



Graphic Design for Penn State Fleet Cars

**sustainable
communities
collaborative**



Semester/Year: Spring '16

Community Partner:

Penn State OPP

Class: GD 301

College: Arts & Architecture

Faculty: Ryan Russell

Penn State operations provide significant opportunities for student experiential learning. In this case, Penn State Transportation Services approached SCC to highlight a recent acquisition. The University had received three vehicles that operate on natural gas, and the Office of Transportation Services was eager to have the vehicles stand out to attract interest and provide educational opportunities on and off campus. Transportation Services already used car wraps for its parking enforcement fleet and proposed a similar approach, enlisting the help from a graphic design class. GD 301 adopted the project and students created their individual designs based on the provided specifications of the wrap manufacturer. The Office of Transportation Services then selected the three favorite designs, issued an order for production and the finished wrapped cars were on display at the Spring Expo.

The student experience from client meeting, proposal, design, selection and actual implementation was complete, and students were able to use the project as experience on their resume.



13 CLIMATE ACTION



7 AFFORDABLE AND CLEAN ENERGY



12 RESPONSIBLE CONSUMPTION AND PRODUCTION





PennState

sustainability
INSTITUTE



**DRIVE
WITH
CARE**

**WALK
AWARE**

COME TOGETHER
STATE COLLEGE
FOR
ROADSIDE SAFETY



sustainable communities collaborative

Semester/Year: 2016-2017; 2020

Community Partner:
State College Borough Police Department

Class: COMM 473

College: Donald P. Bellesario
College of Communications

Faculty: Tara Wyckoff

Following a number of pedestrian/automobile related accidents, the Borough was seeking non-structural intervention to raise awareness of traffic and pedestrian safety issues. Over the course of four semesters students in COMM 473 created a campaign designed to increase safety at crosswalks and among drivers, and change behaviors through concise messaging. Each semester, students analyzed the work of previous semesters, tested and further finetuned messaging. Class activities included the design of a logo and slogan "Drive with Care-Walk Aware", its placement on local buses, creation of a meme and social media campaign, community activities, such as a pledge-signing and Valentines Day activities, and prepared press releases and statements for use by the police department in the future.

In the fall of 2020, COMM 473 students are taking a new look at the materials produced in previous classes, and will provide additional guidance, further modifications and recommendations to the police department.



"When we think of engaged scholarship, we often think of students becoming aware of the social impact of the work they do in school and their future careers, and helping them connect research with practical application. But as the semesters come to an end, the projects get submitted, and often we don't know what comes next...if engaged scholarship had an impact after graduation. I have enthusiastically followed students' journey post-graduation, and it's been really rewarding to see a 'group project' lead to a friendship, internship, job and more." -- Tara Wyckoff, Teaching Professor

11 SUSTAINABLE CITIES AND COMMUNITIES



3 GOOD HEALTH AND WELL-BEING

