



Columbus College
of Art & Design

Corporate & Community Partnerships

5

Winning
Students

4

Teams

19

Students

Designing Keep Ohio Beautiful's 2019 Annual Report

Learning Partner: Keep Ohio Beautiful

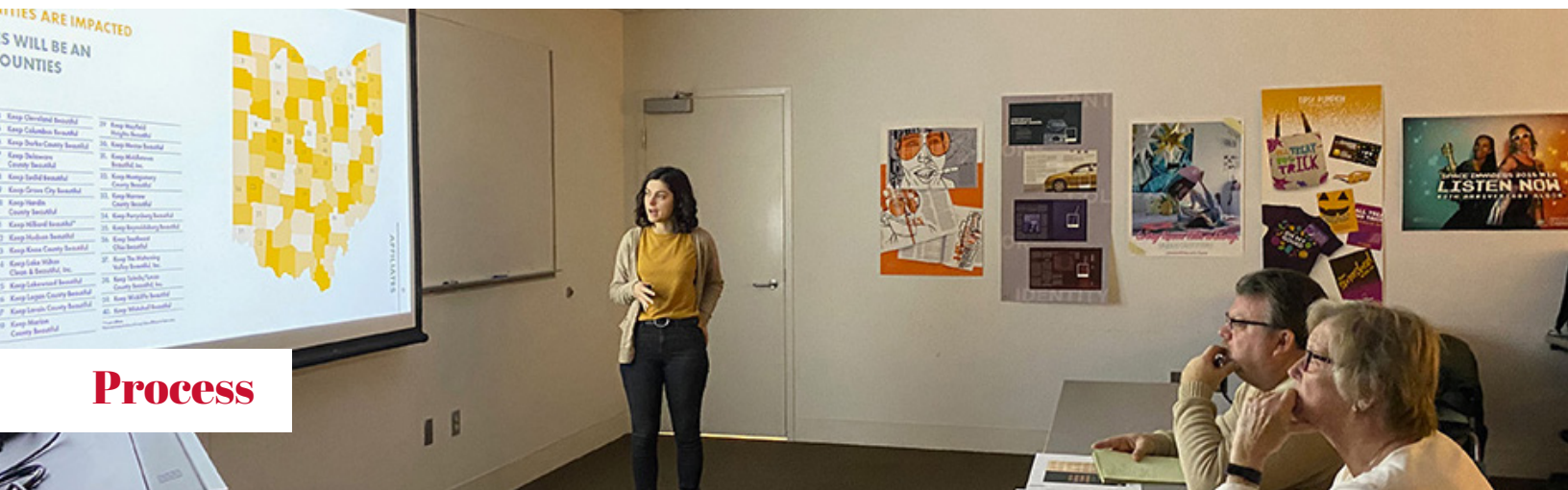
Keep Ohio Beautiful helps communities improve their waste-handling practices, litter prevention, recycling, beautification, and other community greening efforts. And when the nonprofit needed some help of its own, it turned to CCAD students to design its annual report.

Semester: Fall 2019

Faculty: Oscar Fernández, Adjunct Faculty,
Advertising & Graphic Design



KEEP OHIO BEAUTIFUL
KEEP AMERICA BEAUTIFUL AFFILIATE



Process

Four teams of Advertising & Graphic Design students in CCAD's Advanced Typographic Communication class were tasked with developing concepts and designs for Keep Ohio

Beautiful's 2019 Annual Report, published in 2020. They presented their concepts for the book and page design to the client, who ultimately chose the winning submission.

“Working on a real-world project helped me learn the dos and don’ts of presenting to a client, how to communicate and share files effectively, and how to work to our team’s strengths based on the skill sets available. It was a great experience.”

Nolan Warren
Advertising & Graphic Design, 2021



The Winning Annual Report Design: Fredi Bockover, Jesus Garcia, Emma Stephens, Nolan Warren, and Stephanie Wott



Results

Each group presented their concepts for the book and page design to leadership from Keep Ohio Beautiful, who ultimately chose the winning submission. The winning team—Fredi Bockover,

Jesus Garcia, Emma Stephens, Nolan Warren, and Stephanie Wott (all Advertising & Graphic Design, 2021)—also won a Silver Addy Award at the 2020 Addy Awards Show.