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PROFESSIONAL PRACTICES OF GRAPHIC DESIGN 2015 - 2016

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Abstract
This is the first portfolio book of graphic design students in the Department of Art, Communication & Theatre, College of Arts and Sciences at Southwestern Oklahoma State University (SWOSU). It was designed to display work samples of the students who studied in Professional Practices of Graphic Design course in Spring 2016. Showcases of the students who worked as graphic design interns and collaborated with local organizations and communities through their service learning between 2015-2016 are also included.

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PROFESSIONAL PRACTICES OF GRAPHIC DESIGN

2015 - 2016
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Dear Dr. Peters:

Service learning activities allow students to not only put into practice what they have learned in their courses but also to contribute to their community in a real-world experience. The designs that you and your students have created for our local communities benefit both the students through practical experience and the communities as well.

Congratulations on the accomplishments of your graphic design students.

Sincerely,

Dr. Peter M. Grant, Dean
College of Arts and Sciences
Bernhardt Professor of Biology
Prologue of Graphic Design
Instructor

This is the first portfolio book of graphic design students in the Department of Art, Communication & Theatre, College of Arts and Sciences at Southwestern Oklahoma State University (SWOSU). It was designed to display work samples of the students who studied in Professional Practices of Graphic Design course in Spring 2016. Showcases of the students who worked as graphic design interns and collaborated with local organizations and communities through their service learning between 2015-2016 are also included.

The main goals of this book are 1) to promote the graphic design program at SWOSU and 2) to disseminate the collaborative projects between graphic design students and local organizations and communities such as Weatherford and Clinton Chamber of Commerce and Town of Corn, Oklahoma.

These collaborative projects have expended my student’s design experience, knowledge and communication skill tremendously. These projects enabled the local organizations and communities to have a better understanding of the roles and contributions of graphic design and designers. They also help me to inform my teaching methods and facilitate my students to learn to improve their communication skill.

Based on my students’ reflection, the service learning helps them to understand the required knowledge and skill in the field. They gain a lot of design experience and learn to think critically through a collaborative process with others. They also learn to create the most appropriate design solutions not only for the project, but also for the production technology and process.

As the instructor, I hope that my graphic design students will continue to have opportunities to contribute their knowledge through service learning and working collaboratively with/for the local organizations and communities. I also have high expectation that this book will open up a lot of potential opportunities for my graphic design students to work on design and creative industries in the near future.

Dr. Siriporn Peters
Assistant Professor of Graphic Design
Department of Art, Communication & Theatre, Southwestern Oklahoma State University
Showcases for Exhibition

The Exhibition of Professional Practices of Graphic Design took place at the SWOSU Memorial Student Union on April 11-15, 2016. The main goals were to promote and disseminate the graphic design projects and collaboration with local communities and organizations through service learning between 2015 and 2016.

The design showcases consisted of a logo design for the Get Fit Weatherford project. The Weatherford Chamber of Commerce invited the graphic design students to take part in March 2016. Odessa Talley & Paige Elizabeth Worlund worked together in this project. They also created a video to promote this project.

The logo design and 10 foot feather flags for the Retail Committee, Clinton Chamber of Commerce were also displayed. The project was completed in December 2015. A group of students: Emily Belz, Valeria Lopez, Hafith Uresi, Audrey Little, Odessa Talley, Paige Elizabeth Worlund, Phuong Nguyen and Amanda Eva Elizabeth Rhode worked collaboratively to completed this project.

The exhibition also display the design projects which proposed a potential solution for small businesses and organizations such as Flowers & Moore by Emily Watkins, Rebelle Soul Boutique by Paige Worlund, Atlanta United FC, Georgia by Enrique Uribe, and Southern Sass by Odessa Talley.
Title: Get Fit Weatherford  
Designer: Odessa Talley & Paige Worlund  
Media/Software: Illustrator  
Course: Professional Practices of Graphic Design  
Year: Spring 2016

Get Fit Weatherford was a community initiative project. The objectives were to promote health activities among the local communities in Weatherford, Oklahoma to loose 2,000 pounds and raise 2,000 pounds of can food together for local people who were in needs.

The President of Weatherford Chamber of Commerce invited SWOSU graphic design students to take part from a first consultation meeting in March 2016 to implementation in April 2016.

The key activities were outdoor exercises & yoga. Therefore, the design elements consist of jogging, apple & yoga. They represent key activities of this project.
Title: Retail Committee, Clinton Chamber of Commerce
Designers:
1. Emily Belz
2. Valeria Lopez
3. Hafith Uresi
4. Audrey Little
5. Odessa Talley
6. Paige Elizabeth Worlund
7. Phuong Nguyen
8. Amanda Eva Elizabeth Rhode
Instructor: Siriporn Peters
Media/Software: Illustrator
Course: Intermediate Graphic Design II
Year: Fall 2015
Scope of Work: Logo, feather flag design

The representatives of the Retail Committee and the President of Clinton Chamber of Commerce worked collaboratively with 8 students. They enabled graphic design students to have a deeper understanding of a participatory design approach through the design process of this project.
Title: Design for Town of Corn
Designers: Hafith Uresi & Siriporn Peters
Media/Software: Illustrator and Premiere Pro
Year: Spring 2016

This was a co-creation project with Barbara Nurnberg, Mayor, Town of Corn & Chris Loewen, Treasurer, Town of Corn. Siriporn created the logo and illustration, so that the Mayor can start their campaign on a website. Hafith recorded and edited video by using Premiere Pro.
Title: Flowers & Moore
Designer: Emily Watkins
Instructor: Siriporn Peters
Media/Software: Illustrator
Course: Professional Practices of Graphic Design
Year: Spring 2016
Scope of Work: Logo, business card & graphics for social media graphics.
Title: Rebelle Soul Boutique  
Designer: Paige Worlund  
Instructor: Siriporn Peters  
Media/Software: Illustrator  
Course: Professional Practices of Graphic Design  
Year: Spring 2016  
Scope of Work: Logo, clothing tag, social media graphics & website.
Title: Proposed Logo Design for Atlanta United FC is a Major League Soccer expansion franchise in Atlanta, Georgia that plans to begin play in 2017
Designer: Enrique Uribe
Instructor: Siriporn Peters
Media/Software: Illustrator
Course: Professional Practices of Graphic Design
Year: Spring 2016
Scope of Work: Logo & jersey design.
Title: Southern Sass, rebrand
Designer: Odessa Talley
Instructor: Siriporn Peters
Media/Software: Illustrator
Course: Professional Practices of Graphic Design
Year: Spring 2016
Scope of Work: Logo rebrand, stationary: envelope & business card, packaging design.
Professional Practices

Each year, SWOSU graphic design students have an opportunity to work as a graphic design intern during a school year. These are their work samples.

Title: Roll-up designs for College of Arts and Sciences
Designers: Odessa Talley & Audrey Little
Art Director: Siriporn Peters, SWOSU Design Studio
Media/Software: Illustrator & PhotoShop
Year: 2015-2016

In this project, the students learned to create these roll up designs with the stakeholders. They also learned to prepare the artwork with SWOSU graphic designer and production team to ensure that the designs meet the design standard of SWOSU and have correct dimensions for production and installation.
Title: Pecos Bill and Slue Foot Sue Meet the Dirty Dan Gang
Designer: Paige Worlund
Art Director: Siriporn Peters, SWOSU Design Studio
Media/Software: Illustrator
Year: Fall 2015 / Spring 2016
Scope of Work: Poster, ticket, & program design
1.
Title: The Laramie Project
Art Director: Audrey Little
Instructor: Siriporn Peters
SWOSU Design Studio,
Media/Software: Illustrator
Year: Fall 2015
Scope of Work: Poster, ticket, & program design

2.
Title: Cover Design for Apothecary
Designer: Kyle Brewer
Art Director: Siriporn Peters,
SWOSU Design Studio
Media/Software: Hand Lettering, Illustrator & PhotoShop
Year: Spring 2015
Title: Graphic Design for General Thomas Stafford Air and Space Museum
Designer: Enrique Uribe, Graphic Design Intern of Stafford Air and Space Museum in Weatherford, Oklahoma
Year: Spring 2015 - Spring 2016

Enrique applied for the graphic design intern position of Stafford Air and Space Museum while he was studying in the portfolio course. He started working in January 2015. These are some of his work samples.
Conference of Professional Practices of Graphic Design

This conference was part of Professional Practices of Graphic Design course in Spring 2016. The conference took place on Monday, April 11, 2016 at the Memorial Student Union. The opening ceremony was at 11:00 am. The conference started at 12:00 pm. Assistant Professor Dejan Mraovic, Coordinator of the Graphic Design Program, Department of Art, Cameron University was a guest speaker. He presented “Typography Design on Bank Notes” as a case study.

SWOSU graphic design students shared their design experience as professional practitioners. Grace Hammons, SWOSU graphic design student shared her knowledge and experience about her collaborative project with different countries for designing online games. She won the online game design awards for two years before she joined graphic design program at SWOSU. Audrey Little, SWOSU graphic design student shared her design experience while she was working as the graphic design intern at SWOSU Center for Economic & Business Development between Fall 2015-Spring 2016. Enrique Uribe, SWOSU graphic design student also shared his design experience as the graphic design intern at Stafford Air and Space Museum between Spring 2015 - Spring 2016.

This event would not be possible without the financial support of the Dean of College of Arts, and Sciences, the Chair of Department of Art, Communication & Theatre, and the SWOSU Graphic Design Association (GDA).