

ART 361 DESIGN SYSTEMS

Client: Immigrant and Refugee Law Center
Julie LeMaster, Esq., Executive Director, Attorney, Co-Founder

Assistant Professor Betty Bone
Students: Gillian Casey, Claire Cerimele, Kennedy Fry, Hannah Sprague, Drew Whisman

The visual identity of a brand is comprised of distinct elements, unified into a system that fuels recognition, amplifies differentiation, and encourages customers to identify with the brand. ART 361 teaches designers the process by which to create each element of the system, with the system as a whole in mind.

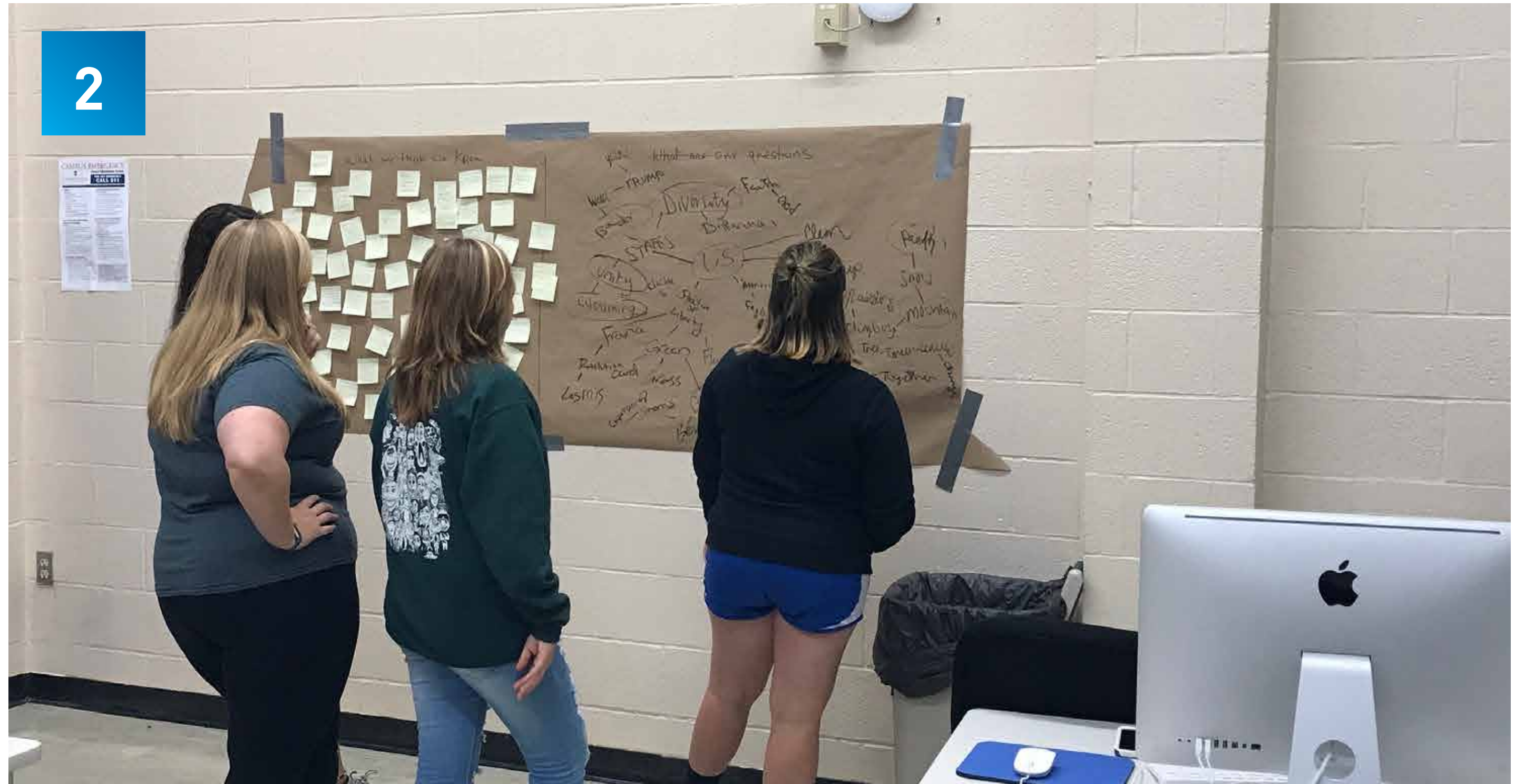
In the Fall of 2018 our class was lucky enough to be approached by the Immigrant and Refugee Law Center to develop their visual identity system.

STUDENT PROCESS

1. Researched existing Law Centers, their missions, tone of voice, strategies, services, and their visual identities.
2. Interviewed Julie LeMaster, the founder, about the organizations mission, strategy, vision, its audiences, and its services (See image 1).
4. Developed an audience boards for the two main audiences: 1. Clients and 2. Funders.
3. Brainstormed ideas around which to develop their visual Identity (See images 2 & 3).
4. Each student created over 20 ideas and 50 sketches of possible visual landmarks and presented their ideas to Julie, so she could guide the students (See image 4).
5. We had two further presentations (See Boards 2 & 3) where students designed donation cards, a two page strategy document, website homepage, and brochure cover before the final design was chosen (See images 5 & 6).



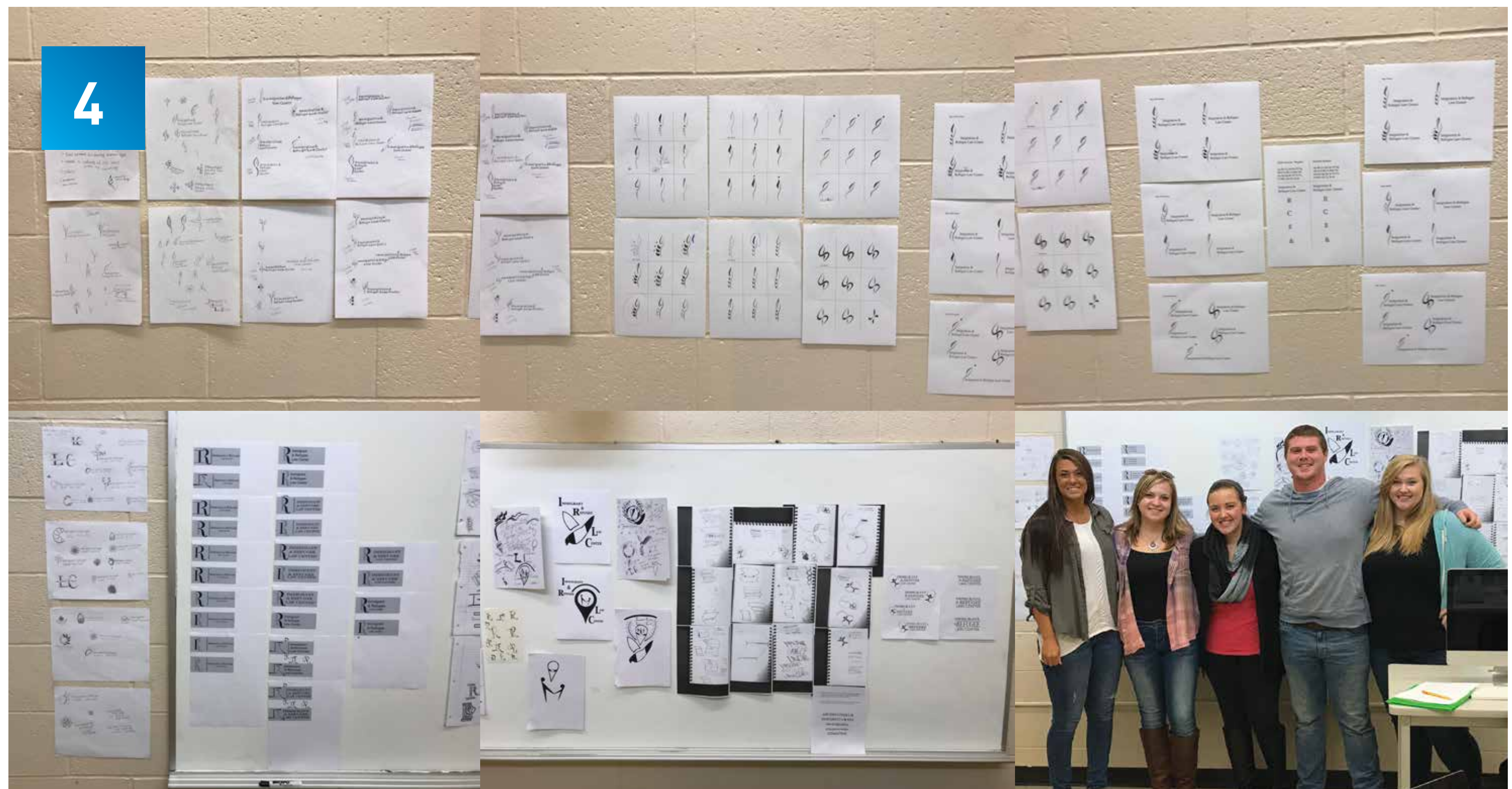
From Left to Right: Claire Cerimele, **Julie LeMaster** (founder of Immigrant and Refugee Law Center), Drew Whisman, Kennedy Fry, Gillian Casey, and Hannah Sprague



From Left to Right: Hannah Sprague, Kennedy Fry, Claire Cerimele, and Gillian Casey



From Left to Right: Claire Cerimele, Kennedy Fry, Hannah Sprague, and Gillian Casey



From Left to Right: Hannah Sprague, Claire Cerimele, Gillian Casey, Drew Whisman, and Kennedy Fry



From Left to Right: Kennedy Fry, Hannah Sprague, Claire Cerimele, Julie LeMaster, and Gillian Casey



From Left to Right: Gillian Casey and Julie LeMaster with the Gillian's winning design.vv

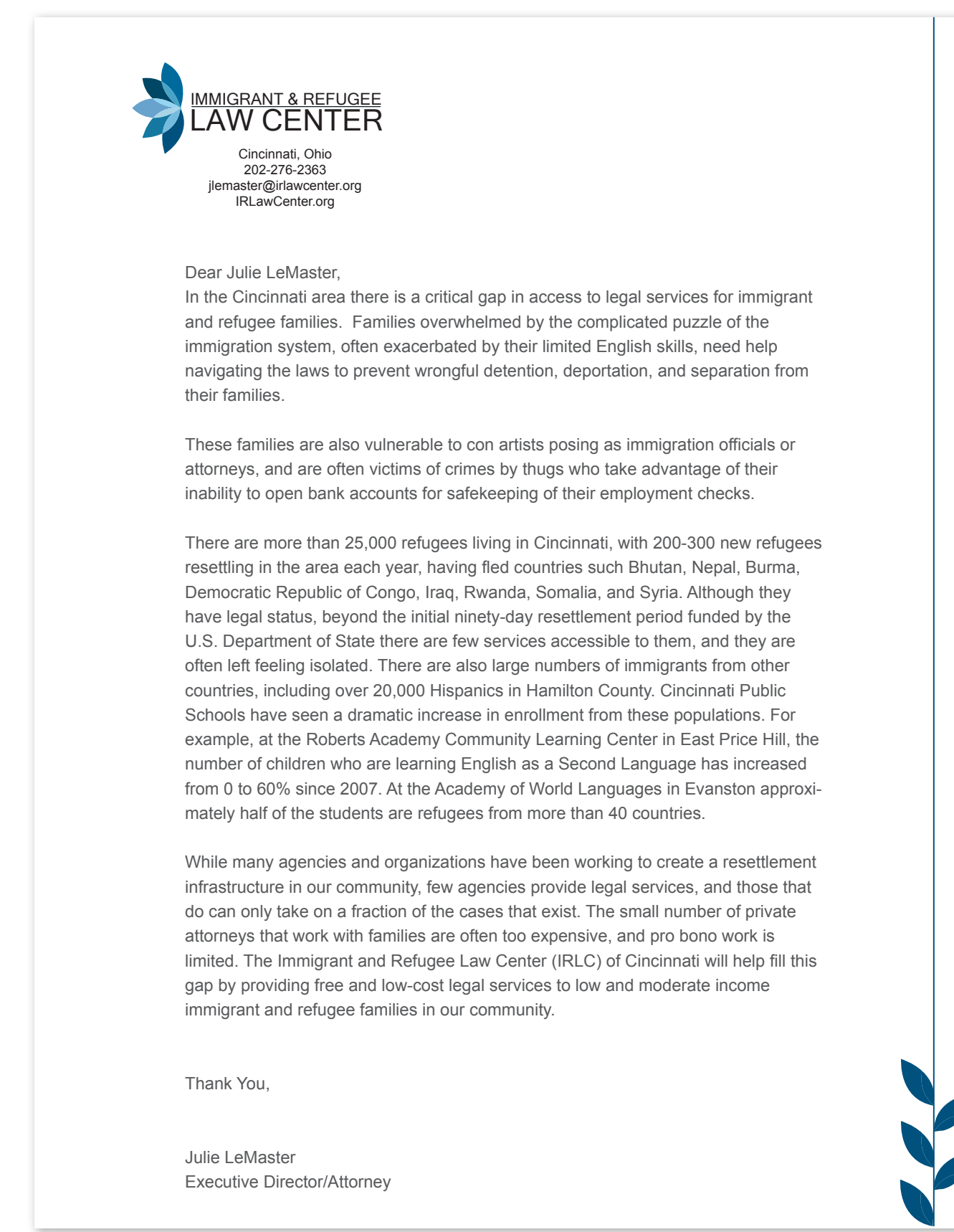
CLAIRE CERIMELE



KENNEDY FRY



HANNAH SPRAGUE



DREW WHISMAN



GILLIAN CASEY Designer of Chosen Identity System

