

Design Rational - Don Evans

Trifold:

- I wanted to make something simple because there was a lot of text that I wanted to include. I chose a bold font for the headings of all of the sections, and an easily readable text for the body.
- I wanted to make sure the main colors matched with the college colors. The grey is a bit darker to accomodate for the white text, to make it easier to read
- Alongside the dark colors, I picked black and white simple images to make use of whitespace and also to break up the walls of text. They're themed to the sections that exist on the same page.
- Overall I wanted to make it easily readable, and something that would be genuinely useful after the training event.

Poster:

- The poster was tricky because I wanted to balance the center image and quote with the main text, but ended up making the center image the main focus. The monarch is the symbol of the Aggie Dreamers, and I really liked the quote "migration is beautiful." so I included that as a staple
- I wanted to make sure that the phone number was very visible because a lot of people have phones. Also listed are the email and location.
- I wanted to bring back the lighter grey to bring a better contrast to the entire document
- Overall I wanted it to be something that could catch someone's eye if they walked past it

Infographic:

- For the infographic I didn't have many statistics to work with, and most of them came from Pew research center, so I did my best.
- I created the Pie Chart, the Unauthorized Immigrant Population image. The images from the research website were way too small to be used.
- I used the same color scheming and font choices as the other documents to keep things consistent. I also made sure to include the phone number, and contact info of the diversity center.
- I wanted to make a piece that looked to be in the same family as the other documents, but provide more robust information.