



PennState



sustainability
INSTITUTE

sustainable
communities
collaborative

Semester: Spring 2021

Class: Graphic Design (GD) 203:
Advanced Typography

College: College of Arts and
Architecture

Faculty: Assistant Professor Emily
Burns

Community Partner: Penns Valley
Conservation Association

Impact: The lesson booklets will be used in middle school classrooms that adopt the curriculum designed by Penns Valley Conservation Association and Keystone Water Resources to educate students on watershed health and climate change impacts on watersheds.

In partnership with Keystone Water Resources, the Penns Valley Conservation Association created lesson plans aimed at middle school level instruction on the effects of climate change in local watersheds. Graphic Design students were tasked with creating designs for the teacher's workbook and the student journal that were engaging and attractive. The students split into teams and created four designs, including a logo, for the project, entitled MC2WET. Afterwards, all of the designs were presented at the 2021 Spring SCC Expo, and the community partners selected the winning designs to be used in the physical lesson books. They were looking for designs that displayed a thoughtful connection between the teacher workbook and student journal with a playful, creative, useful format for the students. The winning design was team 4. Each of the student teams had different color schemes and layouts for their designs, but all of them revolved around very calming, natural colors such as green and blue and a clear layout that promoted engagement, learning, and creative thinking.



"Every one of the student products were of high quality and were very well designed. It was very difficult to make a final decision, since each of the groups developed a unique perspective and style to present the materials. If you could have, we would have selected pieces of each of the final products, they were all wonderful enough to present to our final clients -- the teachers and their students." -James Flanagan, Watershed Educator from Penns Valley Conservation Association