The Sage project bridges SDSU students with local communities in the greater San Diego area. In this community service project, we researched information about National City while gathering inspiration to create our final designs. These poster designs are carried out by welcoming and capturing the audience’s attention in order to participate in improving National City. With the target audience being residents and with an intent on attracting more youth, The Sage Project is hoping to have volunteers participate in three different projects: Fire station 31, Kimball Park and the Youth Center. Our design team has used different mediums such as photography, illustration and vector design to create what we believe will successfully attract our audience. Our deliverables also include a flyer and a t-shirt to complete the campaign design.

Before we began our process of sketching we first began by researching different visual fields in relation to community service. We were able to establish what designs were working and which designs weren’t. Some styles were monotonous therefore we tried to research a variety of styles. We took this process for inspiration to move onto the next process which was sketching. Different mediums used in creating the final solutions were illustration, original photography, and graphic icons in order to best convey community involvement. These final designs contributed by each student were aimed at furthering National City’s image and to create a fun, positive environment where participants of the event could feel pride in their community.
SAN DIEGO STATE UNIVERSITY
GRAPHIC DESIGN STUDIO

You make a living by what you get.
You make a life by what you give.
- Winston Churchill

COMMUNITY SERVICE DAY
DECEMBER, 2014

You make a living by what you get.
You make a life by what you give.
- Winston Churchill
During our initial meeting, a comment was made that expressed the difficulty of capturing the younger crowd for Community Service Day. To take on this issue, I created a design that can appeal to a younger audience while also keeping the older viewers in mind. I used a style that is indicative of old Russian propaganda from the soviet era. This poster uses bright colors, bold lines, sharp angles, and repetition of shapes, much like constructivist posters from the early 20th century. I also added a weathered look to the poster by creating small imperfections in the shapes, giving it an aged, textural appearance. This style grabs the viewer’s attention and gives them plenty of detail to keep them looking. The figures are all holding common tools used in community service activities and stand together as a unit on the bottom right of the poster. I placed them there to create a balance between the figures and the heavy weight of the text. The smallest figure was added for a small touch of humor. My t-shirt and invitation are done with elements that all come from the poster. The flyer is basically a reduced version of the poster with all of the same information. The t-shirt uses the text and the birds from the poster, creating an interesting graphic.

Pierce, Tyler
Solution 2
Application
POSTER

SAN DIEGO STATE UNIVERSITY
GRAPHIC DESIGN STUDIO

COMMUNITY SERVICE DAY
DECEMBER, 2014

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When this community service day project was presented I immediately wanted to join when it was announced that its target audience was youth. I wanted to create a design that was urban and captured the audience eye with photography as my main media. This poster uses mostly bold color to call out the three locations that will be getting renovated. In addition, I added street lines coming out of the Clarion hotel to give a street walk feel to it. Also Brad mentioned the important role that the Victorian houses play in the National City community therefore I wanted to incorporate those as well. My t-shirt was designed from elements that were in the main poster. I didn’t want to overpower the t-shirt with the photography therefore I left it with the three renovation spots as focal points. The flyer is also taken from different elements of the poster and on the back of the flyer it would have additional information of the

Paez, Emilce
Solution 3
Application

POSTER

GIVE BACK TO YOUR COMMUNITY
NATIONAL CITY
COMMUNITY SERVICE DAY
APRIL 25TH

FOR MORE INFORMATION: (619) 336-4290 community.services@nationalcityca.gov

© 2014 All Designs Ryan Dalke
With National City being a growing community that is forward thinking, it needed a community service campaign to reflect this mind-set. Just like any growing city, it relies on the previous generations that know the community inside and out but also the younger generation that keeps pushing ideas further. This poster and flyer aim to engage both generations by capturing the older poster feel that was so prevalent in the ‘psychedelic era’ but bringing it into a digital form adding depth through layers. Not only is this poster aimed at attracting the viewer, but also getting the viewer to understand the ‘roots’ of what I believe community service encompasses which is community, giving, and growth. The poster furthers this idea by having a hand using a shovel as if planting a new plant contributing to the communities growth. The organic colors and illustrations give the campaign an earthy vibe which is where a community starts in the first place, from the ground up.

Dalke, Ryan
Solution 4
Application
POSTER

COMMUNITY
FIRESTATION 31 4.25.15
SERVICE
KIMBALL PARK
DAY
CASA DE SALUD

register at:
aReasontoSurvive.org

VOLUNTEERING = FREE LUNCH!

© 2014 All Designs Jenni Shipley
The completion of the Community Service Day design project marks my second collaboration with National City. This time around, I put my design skills to the test by creating a series of printed materials for the upcoming event next spring. I was challenged to create a compelling identity that would attract young eyes while simultaneously promoting a call to action for all members of the community.

My design process began when the decision was made to incorporate bold silhouettes of tools used for beautification. I wanted their form to be visually clear in order to deliver a fast message. Integral to the dynamic composition is the textural background. I based my geometric design off the idea of people as structural facets, working together to build something grand.

The display font featured on both the flyer and poster, titled “Inspira” by designer Sebastian Majia, is a gorgeous font that features ornaments that denote forward thinking, improvement and integrity. Additionally, the font’s circular structure complements the strong triangular angles. All these elements transition smoothly between mediums and their simplified composition allows for flexible adjustments and additions.

Shipley, Jenni