



Vista Unified School District Service Learning Project Spring 2015

Graphic Design – Heroes of Vista – Rancho Minerva Middle School

During the spring of 2015, students from **Rancho Minerva Middle School** participated in their school's first Service Learning Project, in partnership with the **Vista Chamber of Commerce**. These students were able to meet with Bret Schanzenbach, CEO of the Vista Chamber, to discuss a challenge that the Chamber was facing, in regards to their **Heroes of Vista – Annual Community Recognition Gala**.

The goal of the project was for middle school students in a graphic design class to use their skills to produce marketing material promoting the event. To further increase students' knowledge of graphic design, a local expert was brought in. **Terry Van Kirk, owner of TVK Designs**, volunteered numerous hours, both on campus and in studio, to help guide students into producing a professional poster showcasing the event.

Here are a couple of the steps students completed:

- Students contributed by free-hand drawing a portion of the artwork.
- Pieces are scanned and assembled together to create a rough draft of the bigger picture.
- Each student received a copy of this bigger picture to further design as they wish digitally (via Adobe Ideas) and as a hard copy.
- TVK put all of the pieces together to create one poster.



Through this project students were able to accomplish several Common Core and CTE standards, such as:

- Work productively in teams while integrating cultural and global competence
- Follow rules for collegial discussions, track progress toward specific goals and deadlines, and define individual roles as needed.
- Analyze the main ideas and supporting details presented in diverse media and formats (e.g., visually, quantitatively, and orally) and explain how the ideas clarify a topic, text, or issue under study.



Vista Chamber of Commerce &
Vista Education Foundation Present...

HEROES OF VISTA

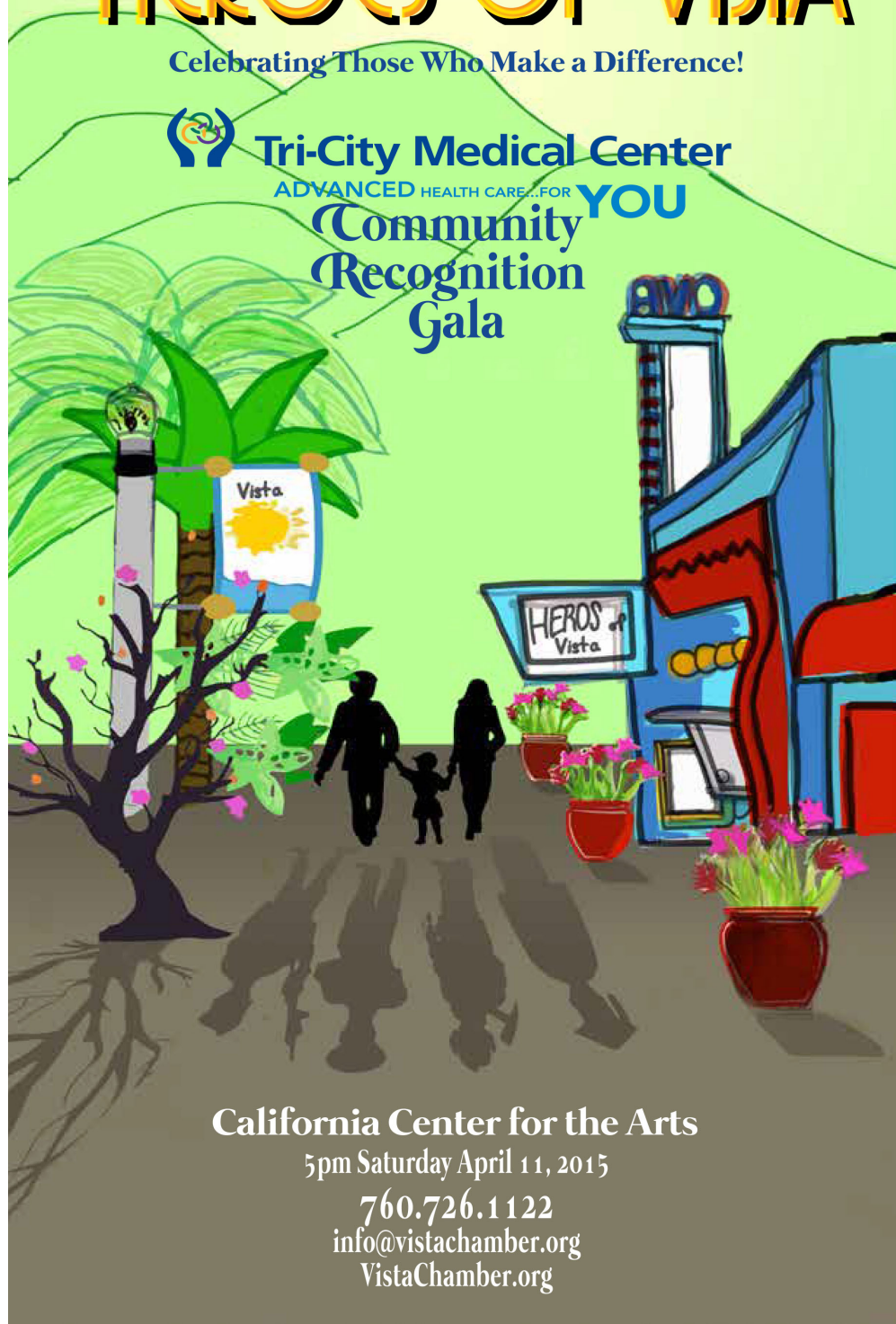
Celebrating Those Who Make a Difference!



Tri-City Medical Center

ADVANCED HEALTH CARE...FOR **YOU**

**Community
Recognition
Gala**



California Center for the Arts

5pm Saturday April 11, 2015

760.726.1122

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VistaChamber.org