

SLA Project Review AIGA with Israel Sepulveda

The goal for the project with Israel Sepulveda was to create a new flyer and pamphlet for his church, Primera Iglesia Cristiana. He also requested a logo design for his side business El Elote Loco. The three volunteer designers each took one of the requested materials to work on. No additional community partners became involved in the project. I believe the distribution of work was appropriate for each person involved. As the project facilitator I did not design anything, but I was able to coordinate with Nancy (who translated for Pastor Israel) and the design volunteers, as well as act as an art director to the designers. The designers each got an opportunity to choose which design they wanted to focus on so everyone did equal work. The learning objectives were met because the designers were able to do real world work and learn in a business-type setting. Students also learned to collaborate with one another and the client. The project allowed for the volunteers to create without much restriction so they were able to try new design ideas. The timeline originally suggested was fairly accurate. I was able to give Pastor Israel designs to look at the end of March and finalized the designs in April. The time frame was appropriate because we had all of the necessary resources and adequate communication. I didn't have any additional needs not foreseen at the beginning of the project. The main challenge I encountered with this project was a lack of volunteers because of heavy course loads. All three designers were seniors so they were busy preparing for graduation while working on this project. For future projects it is important to stress the importance of staying with the project because it is real and will impact someone's business. I think by putting the importance of the designs into perspective will help keep designers on board and create time for this project. Nancy said next school year AIGA should contact her because she may have more people in need of design assistance. I will be forwarding that information to the new AIGA exec board.