



# Graphic Design

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**WEEK OF MAY 26TH**

## Hey Designers,

This is our final week of class and it is bittersweet. Last Friday I had to go to the Career Center to take photos and videos and I went into our classroom and just sat there for quite some time ... looking at each of your desks, missing each of you even more. A lot of emotion came over me. It saddens me that we didn't get to end the school year normally, that I didn't get through my lesson plans with you all, that we didn't get to share snacks, debate music and movies and tease each other and encourage and appreciate each other just a little more.

COVID-19 came and changed the game. For many people, 2020 feels like a bust. We're all wondering if and when life will ever be like it was. I am a strong believer in "Everything happens for a reason" and "This too shall pass" and "Every day is a learning opportunity" and "Knowledge is power." I've always tried to share the ups and downs of my design business and COVID-19 has been, actually, good for my business. I have never been so busy and my design work has never been so in demand. I have plenty of friends and family who've been impacted negatively by the virus, but know that the life of this designer has been, career-wise, even better.

My quarterback was signed by the New Orleans Saints. His old team signed Tom Brady and Gronk. We wish them well (sort of). I continue to create social media content for Team Winston. I also designed a new logo for Jameis Winston and it trips me out to see him rocking it working out, passing out relief funds, on the 'gram, on ESPN and now his merch is beginning to sell out online.

Through my work with Jameis, I picked up another client who is branding his new venture NKSFB Sports. He is a partner with a firm called NKSFB and they help stars, athletes and other wealthy people manage their finances. My client (Craig) talked the owners into letting him branch off and focus only on Sports. At first, we were designing booklets for their face-to-face meetings. But once COVID hit, we pivoted and used the content planned for the booklets to be used in Keynotes, Powerpoints and Videos. He's met with all the top NFL drafted players including the #1 pick. Craig had me personalize a special version for Burrow.

Locally, my clients have been just as needy ... needing to communicate new hours or policies. I helped Lake Area United Way and the United Ways of Porter County raise funds and help families during the pandemic. I designed a webpage and social media campaign to let people know where they can go to get assistance with food, bills and more during this difficult time.

All of this is to say ... Graphic Designers are Essential Workers ... well not as essential as a lot of workers, but essential still :) I hope that you are all learning from the virus. Getting used to moving a little different. Getting used to wearing a mask in public. Getting used to online and virtual learning. Getting used to online and virtual earning. Careers and jobs of the future were already moving in this direction. Now it's really poppin'. I've been working mainly from home and online since 2013 ... probably why I've been able to adjust and continue to be successful and profitable. Get used to finding the opportunity in change.

Lastly, just know that it has been an absolute pleasure being your teacher and sharing the Life of Designers

with you. You're all great young men with bright futures. Please stay in contact. I look forward to seeing some of you next school year and I look forward to seeing the seniors reach the next level.

#### FINAL DIRECTIONS

- Check back on Google Classroom for your final assignment tomorrow morning.
- If you have a Google Chromebook, I need to make plans to pick it up from you this Thursday or Friday morning. I must submit back to the school on Friday. I will email you separately.

Any questions or concerns, please don't hesitate to contact me. I am here for you : )

Thanks again!  
Ms. Reese