

MARKETING ASSETS

COMMUNITY EVENTS

The following is a small sampling of graphics and layouts that I designed for events at Rowan College of South Jersey. For each event, I was tasked with the creation and management of all marketing materials, both print and digital. These campaigns have all included posters, flyers, mailed postcards, social media and website graphics.

Food Truck Festival




A poster for the Roadrunner Food Truck Festival. It features a stylized illustration of a white food truck with a green roof and a red stripe, parked on a dirt road with trees in the background. The text 'Roadrunner FOOD TRUCK Festival' is prominently displayed in a bold, yellow, blocky font. Below the truck, it says 'Saturday Sept. 28' and 'From 12 to 6 PM'. It also mentions 'Live music featuring STEALING SAVANAH', 'Craft Vendors, Games & Activities, Inflatables and more!', and 'Also on campus STEAM-CON'. The bottom of the poster includes the Rowan College South Jersey logo and the address 'On RCSJ's Gloucester campus 1400 Tanyard Road, Sewell, NJ 08080'.



An Instagram post from the account 'rowancollege'. The post features the same 'Roadrunner Food Truck Festival' poster. The caption reads: 'Tomorrow is the Food Truck Festival and STEAM-Con on the Gloucester campus! Both are free and family friendly events. In addition to the food trucks there will also be hand-craft vendors, inflatables, corn-hole, shady picnic areas and plenty of free parking.' The post has 35 likes and is dated September 27, 2019.

The Roadrunner Food Truck Festival is an annual event that attracts approximately 2,500 guests each year. The objective in designing the marketing materials for this event was to evoke a nostalgic aesthetic via a vintage and colorful feel that could connect with a wide-ranging audience. Marketing materials included flyers, posters, handout cards; as well as digital graphics for use on social media.

Foundation Gala



A poster for 'The GATSBY GALA' presented by the Rowan College Foundation Gloucester County. The poster features a stylized illustration of a man in a blue suit and a woman in a yellow dress, both wearing green masks. The text 'The GATSBY GALA' is in a large, elegant font, with 'SWINGING INTO STUDENT SUCCESS' below it. The Rowan College Foundation Gloucester County logo is at the top.

Each year, the Rowan College Foundation hosts a themed gala event to raise money for student scholarships. This event’s theme was The Great Gatsby, offering a unique opportunity to reimagine the Art Deco style of the 1920’s. The design needed to be both professional, yet fun. It also needed to maintain versatility, as it would be used in a multitude of print and digital formats.

Front

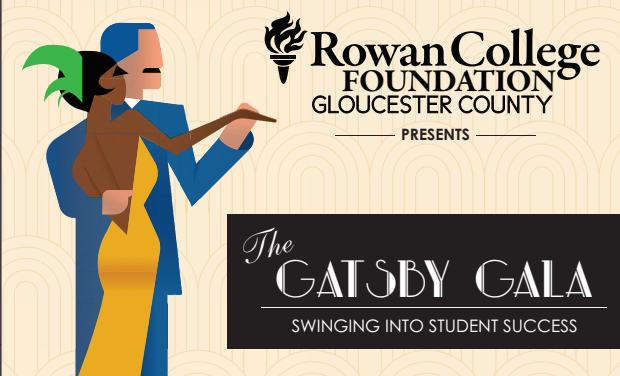
You may mail in this completed card to:
Rowan College Foundation, Attn: Karin Krause,
1400 Tanyard Road, Sewell, NJ 08080

Contact Name _____
Address _____
City _____ State _____ ZIP _____
Phone _____ Email _____
Number of tickets _____ Total amount \$ (\$150 per ticket) _____

☐ Check enclosed made payable to *Rowan College Foundation*

Please charge my credit card:
☐ Visa ☐ Mastercard ☐ Discover ☐ American Express
Card # _____
Expiration date _____ CSC # (on back) _____
Full Name on card _____
Signature _____

Tickets can also be purchased online at RCSJ.edu/gala
RSVP by April 3, 2020



The poster for 'The GATSBY GALA' is shown on the right side of the front view, featuring the same stylized illustration of a man and a woman in Art Deco style.

Back

ROWAN COLLEGE FOUNDATION'S
GREAT GATSBY GALA
Proceeds benefit student scholarships at RCSJ's Gloucester campus

APRIL 17, 2020 • 6 PM

The Estate at Monroe
1351 N. Black Horse Pike
Williamstown, NJ 08094

*Cocktail attire required
Period attire encouraged*

FEATURING

- Performances by RCSJ's Music Society and Ken Fowser's Quintet
- Dancing
- Photo Booth

Rowan College
SOUTH JERSEY
1400 Tanyard Rd., Sewell, NJ 08080

Non-Profit
Organization
U.S. Postage
PAID
Bellmawr, NJ
Permit No. 75

Swing into the roaring 20s for an evening of cuisine, live music, dancing and comradery as the **Rowan College Foundation** celebrates student success.


TED Talk Tuesday

The RCGC Diversity Committee presents

TED^x Talk Tuesdays
x = independently organized TED event

Tuesday, February 13
12 – 1 pm • Instructional Center, Room 430

Chimamanda Ngozi Adiche
"Danger of a Single Story"



Our lives, our cultures, are composed of many overlapping stories. Novelist Chimamanda Adichie tells the story of how she found her authentic cultural voice — and warns that if we hear only a single story about another person or country, we risk a critical misunderstanding.

Rowan College
GLOUCESTER COUNTY

For more information:
Ya Vanessa Brooks
ybrooks@rcgc.edu
856-468-5000, ext. 6737

TED^x Talk Tuesdays
x = independently organized TED event

Tuesday, September 10
12 – 1 pm • College Center, Lower Lobby


America Ferrera
"National Hispanic Heritage Month"




TED^x Talk Tuesdays
x = independently organized TED event

Tuesday, December 11
12 – 1 pm • College Center, Lower Lobby

Jimmy Carter
"Human Rights"





An Instagram post from the account 'rowancollege'. The post features a TEDx Talk poster for America Ferrera. The caption reads: 'In honor of Human Rights Day this week's Ted X is Jimmie Carter w/his 2015 speech "Why I believe the mistreatment of women is the number one human rights abuse". He encourages women to use their freedoms to speak, act, & be forceful & demanding. Today, Dec. 11, in CC Lobby at 12pm.' The post has 22 likes and is dated December 10, 2018.

TED Talk Tuesday is a monthly event sponsored by the Diversity Committee of Rowan College. These designs were developed as a series of templates that could easily be edited by committee staff, and reused each month. With usability in mind, it was important to provide an interesting look that maintained the strict branding style of TED Talk, while also implementing a clean, easy to use file structure for staff editing.