

DESIGNCENTER

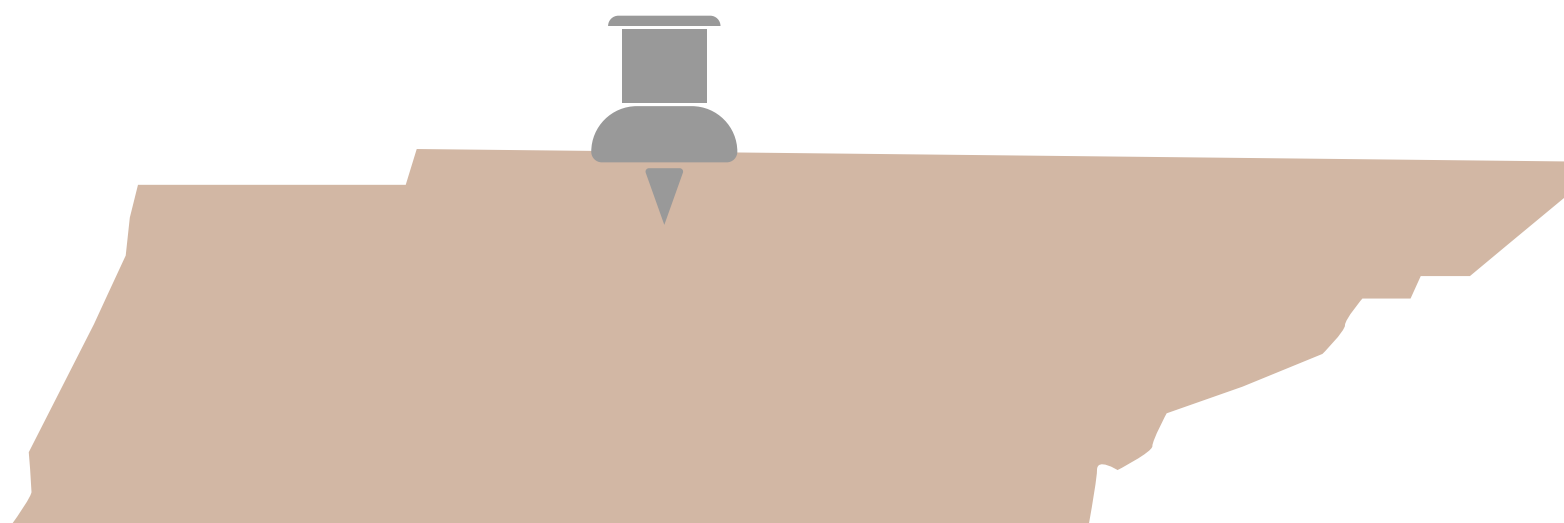
Austin Peay State University
Clarksville, TN

What is Design Center ?

Design Center is a upper-level graphic design course taught at Austin Peay State University in Clarksville, TN.

The class is designated as a service-learning course in order to expose students to real-world application with a “hands-on” learning experience. This experience provides students with the opportunity to work with **real clients** on visual communication projects.

These projects are by definition independent and will vary greatly depending on the needs of the client. Students will have the opportunity to use their technical and conceptual skills with real-world clients reflecting the reality of the design industry.



GET PAID TO FOSTER!

Full Disclosure: Compensation comes in the form of puppy kisses.



Postcard created for Agape Animal Rescue in Nashville, TN.

GOALS & OBJECTIVES

This course is an advanced-level studio course in graphic design. The overall objective is for students to be given an opportunity to use their conceptual abilities in composition in a real-world setting so that successful visual communication will result in:

VISUAL COMMUNICATION:

Develop increasing fluency in craftsmanship and concepts with the objective of creating more successful and sophisticated solutions.

AUDIENCE AND CONTEXT:

Ability to interpret and solve visual communication problems that pleases the design triad: client, audience, self.

FORM:

Develop a more integrated understanding of form in the application of graphic design principles, primarily the combination of image and type.

PROCESS:

Ability to fluently create and develop ideas, concepts, and prototypes using industry-standard tools and technology.

PRESENTATION:

Engage and present final solutions in a meaningful group discussion using both the appropriate software and vocabulary.

CLASS DETAILS

SEMESTERS OFFERED

Fall, Spring (*Course not taught in summer term*)

STUDENTS

The class is capped at 10 students per semester.

CLIENTS

Each student is partnered with three (3) separate clients each semesters; therefore, we are looking for 30 clients each semester.

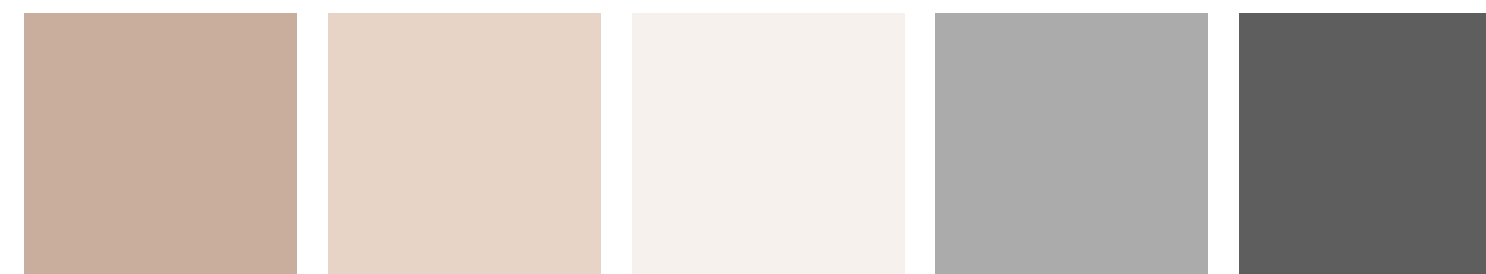
COST

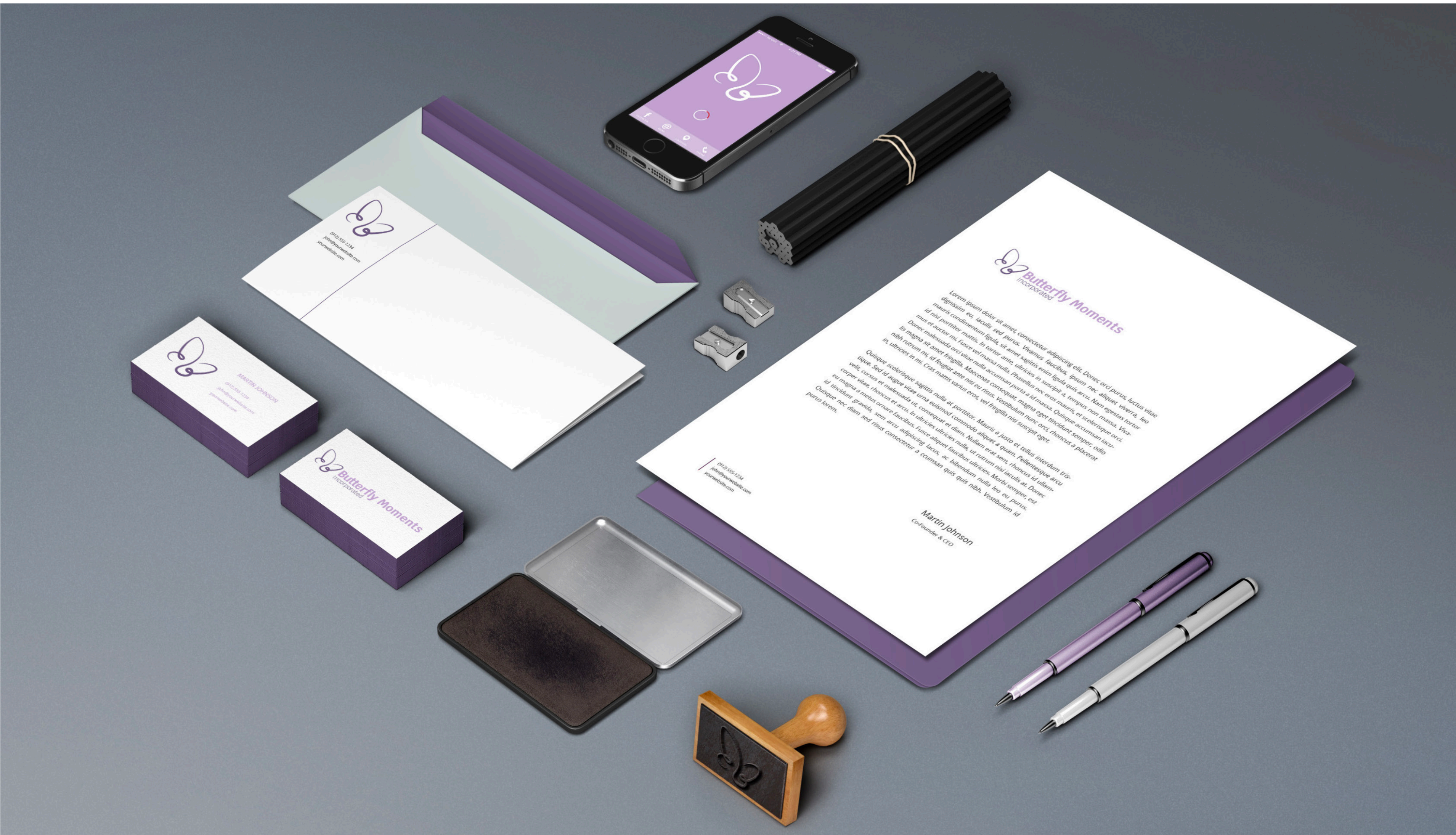
We charge a flat fee of \$150 in order to work with one student. The student may be paid via CHECK or ELECTRONICALLY (PayPal, Venmo, etc.) but cannot be paid in cash. Students will send the organization an invoice with payment details and deadlines.

TIMELINE

Each client will be given one month to work with their partnered student. You will be provided deadlines ahead of time as well as given specific instructions from the instructor as to what jobs can, and cannot, be completed within the timeframe.

Postcard created for Harpeth Conservancy in Nashville, TN.





Logo and stationery
created for Butterfly Moments
in Clarksville, TN.



Facebook banner created for Habitat for Humanity Restore in Clarksville, TN.

PAST CLIENTS

Austin Peay State University has had the privilege of working with over 100 non-profit clients since the course began in 2015. The list of clients include local, regional, and national organizations located all around the United States.

- | HABITAT FOR HUMANITY
- | UNITED WAY OF CLARKSVILLE
- | SUSAN G. KOMEN OF TENNESSEE
- | TENNESSEE KIDNEY FOUNDATION
- | NATIONAL ALLIANCE FOR MENTAL HEALTH
- | QUEEN CITY LIONS CLUB
- | TENNESSEE PERFORMING ARTS CENTER
- | CLARKSVILLE PARKS AND RECREATION
- | AGAPE ANIMAL RESCUE
- | TENNESSEE STATE PARKS CONSERVANCY
- | TARIK BLACK FOUNDATION
- | TENNESSEE LOCAL FOOD SUMMIT
- | CLARKSVILLE FIRE RESCUE
- | BRIDGES FOR THE DEAF
- | FANNIE BATTLE DAY HOME
- | VET COALITION
- | VISIBLE MUSIC COLLEGE
- | ADULT LITERARY COUNCIL



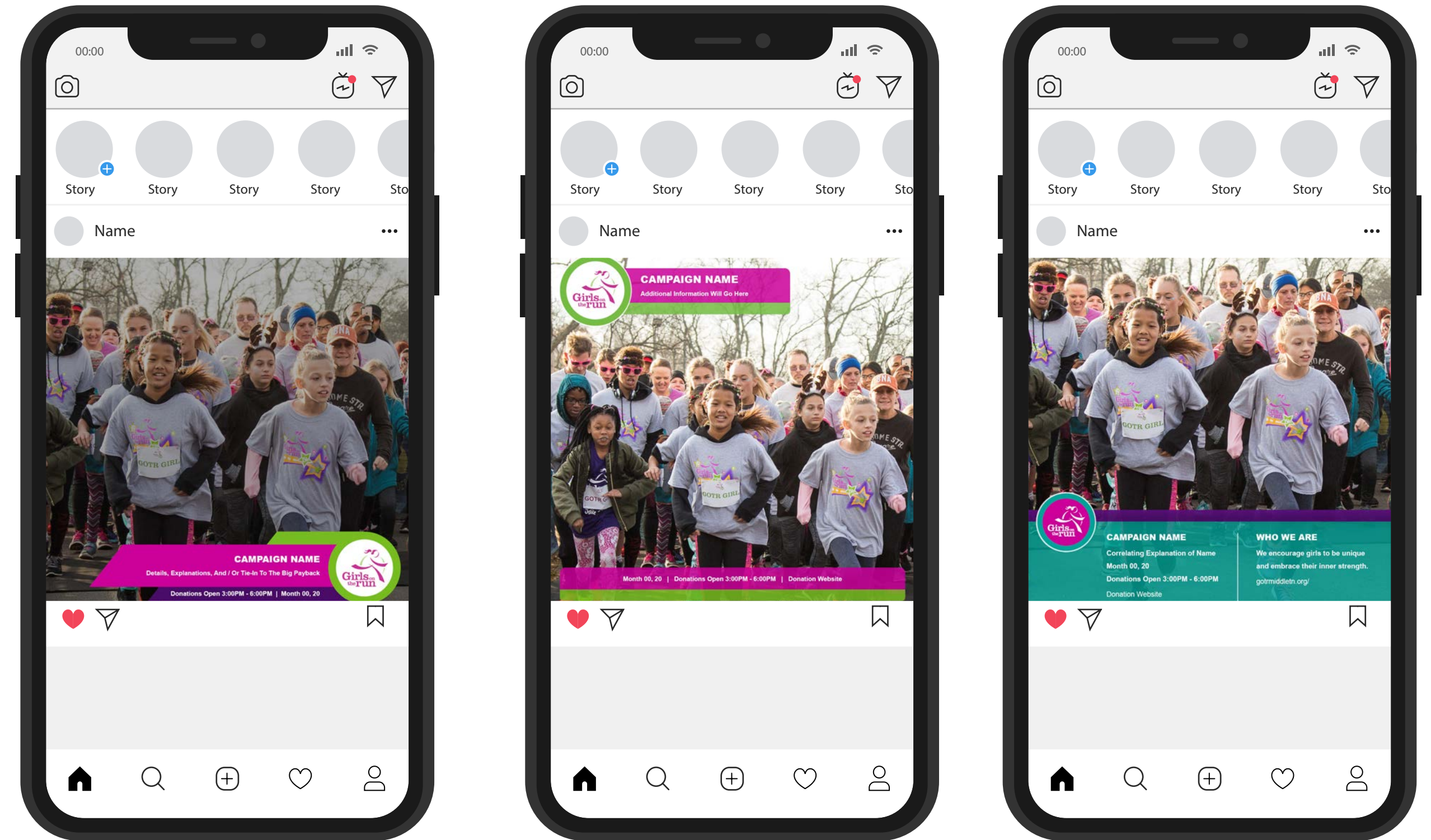
Brochure created for Free for Life in Nashville, TN.

WHAT CAN STUDENTS CREATE?

- | LOGO / BRANDING
- | BROCHURES
- | POSTERS
- | INFOGRAPHICS
- | FORMS
- | FLYERS
- | SOCIAL MEDIA GRAPHICS
- | ADVERTISEMENTS (PRINT, VIDEO, WEB)
- | PHAMPLETS / NEWSLETTERS
- | PACKAGING
- | VEHICLE WRAPS
- | BILLBOARDS
- | SIGNAGE

—the list goes on!

Though we receive several requests, and can accommodate for many, we CANNOT complete websites or magazines due to the limited timeframe.



Various options for Instagram post created for Girls on the Run in Nashville, TN.

BRANDING SHEET


Main Logo





Logo Variants



Colors

 LIGHT ORANGE
cmyk: 0, 23, 58, 0
rgb: 253, 200, 125

 MEDIUM ORANGE
cmyk: 0, 33, 68, 0
rgb: 255, 182, 102

 DARK ORANGE
cmyk: 0, 46, 88, 0
rgb: 255, 157, 51, 0

 LIGHT GRAY
cmyk: 4, 2, 6, 0
rgb: 241, 242, 235

 DARK GRAY
cmyk: 24, 19, 21, 0
rgb: 193, 193, 191

Typography

Main Typeface

DIN CONDENSED BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Secondary Typeface

ELEGANT LUX

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Body Text

Abril Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz



Logo and brand sheet created for Hope Pregnancy Center in Clarksville, TN.

HOW TO BECOME A CLIENT

CONTACT

Please email the instructor of record for the course, Rachel Bush (bushr@apsu.edu). Once you have emailed, the instructor will set up a time to talk via zoom or phone in order to relay the specific details of when you can work with a student. Each client will have to sign two contracts in order to work with the student:

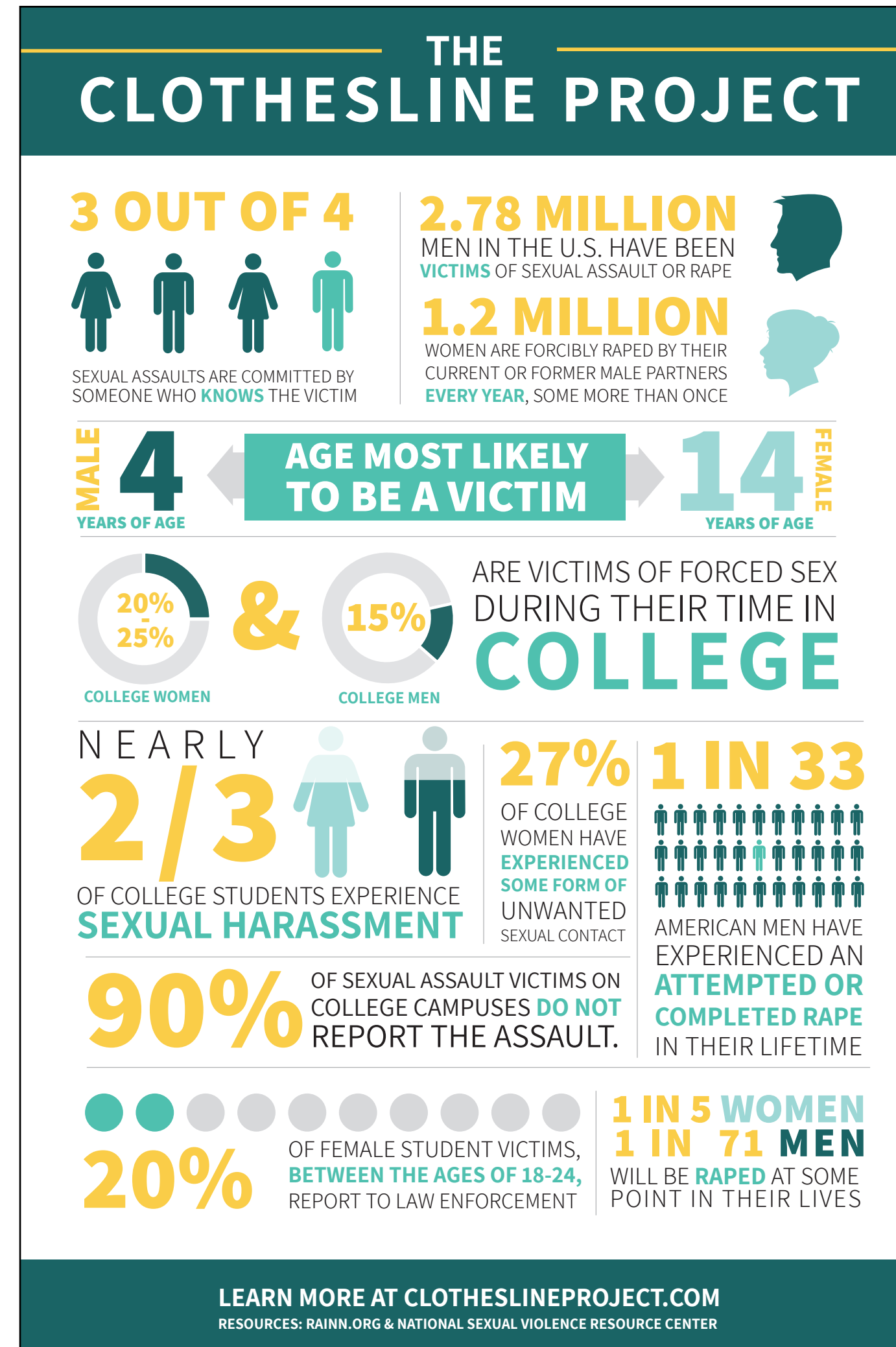
- (1) University Service-Learning Contract
- (2) Student Contract.

Only the university contract must be signed before the process can begin. The student contract is given after the partnership has been established.

RETURNING CLIENT

We strongly encourage clients to return and work with us each semester with the understanding you will receive a new student each semester. Additionally, the flat fee of \$150 will occur each partnership.

WE ARE CURRENTLY LOOKING FOR BOTH SPRING AND FALL CLIENTS!



Infographics created for The Clothesline Project in Clarksville, TN.



Brochure created for Going Global in Nashville, TN.

CLIENT EXPECTATIONS

CLIENT COMMUNICATION

Once the partnership has been established, we asked that the client meet with the student at least one time via Zoom or in-person. This meeting is usually a meeting at the beginning of the project to establish expectations. The remainder of the, we asked that clients be available via email and respond within 24-48 business hours in order for the students to meet their deadline.

WORKING FILES

Once the student has completed the design work for their client, they will release and any all working files in order for the client to use them in the future. Please understand that we do not use any other software besides Adobe Creative Cloud.

