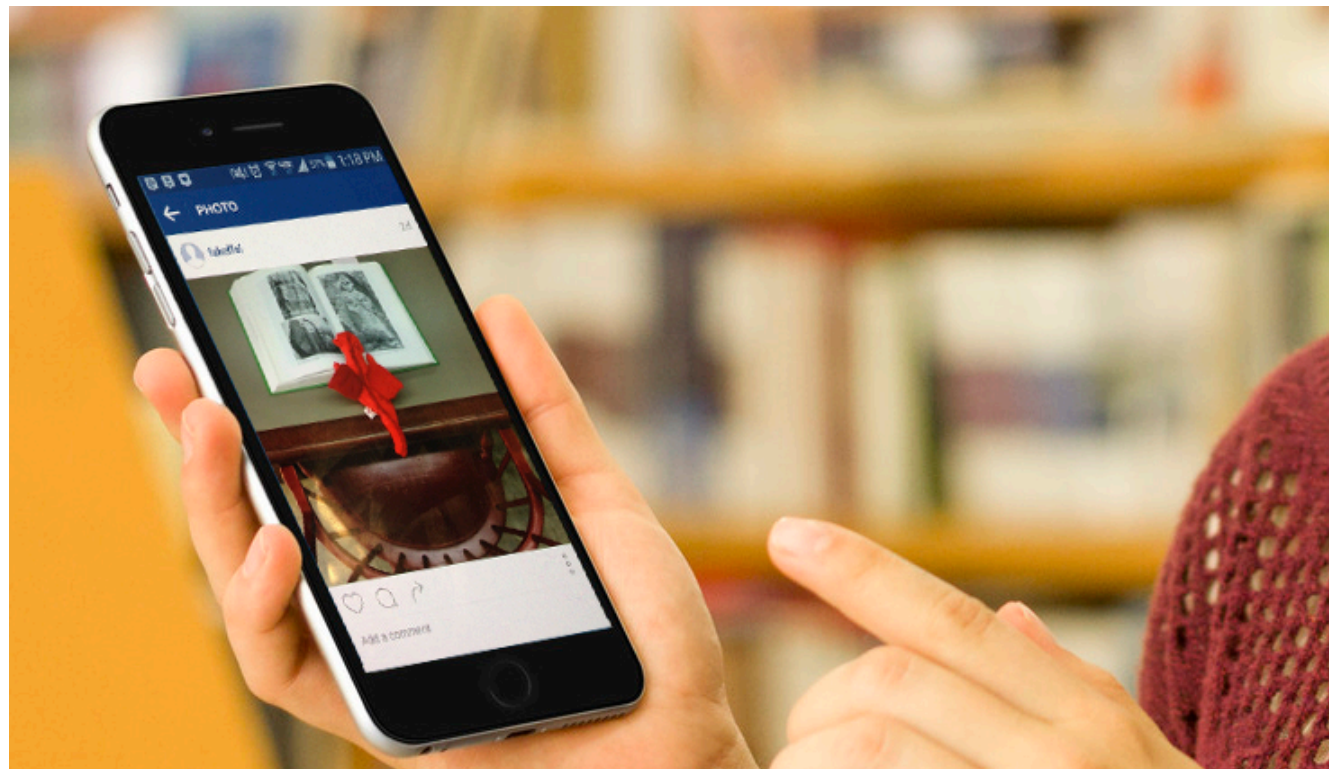


# **Design Practicum 2017**



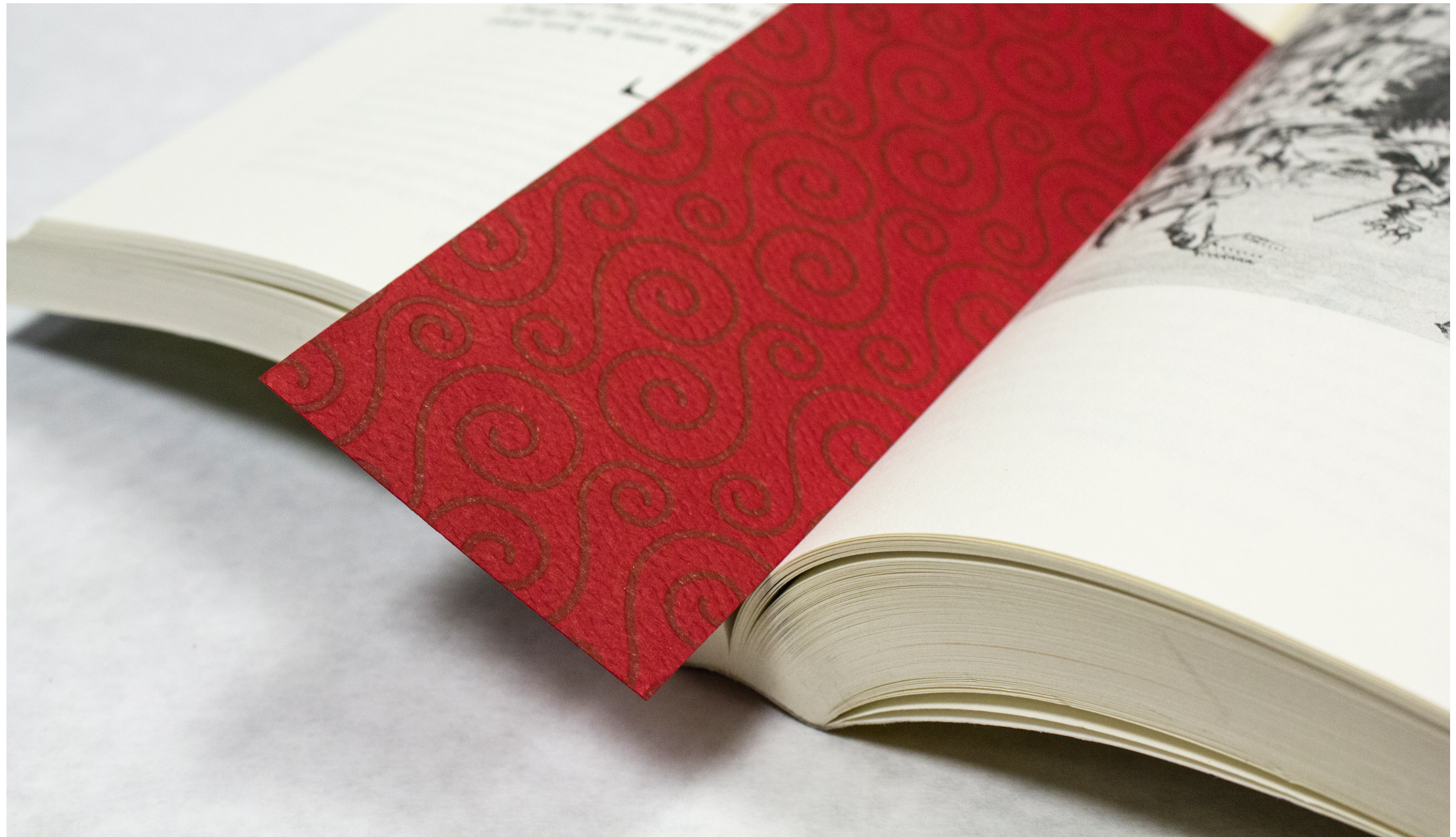




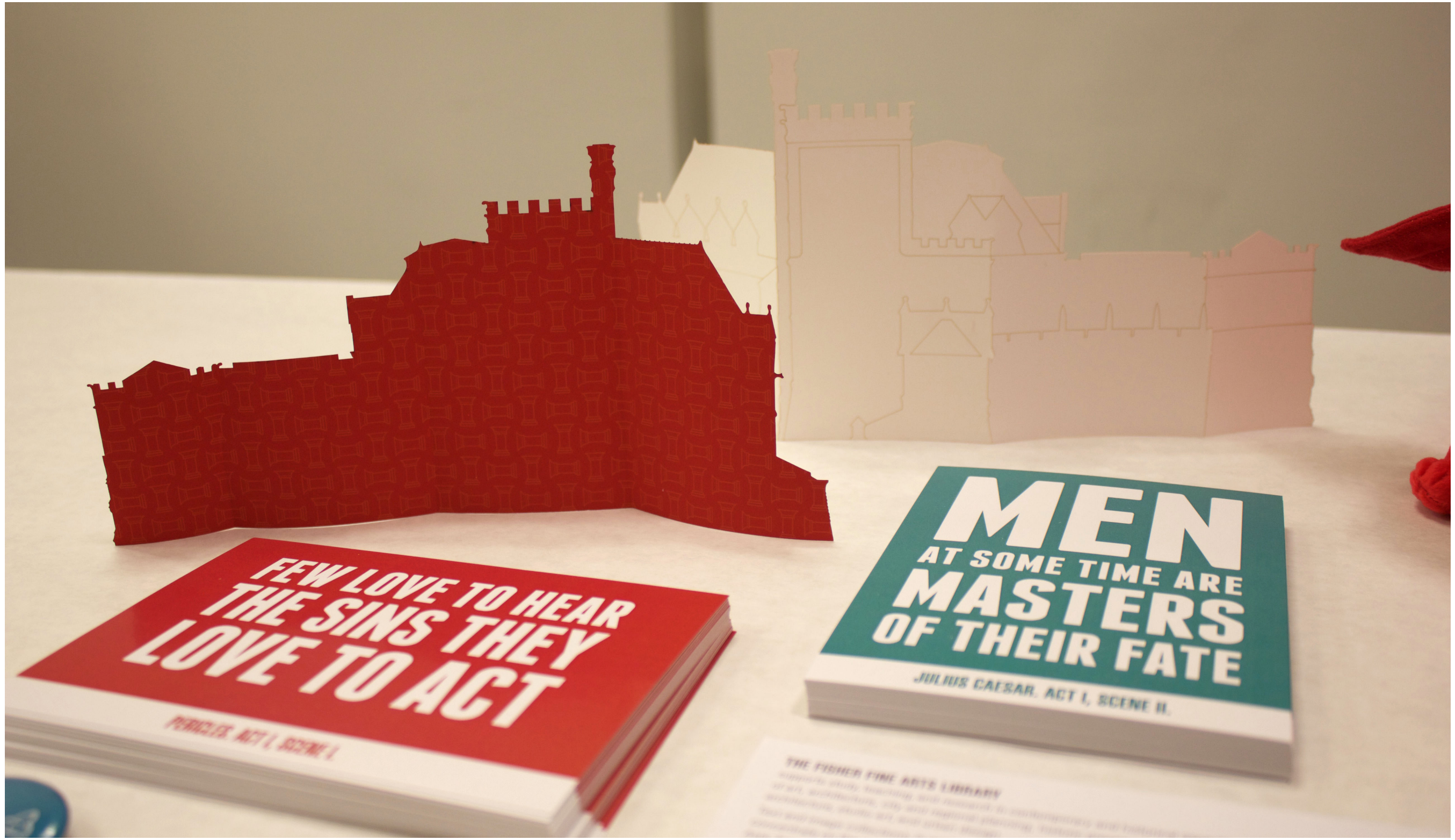












FEW LOVE TO HEAR  
THE SINS THEY  
LOVE TO ACT

PERICLES. ACT I, SCENE I

MEN  
AT SOME TIME ARE  
MASTERS  
OF THEIR FATE

JULIUS CAESAR. ACT I, SCENE II

THE FISHER FINE ARTS LIBRARY  
1000 UNIVERSITY AVENUE, SUITE 1000  
ANN ARBOR, MI 48106-1000  
734-763-2300  
WWW.FISHERFINEARTS.COM







# CELLNETICS

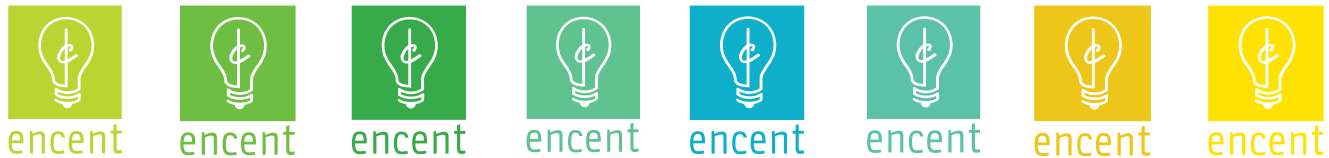
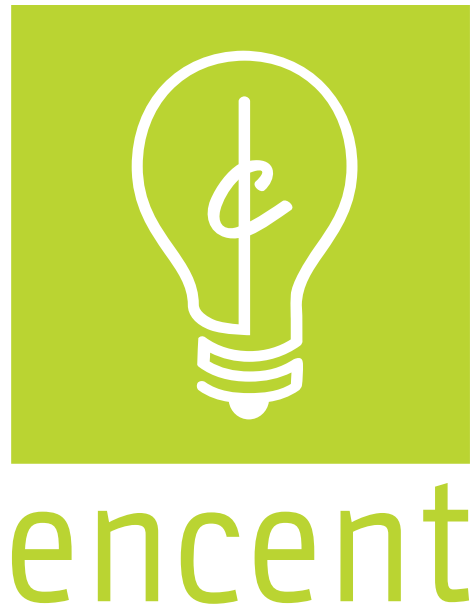
C

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Designed for Penn Center for Innovation  
by students in Graphic Design Practicum,  
February, 2016.

Van Huynh, Claire Keener, Amaris Kobolak, Ashley  
Leung, Emily Saus, Kathleen Sindoni, Helena Solsona,  
Donald Sonn, Wenxin Yang, Jinxiang Wu  
David Comberg, Fine Arts faculty.

Following a heart attack, a surgeon will perform an intervention to remove blockage. The in-flow of oxygen rich blood can be as damaging as the original heart attack. **Cellnetics** uses a low static magnetic field to minimize this "reperfusion injury."



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**Encent** is developing mobile technology to help homeowners and contractors make better energy product buying decisions. **Encent** is intended to help homeowners save energy and money by making it easy for them to find information about available rebates. In essence, these rebates could allow a homeowner to purchase a more efficient product for lower cost than a less efficient item.

# PATIENT ZOOM

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**PatientZoom's** mission is to streamline the patient experience during a hospital stay to improve care delivery while creating a more productive environment for caregivers and support teams. **PatientZoom's** main focus is on the location of patients while hospitalized.



# POLYAURUM

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David Comberg, Fine Arts faculty.

**PolyAurum** has developed proprietary gold nanoparticles which increase the radiation dose selectively to a tumor, but not the healthy tissue surrounding the tumor. This improves the effectiveness of radiotherapy without the dose limiting side effects seen with traditional radiotherapy.

# ProNoto



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**ProNoto** helps physicians earn professionally required educational credits while remaining current through the use of a recording and organizing application. **ProNoto** helps physicians: 1) earn credit for everyday, clinically relevant reading and resource review, 2) record and save already credited CME, 3) creates a tailored reminder system to keep physicians on their desired path, and 4) suggests articles/institutional updates for review.





# GHOSTROBOTICS

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Donald Sonn, Wenxin Yang, Jinxiang Wu  
David Comberg, Fine Arts faculty.

**At Ghost Robotics** we are building customizable robotic machines highly adept at perceiving tactile sensations. We are building robots that have an improved sense of touch. Our modules are good at perceiving external forces (such as applied by the ground, or a person interacting with the robot), making possible much richer interactions with its surroundings (such as impedance control, haptic feedback, etc.).

The design for **Rescufy** expresses the reliability, responsiveness and reassurance that are central to the mission of this product. This identity emphasizes the simplicity and accessibility required by a product that is responsible for the well-being of its users.

The visual language is influenced by the clean yet authoritative nature of medical institutions and ambulances. We chose to delineate the word Rescufy by emphasizing the composition of the words “Rescue” and “Notify” through contrasting colors. Our custom ligature, *FY*, with the signal waves, signifies this application as a beacon for assistance.

The typography is set in Din OT Bold, a contemporary, sans-serif face chosen to convey a sense of command and reliability.

The application icon references the Star of Life and serves as an easily identifiable mark of help during an emergency, emphasizing the urgent response **Rescufy** can and will provide.

**RESCUFY**

A graphic element consisting of three curved lines of increasing size, positioned above the end of the word 'RESCUFY'.

RESCUFY 



RESCUFY

A graphic element consisting of three concentric, upward-curving orange arcs positioned above the 'FY' portion of the word 'RESCUFY'.











# MARKET OUTREACH PROPOSALS



The Food Trust

**FARMERS'  
MARKETS**



graphic design practicum final presentation

SPRING 2012

# MARKET TABLE

## MARKET MANAGER & NUTRITION EDUCATION TABLE

transforming the market manager's table into a more visible and welcoming center makes information about EBT use more accessible, helps to brand the market as a part of the Food Trust and provides a forum for easily communicating with EBT users and other market customers



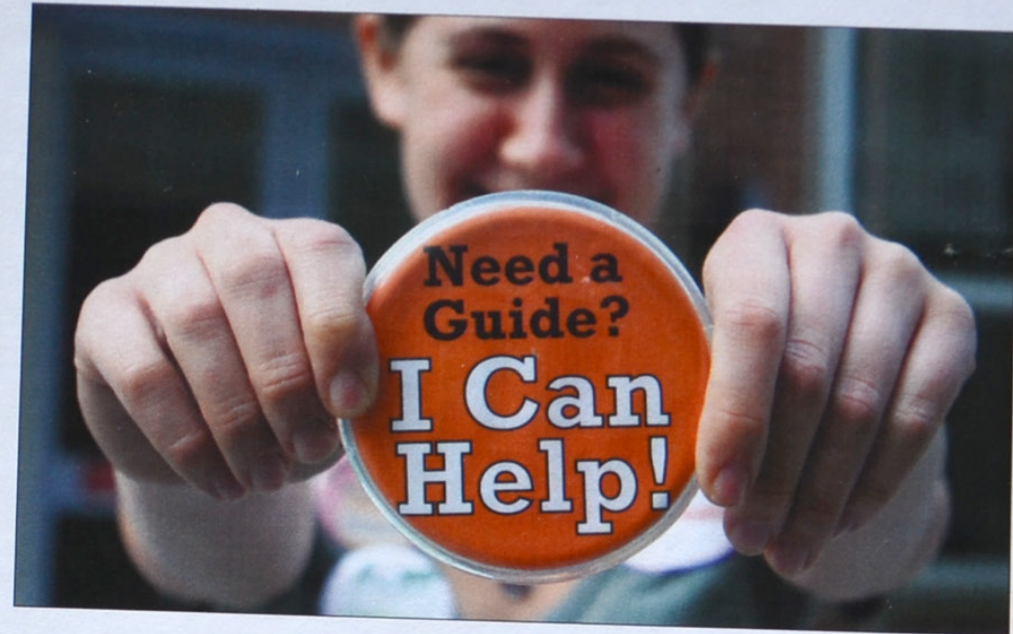
QUICK INSTRUCTIONS ON ACCESS/EBT USE

WITH A TABLECLOTH, BANNER, BALLOONS AND SIGNAGE THE TABLE IS EASILY TRANSFORMED INTO A WELCOMING CENTER CHALKBOARD FOR MARKET MANAGER TO SHARE

# UNIFORMS & GIVEAWAYS

## IDENTIFYING MARKET OFFICIALS AND ATTRACTING NEWCOMERS

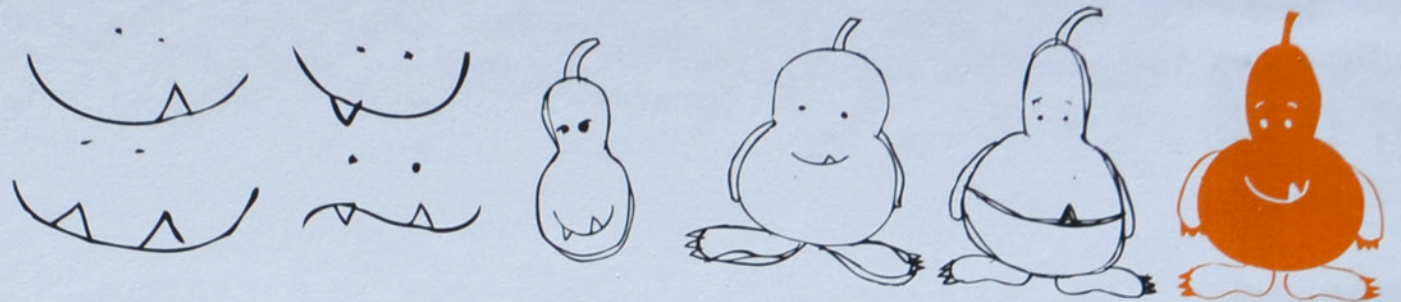
Buttons and aprons may be distributed to Farmers' Market staff and volunteers in order to make them easily identifiable to those looking for guidance. Smaller buttons with illustrations are to be given to children who visit the market manager's table. They can also be distributed at schools to encourage children to tell their parents about the Farmers' Markets.



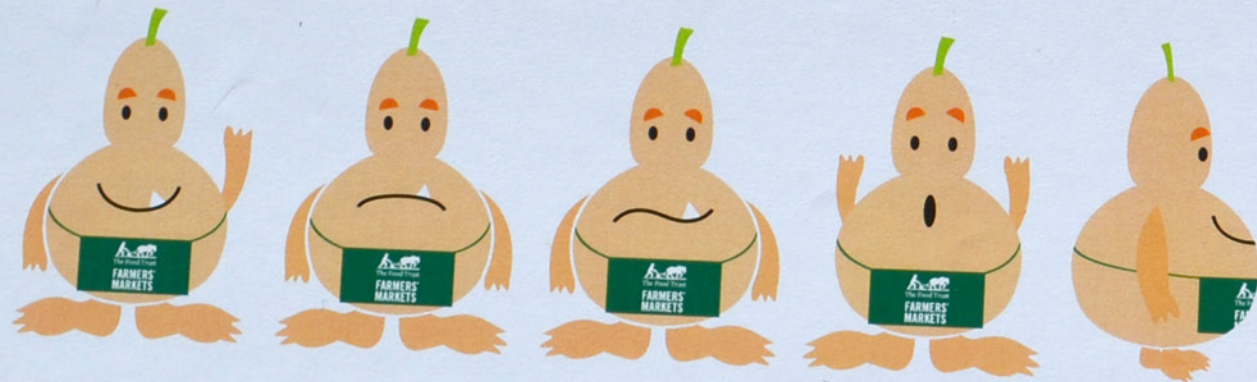
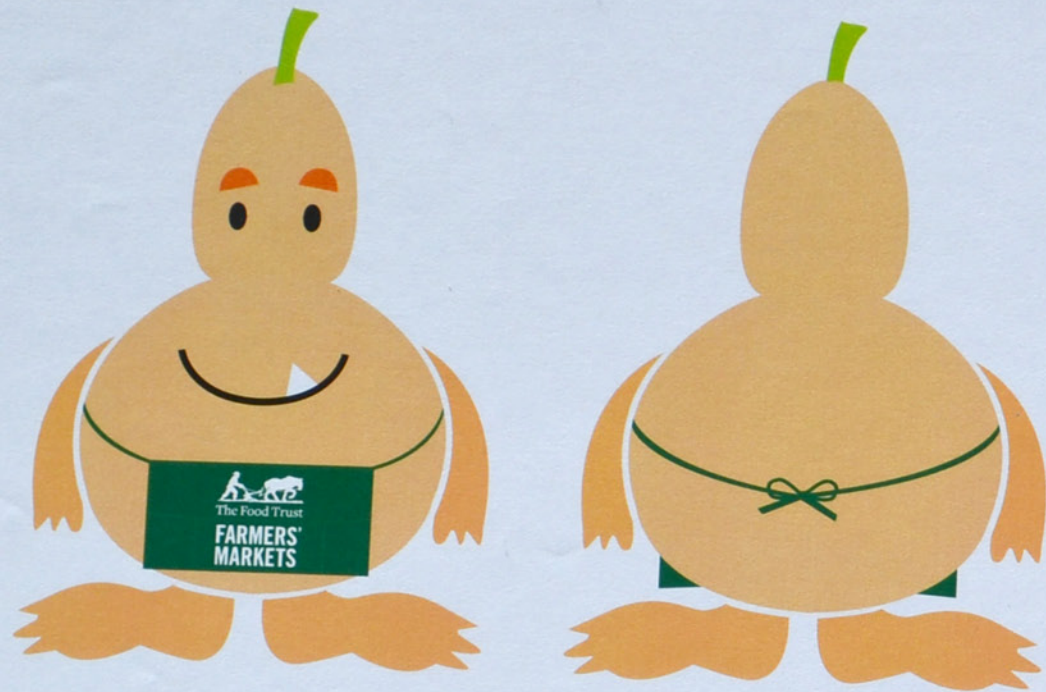
# SASQUASH

## MARKET/CHILDREN'S PROGRAMMING MASCOT

a friendly squash monster, serving as the face of the market and as promotion of family-friendly programming



PRELIMINARY SKETCHES



MULTIPLE VIEWS AND EMOTIONS



MARKET VARIATION DEPENDING ON LOCATION

# TOTE BAGS

## A UNIFIED SHOPPING EXPERIENCE

a series of bags designed as a way for people to relate to their local food and market



DIGITAL MOCK-UPS



FINAL SCREENPRINTED CANVAS TOTES

# SIGNS AND BANNERS

FOR USE BOTH IN THE MARKET THE WIDER COMMUNITY

Logos for the Food Trust, ACCESS and Philly Food Bucks are prominent in this set of signage to maintain clear branding and increase awareness of the programs available to low-income market customers



The Food Trust  
**FARMERS'  
MARKETS**



THEFOODTRUST.ORG

**SPEND \$5**   
**GET \$2** 



For every \$5 you spend with your ACCESS card, get a \$2 Philly Food Bucks Coupon to buy fresh fruits and vegetables.

**FRESH FOOD. CLARK PARK.**  
Every Saturday from 10 a.m. - 2 p.m.



**Welcome to the market!**



The Food Trust  
**FARMERS'  
MARKETS**



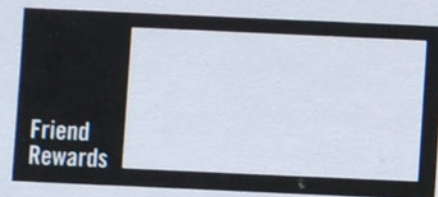
# FRIEND REWARD COUPONS

## COUPON REWARD PROGRAM

reaching new customers through word of mouth and community partnerships

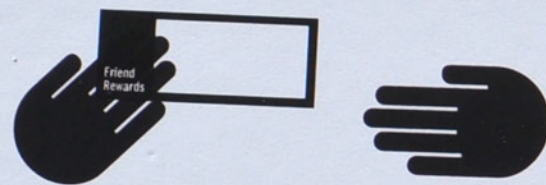


1



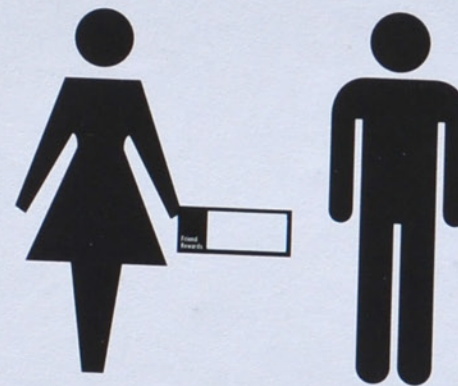
The Food Trust uses Friend Reward Coupons to attract new customers to the markets.

2



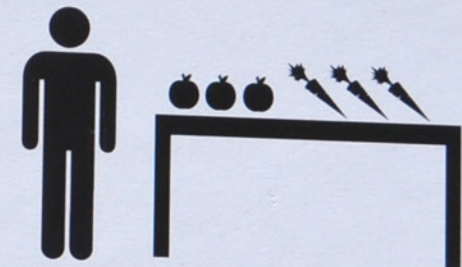
The Food Trust distributes Friend Reward Coupons to "ambassadors," existing farmers' market patrons and partner organizations.

3



The ambassadors give the coupons to newcomers, either friends of existing patrons or members of the partner organization.

4



The newcomer returns to the market, using the coupon to receive \$2 off his purchase.



# HEALTHY CART

## PARTNERSHIP PROGRAM

leveraging an existing association with food fit philly to increase branding of food trust farmer's markets

Cart vendors will distribute **Friend Reward Coupons** to customers upon purchase. Coupons can be redeemed at the nearest Farmers' Market



Customers can identify Food Trust supported carts via a **Farmers' Market sticker** featuring the Food Trust logo



A removable plastic rack holds **informational packets** related to the markets, EBT and Philly Food Bucks

By the end of 2012, there will be **TWENTY** Food Fit Philly Healthy Carts in Philadelphia



All of these healthy carts

# SERVE

low-income neighborhoods and accept EBT cards

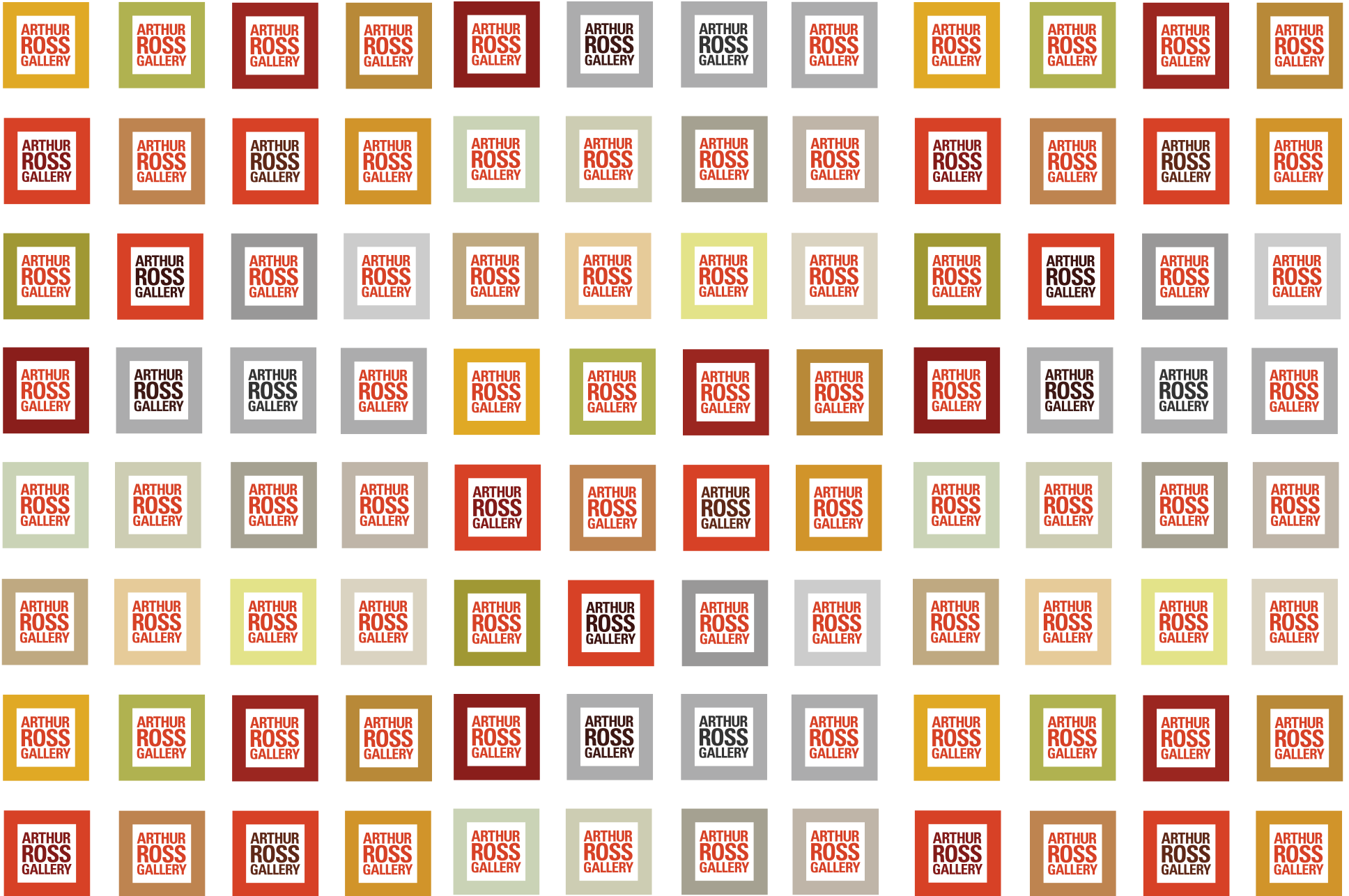
WHY **NOT** USE THESE **CARTS**

TO HELP DELIVER OUR MESSAGE?

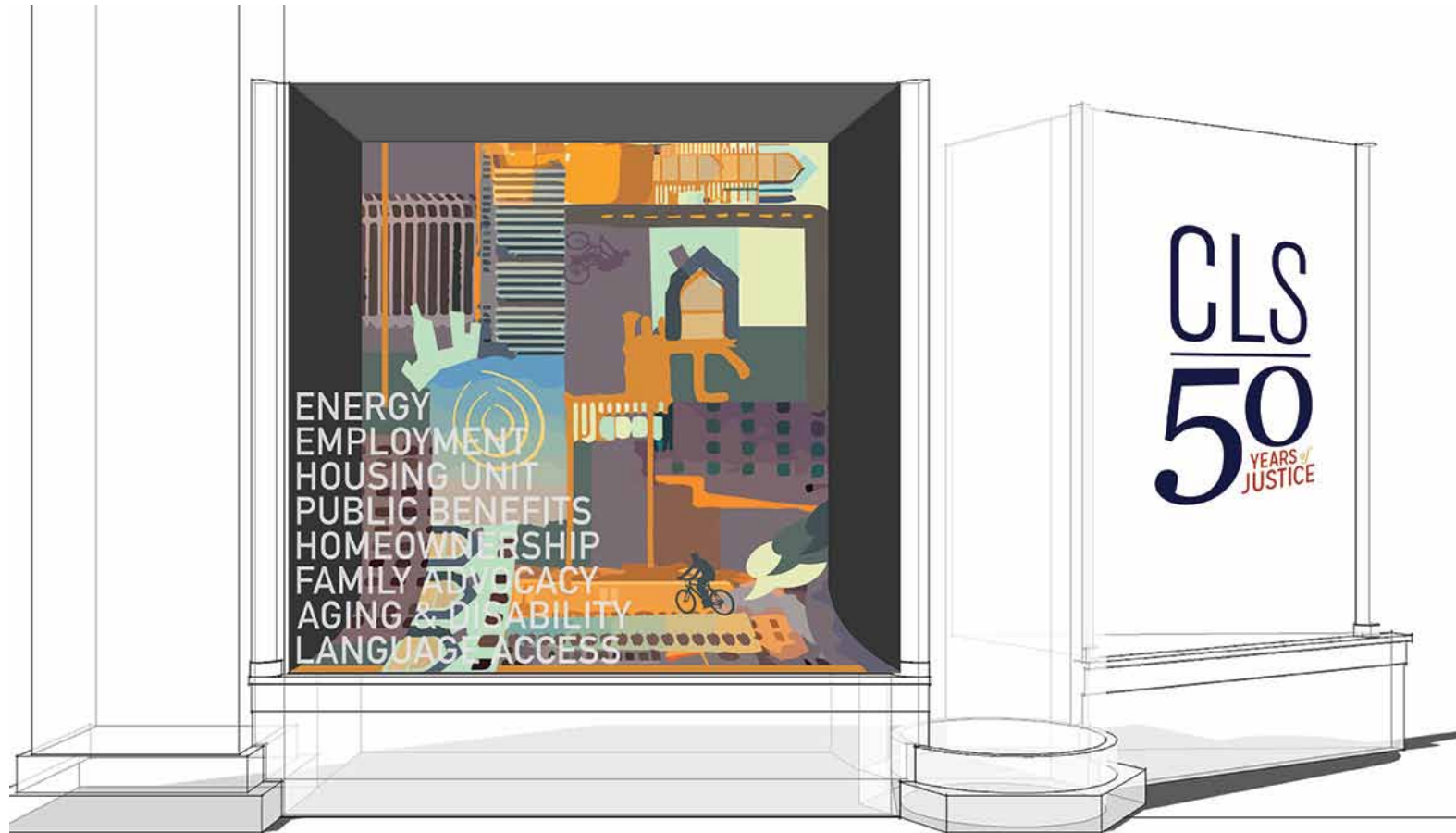


Sustainability in Action



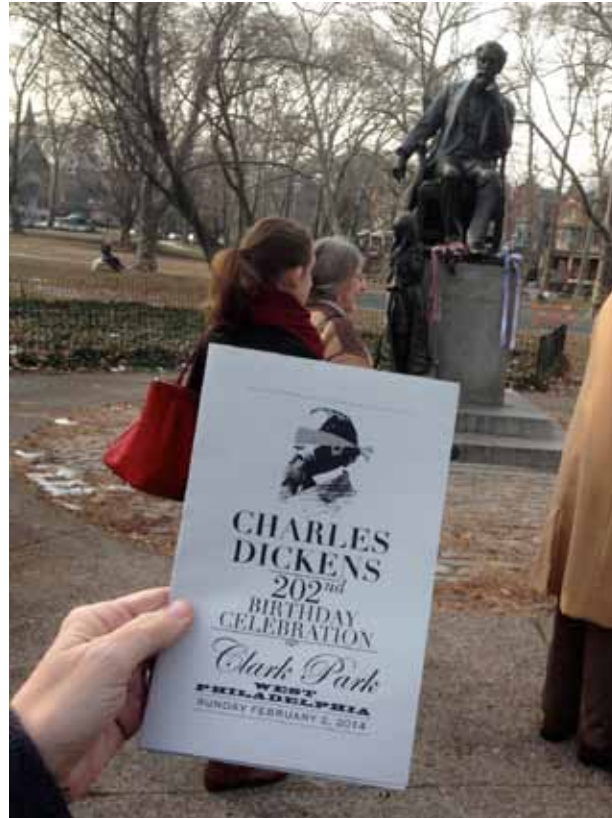







ENERGY  
EMPLOYMENT  
HOUSING UNIT  
PUBLIC BENEFITS  
HOMEOWNERSHIP  
FAMILY ADVOCACY  
AGING & DISABILITY  
LANGUAGE ACCESS

CLS  
50  
YEARS OF  
JUSTICE



.....




**CHARLES  
DICKENS**  
201<sup>st</sup>  
BIRTHDAY  
CELEBRATION  
AT HIS STATUE IN  
*Clark Park*  
**WEST  
PHILADELPHIA**  
SUNDAY FEBRUARY 3, 2013

**2:00 PM**  
MEETING AT  
GRIFFITH HALL, 43RD AND KINGESSING STREET  
UNIVERSITY OF THE SCIENCES

.....

.....




**CHARLES  
DICKENS**  
202<sup>nd</sup>  
BIRTHDAY  
CELEBRATION  
1898  
*Clark Park*  
**WEST  
PHILADELPHIA**  
SUNDAY FEBRUARY 2, 2014

**2:00 PM**  
MEETING AT  
GRIFFITH HALL, 43RD AND KINGESSING STREET  
UNIVERSITY OF THE SCIENCES

**FREE!**

.....

.....



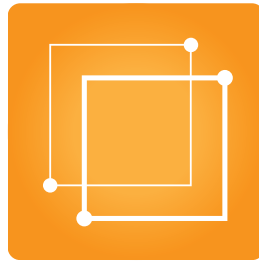
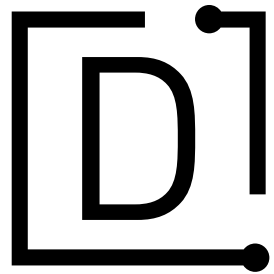
**CHARLES  
DICKENS**  
203<sup>rd</sup>  
BIRTHDAY  
CELEBRATION  
*Clark Park*  
**WEST  
PHILADELPHIA**  
SUNDAY FEBRUARY 8, 2015

**2:00 PM**  
MEETING AT  
GRIFFITH HALL, 43RD AND KINGESSING STREET  
UNIVERSITY OF THE SCIENCES

SPECIAL GUESTS  
THE KINGESSING MORRIS MEN  
CURIO THEATRE COMPANY

**FREE!**

.....



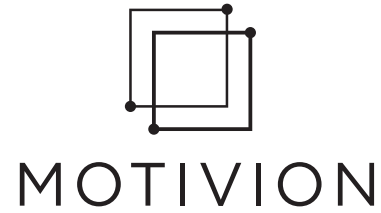
PRENDO

ANIMATION





PRENDO





prohibix



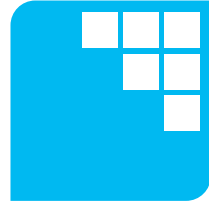
RESCUFY



HELAR  
TECHNOLOGIES

intervir





**WHATIFMAPS**



mobileoptx



mobileoptx



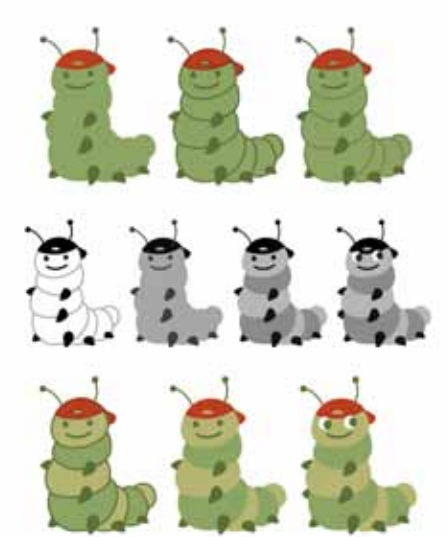


West Philly Coalition  
*for* Neighborhood Schools



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যৌ গদন  