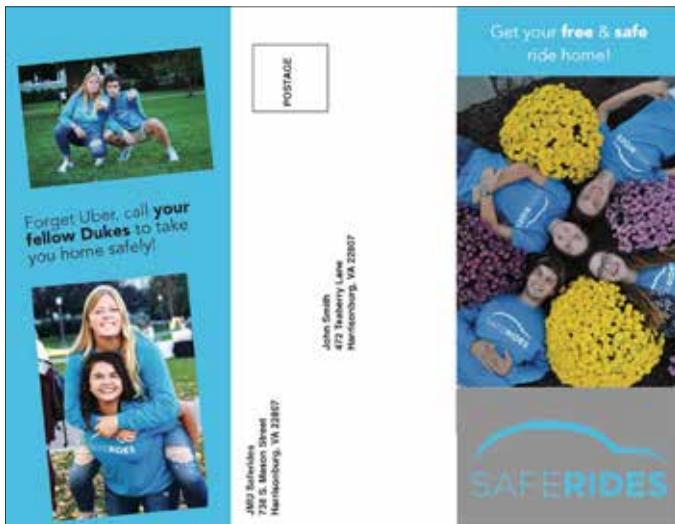
- Attend Adobe workshops, resume reviews, portfolio reviews

CONTACTS

Cell: (804)-432-2123

E-mail: sara.j.moncure@gmail.com

Website: <http://saramoncure.com>



FREE | NON-JUDGMENTAL | CONFIDENTIAL

Contact Your DDs

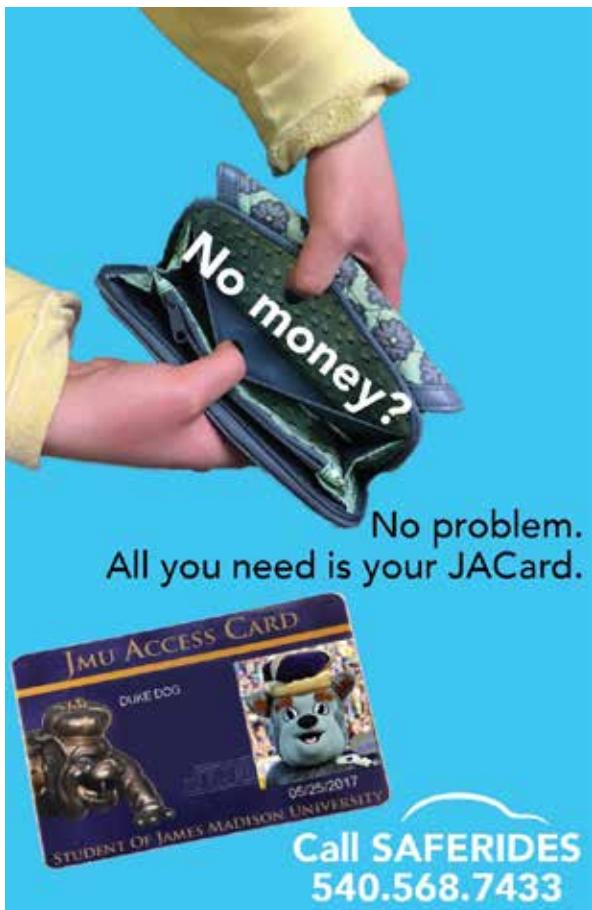
PHONE: 540.568.7433
E-MAIL: jmu.saferides@gmail.com
ADDRESS: 720-S. Mason Street
Harrisonburg, VA 22807

TWITTER: @JMUsaferides
FACEBOOK: @JMURIDE
INSTAGRAM: @jmusaferides

CALL 540. JMU.RIDE
568.7433

We're the best drunk dial you'll ever make!

RIDES HOME



ZACH TRUMBO

CONTACT DETAILS

EMAIL: trumbojz@dukes.jmu.edu
PHONE: +1 (540) 490-0751
WEBSITE: trumbojz.com

EDUCATION

BLUE RIDGE COMMUNITY COLLEGE
ASSOCIATE OF ARTS AND SCIENCES,
MAY, 2017

JAMES MADISON UNIVERSITY

BS IN MEDIA ARTS AND DESIGN,
DECEMBER, 2019

EXPERIENCE

ADMINISTRATIVE ASSISTANT INTERN

SIERRA McCRAY PHOTOGRAPHY | JUL 2016 - NOV 2017

- Website development
- Photo editing
- Bookkeeping
- Corresponding with clients

RED LOBSTER | AUG 2016 - CURRENT

- Customer satisfaction
- Submitting orders
- Adapting
- Working as a team
- Food safety

CERTIFICATIONS

- User Experience for Web Designers
- Storytelling for Designers
- Web Development Foundations: Web Technologies
- WordPress Essential Training
- HTML Essential Training
- Interaction Design Foundations
- Axure RP for UX Design

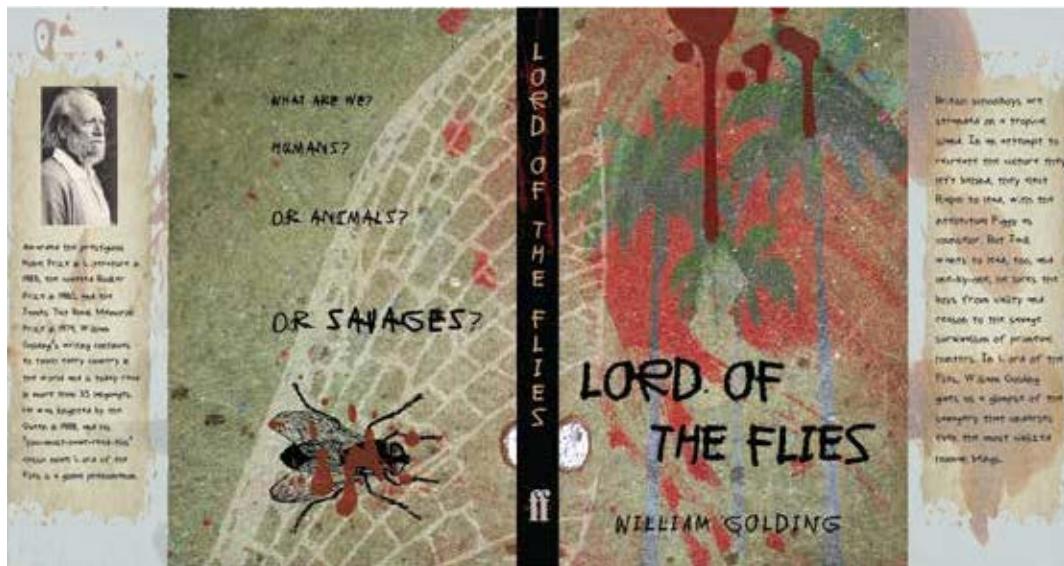
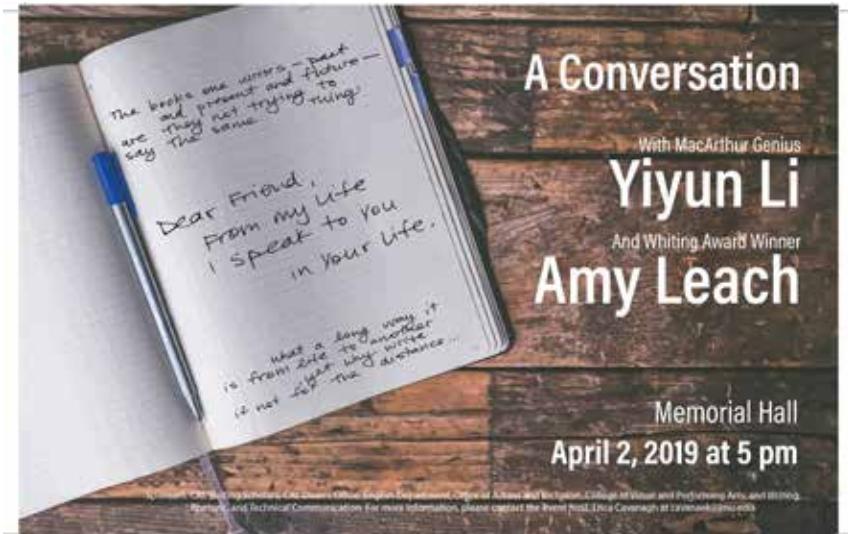
SKILLS

- Problem Solving
- HTML & CSS
- Javascript & Jquery
- Bootstrap
- UX Design
- Google Drive
- Adobe Suite
- Customer Knowledge
- Microsoft Office
- Public Speaking
- Teamwork

ACHIEVEMENTS

- Produced and directed a studio PSA.
- Developed an Ad campaign
- for a local non-profit.
- Redesigned a book cover.
- Designed and created a mobile app.
- Designed and coded a retail website.
- Produced and directed a music video

Portfolio



JOLIE DIEU

CONTACT DETAILS

PHONE: 1+ (703)980-3370

EMAIL: Jolie.dew@gmail.com

WEBSITE: JolieDew.Wordpress.com

PROFILE

Hi, my name is Jolly and I am currently a junior, Media Arts and Design Major, with a concentration in Interactive Design. I am experienced in designing screen and print graphics, social media and User Experience and User Interface design. I am looking for an internship where I can learn more about social media marketing, logo and branding, and User Experience/User Interface design, so I can improve my knowledge and experience on these skills. I hope to learn how I can apply my skills into the real world.

EXPERIENCE

PUBLIC RELATIONS CHAIR

MOZAIC DANCE TEAM | FEB 2019 - CURRENT

- Manage social media accounts and created social media for daily postings
- Created flyer and posters to promote fundraising events
- Created video promotions
- Created designs for apparel

GRAPHIC DESIGNER

KYLE DIEU PRODUCTIONS | 2017- CURRENT

- Created cover art for music promotion
- Created other screen graphics and printed material

SOCIAL MEDIA MARKETING INTERN

QUINOA QUEEN FOODS | 2019 - CURRENT

- Manage social media accounts and created social media for daily postings

EDUCATION

JAMES MADISON UNIVERSITY

BS IN MEDIA ARTS AND DESIGN,
CONCENTRATION IN INTERACTIVE DESIGN
2016-2020

SKILLS

- | | |
|---------------------|------------------------|
| • Adobe Photoshop | • User Research |
| • Adobe Illustrator | • Canva |
| • Adobe InDesign | • Microsoft Word |
| • Adobe XD | • Microsoft Excel |
| • Adobe Lightroom | • Microsoft Powerpoint |
| • Wordpress | • Google Suite |
| • HTML/CSS | • iMovie |

Portfolio



"Dear Friend,
From My Life I Speak to You in Your Life

A Conversation
with MacArthur Genius **Yiyun Li**
and Whiting Award Winner **Amy Leach**
about the writing life and reading life"

April 2, 2019
at 5PM

Memorial Hall Auditorium

Sponsors: CAL Visiting Scholars, CAL Dean's Office, English Department, Office of Access and Inclusion, College of Visual and Performing Arts, and Writing, Rhetoric, and Technical Communication. For more information, please contact the event host, Erica Cavanaugh at cavanaek@jmu.edu.



Selin Ekmekci



selin.ekmekci@gmail.com
571-490-5928

education

James Madison University
Media, Arts, & Design, B.A.
Creative Advertising

skills

Adobe Creative Cloud
iMovie
Garage Band
Wordpress
HTML & CSS
PR & Marketing

job experience

C2 Technologies, Inc., Vienna, VA

2018

June 2018 - August

Social Media and Human Capital Intern

- ◊ Launched a social media campaign to refresh the company's social media presence by
- ◊ Updated and managed all social media accounts
- ◊ Encouraged internal social media involvement by creating infographics and a social media handbook
- ◊ Worked closely with members of the DoD to help with the improvement of DCPAS's social media accounts

SpectrumCareers, Vienna, VA

May 2017 - August 2017

Marketing and Research Intern

- ◊ Supported Account Managers and Recruiters with daily tasks including, but not limited to research, data management, marketing materials, and administrative assignments
- ◊ Identified and remedied data irregularities in the firm's database and applicant tracking system (PCRecruiter)
- ◊ Created corporate newsletters through ConstantContact, and used PowerPoint to construct marketing materials for business development initiatives

Vans, Sterling, VA

June 2015 - December

2017 Part-time Sales Associate

- ◊ Interacted directly with customers regarding their shopping requests and customer support issues
- ◊ Promoted new products and store-wide sales, while encouraging up-selling of additional clothing apparel
- ◊ Represented company culture, values, and standards in a professional manner

leadership experience

Phi Chi Theta Investment Fund, Harrisonburg, VA

Chief Portfolio Analyst

- ◊ Was responsible for conducting biweekly meetings with the Investment Fund Group to discuss holdings and current stock market news

Phi Chi Theta Executive Board, Harrisonburg, VA

Public Relations Chair

- ◊ Was responsible for updating and managing all social media accounts
- ◊ Created media outreach programs during Rush seasons

JMU EDM Club, Harrisonburg, VA

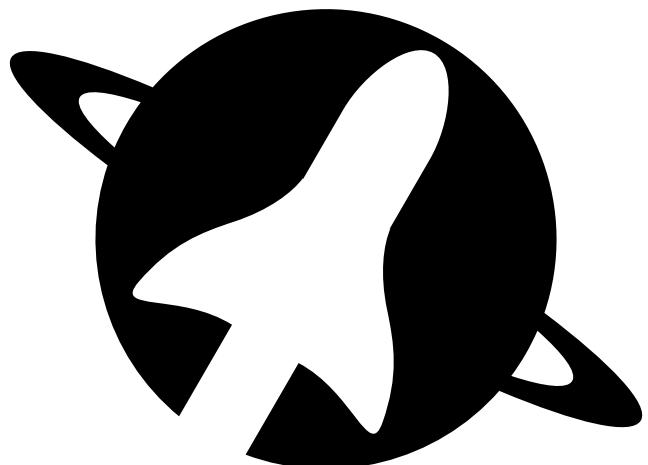
Social Media Coordinator

- ◊ Was responsible for creating and updating social media accounts for the organization
- ◊ Assisted with promotional efforts for recruiting new members and spreading campus awareness

portfolio



Community
Care and
Learning Center



7th Annual
Reel Change
Documentary
Film Festival

Court Square Theater
Harrisonburg, VA
7pm*
www.reelchangefest.com

Sals 03/21/19
Wasted *2PM* 03/23/19
On Her Shoulders 03/24/19
Charm City 03/26/19
The Devil We Know, BabBee '17, MATANI/MAYA/M.I.A. March 27-29

FREE Admission

Screen. Engage. Transform.

Poster Project 1A-Draft.ai* @ 24.50% (CMYK/GPU Preview)

7th Annual
Reel Change
Documentary
Film Festival

Court Square Theater
Harrisonburg, VA
7pm*
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On Her Shoulders 03/24/19
Charm City 03/26/19
The Devil We Know, BabBee '17, MATANI/MAYA/M.I.A. March 27-29

FREE Admission

Screen. Engage. Transform.

Caitlyn Shelton



contact

caitlynbsheilton@gmail.com
caitlynbsheilton.com
804.840.5676

skills

Adobe Creative Suite
HTML & CSS
Hand Lettering
Wordpress

education

James Madison University, 2020

Media, Arts, and Design, B.S.
Interactive Design Concentration
Nonprofit Studies &
Christian Studies Minors

experience

Explore More Discovery Museum, Fall 2018

Assisted Development Team with fundraising events, executed marketing schemes, helped facilitate Maker Space Studio, and examined and updated social media sites

Westview on the James, Summer 2018

Senior Camp Counselor; led activities for campers ages 7-14 such as boating, climbing, archery, high ropes, and Bible studies

Bangs Shoes, Fall 2017

Posted themed pictures on Instagram to promote the shoes and overall mission of the company to live adventurously and help others

Hill City Church, Summer 2017

Assisted with administration and operation tasks for the church. Planned and curated environment for sermon series "At the Movies." Coordinated lesson plans for preschool children

JMU Bookstore, Fall 2017 - present

Manage cash register, handle returns, provide excellent customer service

community involvement

InterVarsity Christian Fellowship, 2017 - Present

Small Group Leader, mentoring women within the chapter every week

Communications Team, designing announcement slides, icons, and identity for IV's chapter

Justice Team, researched ways in which the chapter could create an atmosphere of equitability for all people

Big Brothers, Big Sisters, 2017 - Present

Mentor an elementary student in the Harrisonburg community every week

First year Orientation Guide, 2017

Served as a guide and mentor for first year students at JMU through facilitated activities and discussions to provide a smooth transition into college life

portfolio



A poster for the "7th annual Reel change documentary film festival". The title "Reel change" is written in a large, stylized black script font. Above it, "7th annual" is written in a smaller black sans-serif font. Below the title, "documentary film festival" is written in a smaller black sans-serif font. The background features a photograph of rolling green hills under a cloudy sky. At the bottom left, a list of film titles is provided: "Salis", "Wasted (2pm)", "On Her Shoulders", "Charm City", "The Devil We Know", "BisBee '17", and "Matangi/Maya/M.I.A.". At the bottom right, the words "SCREEN ENGAGE TRANSFORM" are written in a white sans-serif font. A small text block at the very bottom states: "Sponsored by JMU School of Media Arts and Design (SMAD), School of Communication Studies (SCOM), Writing, Rhetoric, and Technical Communication (WRTC), CAL Dean's Office, Community Service-Learning, Cross Disciplinary Studies and Diversity Engagement, and Strategic Planning & Engagement." A note at the bottom left indicates: "*March 23rd showing of Wasted is at 2pm."



ALEXIS CARAVAS

Work Experience

RETAIL SALES ASSOCIATE | MOXIE HOP TO IT | Harrisonburg, VA
Screen Printing and Graphic Design | September 2018- Present

- Retail sales experience: merchandising, product knowledge, receiving inventory
- Experience with QuickBooks & creating invoices
- Assisting with simple design elements for products: beginner experience with Adobe Illustrator and InDesign.
- Responding to emails, answering phone calls, and sending faxes to various clients.

WAITRESS/ HOSTESS | PLANET PIZZA RESTAURANT | Virginia Beach, VA
June 2015- August 2018

- Experience with customer service
- Promoted to head waitress in the summer of 2017
- Proper communication skills- both verbal and nonverbal
- Prioritization, multitasking, handling high pressure situations
- Trained new waitresses & employees for the summer season

Personal Statement

I am a rising senior at James Madison University. Currently, I am a student in the School of Media Arts and Design, with a concentration in Creative Advertising. In addition, I have a minor in Writing, Rhetoric, and Technical Communication. I am a dedicated, creative, and organized individual who is ready to dive into the world of advertising. I am looking for an internship for this summer with an advertising agency. My ultimate goal is to become a creative director at a full service advertising agency.

Education

James Madison University- 2020

School of Media Arts and Design
Bachelor of Arts: Creative Advertising
Minor: Writing Rhetoric and Technical Communication
Cummulative GPA: 3.34

 757-706-1954
 caravasalexis@gmail.com
 2317 Tierra Monte Arch
Virginia Beach, VA 23456

Professional Skills

Copywriting
Quickbooks
Professional Editing
Wordpress and Weebly
Creating an Infographic
Microsoft Word and Excel
Adobe Photoshop, InDesign, Illustrator
Advertising Campaigns: Print, Radio, and T.V
Using HTML and CSS to Create a New Website

Relevant Coursework

User Experience Design
Copy Writing for Advertising
Visual Communication Design
Print Communication Design
Introduction to Media Arts & Design
Writing in Law & Ethics, Professional Editing, Rhetoric on Screen
Introduction to Advertising, Visual & Audio Storytelling

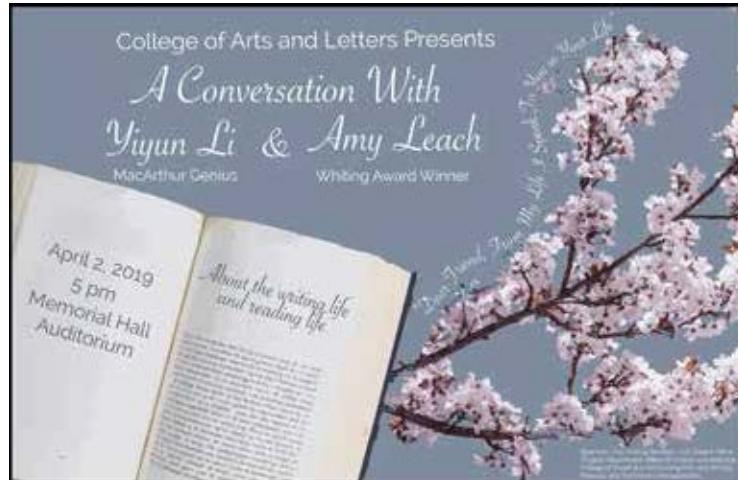
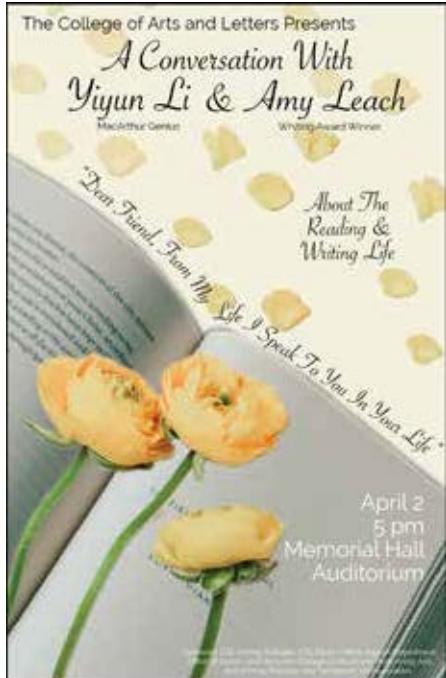
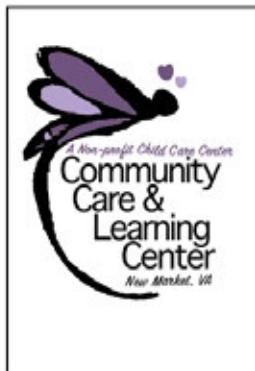
Personal Skills

Organized, Determined, Hardworking,
Responsible, Trustworthy, Creative,
Enthusiastic, Open- Minded, Driven, Positive

Student Involvement

College Fashionista | General Member 2018
Member Kappa Alpha Theta | Design Team 2016-2018
James Madison Advertising Club | General Member 2018
James Madison Club Cheerleading | Executive Secretary 2018-2019

PORTFOLIO



ADOPT

Fostering screen homes for us as planned pets as we prepare to find them their forever homes. We have over 100 fosters in our network and are always looking for more!

ADOPTION PROCESS

STEP 1: Complete the Adoption Application - Minimum online or in person at the center.

STEP 2: Adoption officer meets and application approved (You are under no obligation to complete adoption if you change your mind).

IF ANIMAL IS SPAYED/NEUTERED

STEP 2: Pay adoption fee and take your new best friend home!

IF ANIMAL IS NOT SPAYED/NEUTERED

STEP 2: Pay deposit that goes toward spay/neuter surgery if sterilization of your choice. Take your new best friend home and schedule surgery within 30 days.

THANK YOU!

Thank you so much for your interest in volunteering with the Rockingham-Harrisonburg SPCA! We have many opportunities for volunteers to be involved with enriching the lives of our pets and ultimately finding a forever home for animals in need.

FOR MORE INFORMATION

540-434-5270
www.rhspsca.org
info@rhspsca.org

VOLUNTEER

@RockHarrison_SPCA
facebook.com/rhspsca
instagram.com/rhspsca
rhspsca.tumblr.com

HELP SAVE A LIFE & CHANGE LIVES

FOSTER

Helping us find a forever home for our animals is a great way to volunteer. It can be hard to know where to start, but there are many ways to help. If you're interested in fostering, please contact us or visit our website for more information.

REUNITING FAMILIES

Reuniting families with their lost pets is a major part of helping our community. Families missing their friend or loved ones who've found a pet should make a report so we can set up the look out for potential matches.

COME VISIT

We encourage visitors to come in and see our animals. We want people to feel comfortable with our pets and know that they are safe and healthy. Please take your time and explore the facility, interacting with our animals and learning about what we do. Friends are encouraged to bring the pet they found by us (we can loan it) for a meet-and-greet and take a photo to share on social media.

VOLUNTEER

Rockingham-Harrisonburg SPCA offers a variety of volunteer opportunities. After filling an application, users will receive training, orientation, and customer questionnaire. Once training is completed, volunteers will assist with adoption, foster care, and community outreach.

**1170 Old Farnsall Rd, Harrisonburg, VA 22801
(540) 434-5270**

KERRY LUISO

INTERACTIVE MEDIA MAJOR
SPORTS COMMUNICATION MINOR

Home
15 Maplecrest Drive
Southborough, MA
01772

School
2224 Powderhorn Place
Rockingham, VA 22801

EDUCATION

- 2016 graduate of Algonquin Regional High School in Southborough, MA
- Media Arts and Design Major with a concentration in Interactive Media and Sports Communication Minor
- James Madison University class of 2020

SKILLSET

- Knowledge in Adobe Photoshop, Illustrator, InDesign, Dreamweaver
- Knowledge in using HTML and CSS to design and create webpages
- Knowledge in CSS Grid
- WordPres
- iMovie

RELEVANT COURSEWORK

- Fundamental Skills in Media arts and Design I
- Foundations of User Experience Design
- Fundamental Skills in Media Arts and Design II
- The Media Arts: Culture by Design
- Interactive Design for Web I
- Media Ethics
- Print Communication Design
- Photojournalism
- Intro to Sport Communication
- Sport Communication
- Sport Reporting

EXPERIENCE

Currently participating in a practicum dealing with strategic communications, social media and design in the JMU Athletics Communications office. I am assisting the supervisor with creation, maintenance, and day-to-day operations of JMU athletic multimedia communications.

WORK EXPERIENCE

- 2014-2016: Acrobatics teacher at Rhythm Dance Company in Westborough, MA. Taught Dancers from the ages of 5-18.
- 2016-2018: Gymnastics instructor at Mass Gymnastics Center in Westborough, MA for children ages 5-12. This experience taught me how to be a leader and use this skill to produce a positive result for the children.
- 2017: Taught one on one private gymnastics lessons to children ages 3-16 at Mass Gymnastics Center in Westborough, MA.
- 2017-2018: Judged gymnastics for the Virginia High School Sports League.
- 2018-2019: Acrobatics instructor at InMotion School of Dance in Harrisonburg, VA.

COMMUNITY SERVICE/ OTHER ACTIVITIES

- 2012-2016: Special Olympics gymnastics coach
- 2015: Relay for Life team leader - I helped coordinate the event and got together a large group of people to participate in Relay For Life and raise money to support cancer research.
- 2016-2018: Member of the James Madison University Club Gymnastics Team
- 2018-2019: Member of the James Madison University Club Gymnastics Team executive board. I help make decisions about future meets, team finances, team community service and fundraising, rules and regulations, and structure of practices.

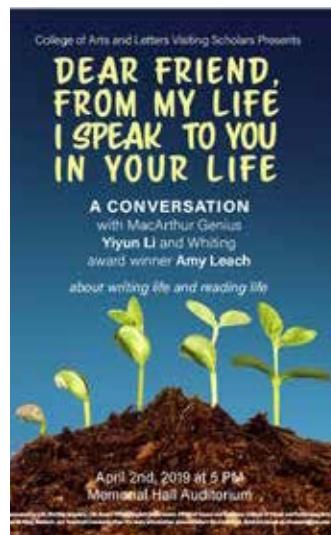
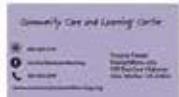
PORTFOLIO

Run the Rocks and Elizabeth Scott Elementary School Logo



Logo System

We were assigned a client within the community around JMU. Our task was to create a logo, business card, and a Facebook page for the new non-profit day care center.



Promotional Poster

We were assigned to make a promotional poster for the "Dear Friend, From My Life I Speak to You in Your Life: A Conversation with MacArthur Genius Yiyun Li and Whiting Award Winner Amy Leach about the writing life and reading life" event. In this event authors came to JMU to have a conversation and discussion about their writings.

CHUCK LAY



PRINCIPLE CREATIVE | ILLUSTRATOR

Salt & Light Creative
Fort Worth, TX
Present



ADDITIONAL EXPERIENCE

Senior Art Director
Christ Chapel Bible Church
Fort Worth, TX
2016 - Present

Senior Art Director
AvreaFoster
Dallas, TX
2014-2016

Senior Art Director
Studio Good
Dallas, TX
2012-2014



SKILLS

Illustration
Hand Lettering
Murals
Art Direction/Design

EDUCATION

Bachelor of Fine Art
Communication Design
Louisiana Tech University
2008

AWARDS AND ACHIEVEMENTS

Communicator Award - 2011

American Advertising Federation Fort Worth
Addy Award | Illustration - 2016



469•834•8342

@saltandlightfw

saltandlightfw@gmail.com

WORK EXAMPLES

S & L co

ESTD



"Stories" poster illustration for Christ Chapel's M28 film festival.



Illustrations for CCBC's middle school ministry sermon series entitled "Ask Anything."



CCBC KidsKamp Character Illustrations



Sappi Ideas That Matter Grant Proposal Credits

James Madison University (JMU) Contributors

Adrienne Hooker, Assistant Professor, School of Media Arts & Design (SMAD)

David Wang, Assistant Professor, School of Media Arts & Design (SMAD)

SMAD 332 Visual Communication Design students who assisted with this grant proposal: Leah Aebley, Alexis Caravas, Abbey Chaplain, Kimberly Daliagon, Jollie Dieu, Selin Ekmekci, Ripleigh Hatfield, Kerry Luiso, Sara Moncure, Clara Peirce, Zach Trumbo, Caitlyn Shelton, and Cassidy Welch

SMAD 302 Video Production students who created the PSA for the GFT: Amir Shahbazi, Carly Orcutt, and Michael Schwartz

Cathy Copeland, Adjunct Faculty, School of Writing, Rhetoric and Technical Communication

John Gruver, Network & Lab Manager, School of Media Arts & Design (SMAD)

Tamara Hatch, Director, Office of Sponsored Programs

Blue Ridge Area Food Bank Partners

Michelle Hesse, Director of Agency Relations & Programs

Eileen Emerson, Partner Services Coordinator of Child Nutrition & Network Development

Robin Swecker, Partner Services Coordinator for the Shenandoah Valley Area

JMU Gus Bus Reading Roadshow Staff

Jolynne Bartley, Assistant Director of Children and Youth Services, Institute for Innovation in Health and Human Services (IIHHS)

Rachel Gagliardi, Early Literacy Specialist

Tory Landis, Program Specialist

Third-party Vendors

Thank you to all the representatives who walked through component specifications and submitted estimates for the detailed budget: Rodger Beyer, Wayne Claybrook, Todd Dofflemyer, Chuck Lay, Al Smith, Danyell Witt.

Finally, thank you to **Ann Vernal**, Contractor/Consultant for Sappi Ideas that Matter, for answering all our questions and Deb Aldrich, Partner at D'NA Company, for reviewing our grant proposal.

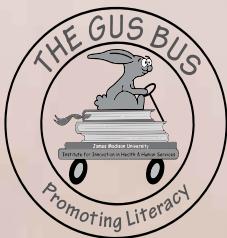
Thank You

People are in need, and we are part of the movement to stop hunger by making a difference in our neighbors' lives. **We believe everyone deserves to have enough nutritious food.**

With the ItM grant, we will be able to go even further to feed AND educate families and future generations.

Thank you for considering our proposal.

Sappi | Ideas that Matter program **empowers great ideas—
changing lives, communities and, ultimately, the world.**



**Blue Ridge Area
FOOD BANK**

