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Graphic design students at NKU use skills to serve
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Graphic design students at NKU use skills to serve Consortium creates logo for fundraising run

BY HOWARD MCEWEN | ENQUIRER CONTRIBUTOR

HIGHLAND HEIGHTS - When Scott Holloway needed good design work for a new 10-mile run fundraiser called 4 Bridges 4 Kids, he approached Northern Kentucky University's Tobias Brauer.

Brauer, an assistant professor of graphic design, has organized five students into a design consortium.

"I am always searching for new opportunities to incorporate service learning and civic engagement into my course curricula," said Brauer. "I see great importance in preparing students realistically for professional interaction with clients as well as encouraging them to become socially invested in their region. The hope is that we're churning out design scholars that also happen to be good citizens."

ADVERTISEMENT 4 Bridges 4 Kids was the consortium's first client. The experience benefited both the designers and the client.

"It was definitely a big learning experience, more than I ever thought it would be," said Josh Jacob, a senior graphic design major from Louisville. "Just dealing with clients and working with people other than designers or design professionals."

Jacob originally joined the group to improve his work.

"I thought it would be a great opportunity to work with my friends and fellow students to try and push good and new design styles and work around the area," he said. "We went into it with the idea that we could try to change standards that were coming out of the area, and better the reputation of our department as well as our school."

For Holloway, however, the student designers helped educate him on the power of good graphic design and how it would benefit 4 Bridges 4 Kids.

"A key example of this is the redesign of our logo," said Holloway.

"We started with a logo that was designed by a graphic designer and donated to us. But it had a number of deficiencies



which the NKU team identified for us. From there, they created a number of new logo designs for us that resolved these deficiencies, but retained the essences of the original logo concept."

He continued, "Now we have a very professional-looking logo that not only retains the essences of the original one, but also fits well into many media types."

For senior Matt Overwine, 27, the project was affirmation of what he's been learning.

"The most enjoyable part about the whole interaction was seeing that people actually need the skills we're learning in school," said Overwine. "After our first meeting we realized our group had some work to do for 4 Bridges 4 Kids. And if they had work for us to do then there were likely a lot of others who need our help too. It's just good to know you're needed, I guess."

4 Bridges 4 Kids is a weeklong race festival including a 10-mile run and 5k run run/family walk on Sept. 13-14.

Its goal is to improve the quality of life of children with autism and promote quality education throughout Northern Kentucky. For information, visit their NKU-designed Web site at www.4bridges4kids.org.

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