

June 2023

'Home on Film', & 'ASI Fall Craft Sale'

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Hannah Gechter

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Recommended Citation

Westneat, Willa and Gechter, Hannah (2023) "'Home on Film', & 'ASI Fall Craft Sale'." *.RAW Journal of Art and Design*: Vol. 7: Iss. 4, Article 27.

Available at: <https://digitalcommons.calpoly.edu/raw/vol7/iss4/27>

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Home on Film

WILLA WESTNEAT

Some recent black & white film with a focus on sense of place and light.

ASI Fall Craft Sale

HANNAH GECHTER

As a graphic designer for Associated Students Inc., I lead the design campaign for the 2022 Fall Craft Sale. This included two corresponding posters – one to recruit vendors and the other to advertise the event. I also designed the event T-shirt, which featured a graphic representing the creativity of Cal Poly's student population. I split the illustration between the two posters, creating a clever continuous design when hung side by side. The most rewarding part of the project was getting to see my designs across campus, and on the shirts of students working the craft fair.

