

Hi there! I'm **ELAINE DO** and I was Mustang Media Group's Advertising Design Manager for the 2021-2022 academic year. Here's a little bit about me!

Up until my senior year of high school, I never fully understood what graphic design was, so it was something that I never even considered pursuing. But out of a lucky twist of fate, I got into the "Intro to Graphic Design" class that was offered at my high school. And within the first few weeks, I immediately fell in love with designing and decided that this was something that I wanted to do for pretty much the rest of my life. Thus, how I became a graphic design major.

Now onto why I love design (other than it being my passion). Design can be pretty much anything like a poster is a design and so is a chair. And one of the main reasons why I love design is the subjectiveness of it. There is something for everyone and everyone's design is unique to them. Speaking from a student's perspective, I have been able to see my classmates' styles (as well as my own) change and develop throughout our four years of college and it was one of my favorite things I have been able to witness. Needless to say, everyone's style changes along with them. Thus, a designer's personal style says a lot about them. Another aspect of design that made me fall in love with it is its ability to impact its audience. A "good" design can accentuate and add value to the message it is trying to achieve. However, a "bad" design can take away from the message and deter viewers. And we see this all the time with different campaigns, rebrands, posters, and so much more. Designs can be both practical and stunning. Lastly, a major reason why I love design is that there is always going to be a way to improve a design. Designs are never going to be perfect, there's always going to be a way to better it either now or in the future. Trends and styles are ever-changing and something that I make now that I find absolutely amazing maybe turn out to suck in the future and that's the beauty of it.

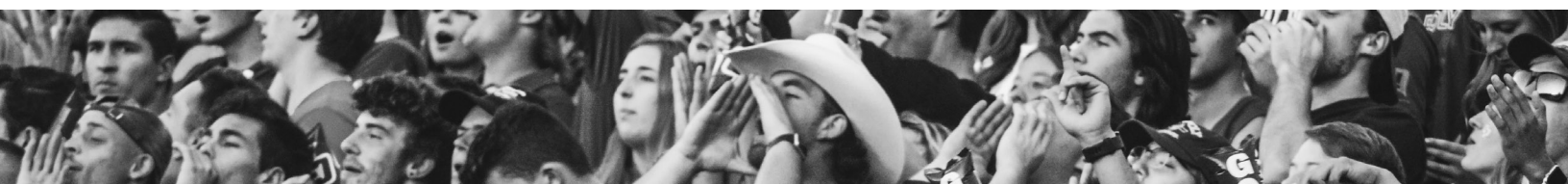
As a designer, one of the most unique and essential skills I have developed is being able to draw inspiration from quite literally anything. It can be something as simple as "I like the color of this door" to something as complex as "I am going to turn the sounds of the waves into shapes." Inspiration comes from more than the examples that I find online. It doesn't just stop at things we can see, it can come from sounds, smells, touch, and even taste. My creative process starts with understanding my audience and the project. Having clear goals as to what I am trying to achieve in my message/purpose and what I am trying to achieve visually is an excellent starting point. From there, I create a moodboard and start my ideation process. This ranges from different fonts, color palettes, concepts, and sketches. There is no limitation to this process, it's really just a big brain dump! Once that's all done, I narrow down my top three to five ideas and digitize them. Because the reality is that not all ideas are going to come out as I imagined them to be once I digitize them. Once those ideas have been digitized, I narrow them down to my top two to three concepts and further develop them until I find the one. Along every step of the way, I am always asking people (designers and non-designers) for their feedback and critiques. I believe that the feedback and the critiquing process is so essential and crucial to the creative process as it allows for more POVs to be seen and heard. Sometimes as designers, we are stuck seeing what we want to see, so getting a fresh pair of eyes is incredibly important. This is just a rough outline of my process, as it does sometimes range from project to project since every project is a bit different.

A designer's role in a media organization is crucial and essential. The works that designers put out are what people see, thus their works play a major role in how a media organization is represented. Although we are not quite the face of the organization, we do have a hand in creating the "face" of the organization. Having to be able to take so many entities and qualities of an organization and translate that into a visual identity is much easier said than done. For Mustang Media Group in particular, the designers are the backbone of the organization designing effective ads for clients, creating captivating special sections and campaigns to create a presence



on campus, and so much more. For clients specifically, the works of our designers at Mustang Media Group help bridge the connection between businesses and the student body. In addition to creating ads, our design team is always ideating ways to innovate our products, whether that be our special sections or our campaigns. Trying to captivate an audience that is constantly stimulated like college students is no easy feat. Our designs must resonate with the audience as well as catch their eye in an instant. And most importantly, although there is a constant need for design work to be done, designs are not always easy to churn out. Sometimes design works can be quick, but that is not always the case and things are always changing due to different circumstances and external factors. Needless to say, designers contribute so much to a media organization and play a huge role in its success.

Although working at Mustang Media Group as a designer since my freshman year in college has truly been an amazing and valuable experience, my career goals go beyond that. As a designer working towards a career in brand identity and visual design, I would love to work for a design firm or agency. Working for a design firm/ agency would allow me to work in collaboration with a variety of different brands and companies. This not only keeps the design work new and exciting, but this would constantly keep me challenged as a designer as every brand and every project is going to be different. Moreover, beyond the never-ending design-related learning experiences, being able to be connected to all these different brands will expand my circle of connections. Beyond that, I want to be in a place where I have the capacity and the support to constantly learn new skills, try new styles, and be a better designer.



To Whom It May Concern:

It is my pleasure to write to you today to nominate Elaine Do from Mustang Media Group at Cal Poly San Luis Obispo for the award of Best Graphic Designer from Associated Collegiate Press.

In the materials that are a part of this entry you will have the chance to look through Elaine's portfolio and see her immense and diverse skill set. You will see first hand some of the amazing design work that Elaine did for many of the special sections that were offered by Mustang Media Group this past year. She re-vamped our "Go SLO" product from a mail home edition for new students only into a combination new student/visitor to SLO County product that increased revenues by over 49% in the process. You can also see her skills first hand in "Treat Yourself" which was the centerpiece of a week-long campaign from Mustang Media Group to help students at Cal Poly improve their collective mental health after a grueling first quarter return to in-person learning. The section is bright, fun and uplifting while still maintaining a serious enough feel to address a very serious topic.

You will also see Elaine's exceptional work in building multimedia campaigns for the clients of Mustang Media Group. A great example is her work with SESLOC a local credit union. For this campaign Elaine has worked in sync with both the client and the account executive to present a campaign to students that makes banking of all things seem both necessary and fun. It is a great glimpse into Elaine's overall abilities where her designs as a whole convey joy, style and a masterful skillset.

Elaine's skills as a designer have also frankly made the efforts of our sales team successful as well. She designed a media kit that helped communicate to all of our advertisers the value of once again advertising with MMG when many of them had not advertised in over 18 months. The media kit brilliantly demonstrated the audiences associated with our various products especially on the digital side as well as the benefits of investing in multi-product campaigns. It was a true asset for our sales team and it along with her work on special sections as well as individual client design work were all major factors in MMG literally doubling its total sales revenues from the previous academic year.

Elaine has also established herself as a great leader this past year. She has managed a team of 4 graphic designers through a wide range of challenges including re-acclimating to in-person learning and then having to go remote again for spells as renewed COVID-19 outbreaks hit our campus hard for the first three weeks of the Winter quarter. With the afore-mentioned doubling of revenue comes an onslaught of extra design work for her team and Elaine has balanced her teams schedules and mental health tremendously. In addition she has passed along her own design standards and teachings and her team has delivered brilliant work this entire academic year.

As a designer, leader and a communicator Elaine in my opinion represents absolutely the finest that student media is capable of. Her great work has helped both restore and stabilize our organization financially and set the bar very high for all graphic designers who step through our doors in the years to come. I hope that you will see fit to reward her great work with this prestigious award.

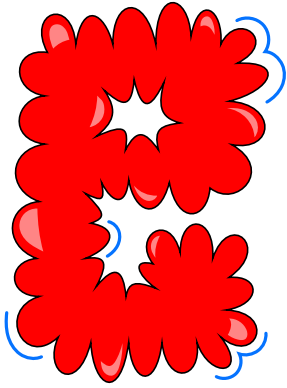
Sincerely,

**Jon Schlitt**





General Manager, Mustang Media Group

Cal Poly San Luis Obispo

jschlitt@calpoly.edu | (785) 766-6283



## ELAINE DO

 elainedo.com  
 doelaine26@gmail.com  
 408.409.0454  
 linkedin.com/in/elaine-do

### AWARDS

#### College Media Business and Advertising Managers 2022

- \* Designer of the Year, **First Place**
- \* Best Self-Promo Print Ad Campaign, **First Place**
- \* Best Multimedia Ad Campaign (Out-of-House), **First Place**
- \* Self-Promo Website, **Second Place**

#### The ACP Best of Show 2021

- \* Advertising Rate Card, **First Place**
- \* Advertising Special Section, **First Place**

#### Marketing Career Conference 2021: Creative Showcase Competition

- \* Marketing Collateral, **First Place**

#### California College Media Association 2021

- \* Best Print Advertising, **First Place**

#### College Media Business and Advertising Managers 2020

- \* Best Self-Promotion Multimedia Ad Campaign, **Second Place**
- \* Best Self-Promotion Print Ad Campaign, **Second Place**

### EDUCATION

#### California Polytechnic State University, San Luis Obispo

2022 B.F.A. Art and Design, Graphic Design Concentration  
Graphic Communication Minor  
Expected Graduation, June 2022

### EXPERIENCE

#### Mustang Media Group | Advertising Design Manager

June 2021– Present | San Luis Obispo, California

Rebranded Mustang Media Group to convey a bold, welcoming visual and verbal identity with supporting deliverables such as a rate kit, website, and sales materials. Leading and directing a team of designers to successfully and effectively design advertisements, campaigns, special sections, and a variety of marketing materials for MMG and clients for print and digital platforms.

#### Cal Poly University Development | Design and Media Specialist

October 2020 – Present | San Luis Obispo, California

Strategize and assist with the design and production of marketing materials in various print and digital formats and utilize web-based interfaces to update website. Created on-boarding guides and list of resources for future designers to reference and utilize for different Adobe programs.

#### BlueFever | Graphic Design Intern

March 2021– August 2021 | Los Angeles, California

Collaborated with other designers to rebrand the company to better fit their audience and mission. Designed and created content to support the audiences' self-love, mental health, and wellness journeys.

#### Cal Poly Dean of Students | Graphic Designer

January 2020 – June 2020 | San Luis Obispo, California

Designed various marketing materials (posters, digital banners, etc) for a multitude of departments and events at Cal Poly.

#### Mustang Media Group | Graphic Designer

May 2019 – June 2021 | San Luis Obispo, California

Collaborated with a team of designers to create and develop advertisements and campaigns across various platforms for businesses. Designed and published a variety marketing materials.

### TECHNICAL + DESIGN SKILLS

**Adobe Illustrator:** Proficient in creating vector-based illustrations and graphics

**Adobe InDesign:** Ability to utilize grids and other tools to effectively design layouts

**Adobe Photoshop:** Knowledgeable in photo retouching, recoloring, and manipulating photos

**Adobe XD:** Capable of designing and developing functional prototypes

**Adobe After Effects:** Capable of creating basic motion graphics and animations

**Procreate:** Ability to create raster-based designs, illustrations, and gifs/animations

**Figma:** Design functional prototypes

**Design Skills:** advertising design, brand identity design, editorial design and layout, illustration design, typography, handlettering, UI/UX design

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**MMMG** MUSTANG  
MEDIA GROUP

**BEST GRAPHIC DESIGNER**

**ELLAINE DO.**





# MEDIA KIT 2021 - 2022

Inspired by the sense of collaboration and unity within the Mustang Media Group organization and the Cal Poly community, it was important that that special narrative was conveyed within the design of the media kit while giving MMG a **bold, welcoming, and personable visual and verbal identity**. From the start, one of my biggest challenges was the uncertainty of whether or not this year's MMG media kit was going to be printed or completely digital, thus I made it a goal to make the rate card adaptable, responsive, and functional both digitally and physically. With that in mind, I ensured that everything was visible and legible both digitally and physically and made it easy for viewers to access other MMG platforms (i.e. mustang-news.net and kepr.org) via hyperlinks. With the continuation of a shift towards a more digital environment, it was important that digital ads were apparent and emphasized. Furthermore, knowing that MMG would have a new set of audience and clients, it was crucial that my media kit present MMG in a professional and welcoming light, especially for businesses to promote themselves as we started to emerge from the lockdown and slowly transition to in-person activities. I worked in collaboration with all entities of MMG to ensure the displays of the ads were accurate for clients to easily visualize what we provide.

[View Media Kit here](#)



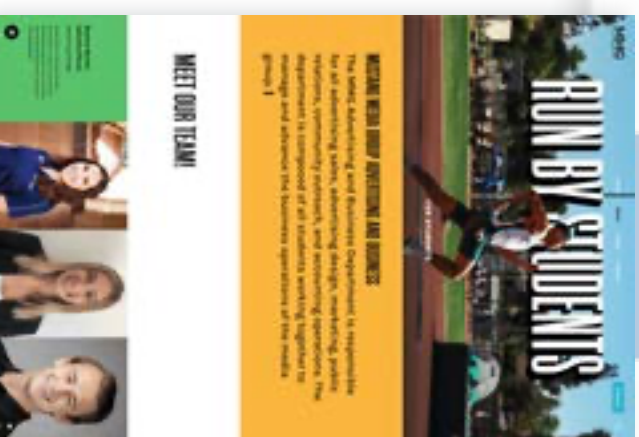
# MUSTANGMEDIAGROUP

# .COM

To further establish that bold, welcoming, and personable visual and verbal identity for

Mustang Media Group and evoke brand recognition, I translated that identity into MustangMediaGroup.com. In this predominantly online environment, Mustang Media Group's information must be online for everyone to access. MustangMediaGroup.com is our easily accessible and easy to navigate website that tells our story, shares our accomplishments, introduces the faces behind MMG, shows what we offer, and so much more. This website continues to help MMG be presented in a professional and welcoming environment for clients to promote their businesses to our current and incoming audience during a time when businesses were starting to slowly emerge from the lockdown.

Visit [MustangMediaGroup.com](http://MustangMediaGroup.com) here





# SALES FLYER REDESIGN 2021-2022

To create consistency and brand recognition, it was important that the template for our sales flyers continued to have that **bold, welcoming, and personable visual and verbal identity**. The sales flyers feature background information about the edition, the pricing and sizing, important dates, as well as a visualization of what the ad display will look like in the edition in a clear and concise manner. The visualization not only helps sales representatives sell their ads accordingly, but it helps clients understand the sizing and proportions of the prospective advertisements. With the slow transition to more in-person activities and businesses emerging from lockdown, it was crucial that MMG continued to be shown as a welcoming and professional organization for clients to be able to successfully promote their businesses with our vast audience.

**2021 GRADUATION**

MMG Mustang Media Group is celebrating the Class of 2020 and 2021 with this year's Graduation edition. This issue will primarily distributed at the 2020 and 2021 graduation ceremonies and will be available on campus and throughout San Luis College during Graduation weekend. Don't miss out on this opportunity to reach Cal Poly parents and alumni, friends and graduates the Class of 2020 and 2021.

**QUARTER PAGE HORIZONTAL**  
\$200 PER LINE

**HALF PAGE HORIZONTAL**  
\$360 PER LINE

**HALF PAGE VERTICAL**  
\$360 PER LINE

**QUARTER PAGE VERTICAL**  
\$200 PER LINE

**SMALL THE VERTICAL**  
\$112 PER LINE

**SMALL THE HORIZONTAL**  
\$112 PER LINE

**1 SPACE DUE** 1 DEC. 1  
**2 PART DUE** 2 DEC. 3  
**3 FULL DATE** 3 DEC. 6

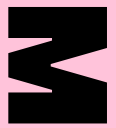
**MMG** MUSTANG MEDIA GROUP



# HOUSE AD CAMPAIGN

## 2021-2022

### LISTENING/CONNECTING, REPORTING, STORYTELLING



ustang Media Group's "Listening/Connecting, Reporting, Storytelling" campaign was our in-house multimedia campaign promoting Mustang Media Group as one

interconnected student-run organization while still highlighting

each of its entities, Mustang News and KCPR-91.3 FM. As the #1 media

source for Cal Poly students, our mission as Mustang Media Group is

to listen, connect, report, and tell stories. This campaign aims to show

that as Mustang Media Group, we are here for students every step of

the way whether that be through KCPR-91.3 FM radio or Mustang News.

Working with our editor-in-chief and marketing manager, we wanted

to give this campaign an authentic feel to emphasize Mustang

Media Group's impact, mission, and presence. This campaign is

loud, vibrant, and adventurous in color, typography, photo, layout,

and illustration to create a powerful and impactful message. Each

photo used in this campaign is carefully and intentionally selected to

highlight Cal Poly life and community, all while focusing on diversity

and inclusion. Every photo is taken by a Mustang Media Group

photographer; furthermore, it is paired with featured ground-breaking

article headlines written by Mustang News and KCPR editors, and to

top it all off, each asset of this campaign was designed by Mustang

Media Group designers. Every single aspect of this campaign is

personal to Mustang Media Group as each and every single element

of the design features a part of Mustang Media Group to give the

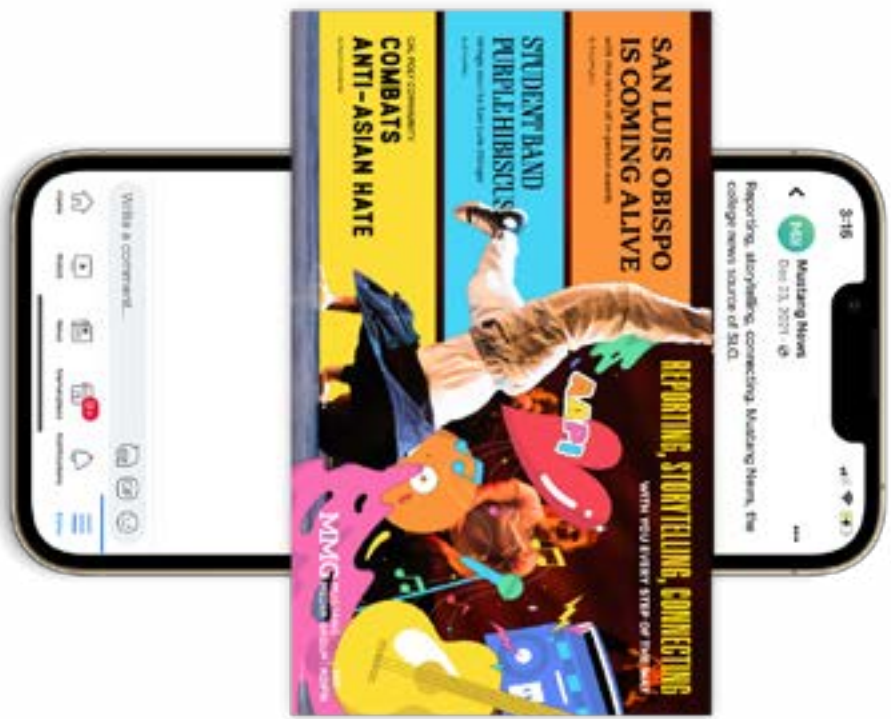
organization a loud and powerful voice. This campaign features four

print ads, one rack card, three social media posts, and one digital ad

on Mustangnews.net. I conceptualized and designed the overall look

and feel of the campaign and selected each of the photos used.







**MMG MUSTANG** | **MN**  
**MEDIA GROUP** | **KOPPR**

Meet the Cal Poly graduate who just who appeared on your

**CALIFORNIA RECALL BALLOT**

By *Michelle Kopp*

**"MY VOICE DOES MATTER"**

Cal Poly students get ready to vote

By *Michelle Kopp*

**INITIATIVE FOR CLIMATE LEADERSHIP AND RESILIENCE**

to meet inaugural event this weekend

By *Michelle Kopp*

**LISTENING, REPORTING, STORYTELLING**  
 WITH YOU EVERY STEP OF THE WAY

**MMG MUSTANG** | **MN**  
**MEDIA GROUP** | **KOPPR**

**SAN LUIS OBISPO TRANSIT**

Does changing affects Cal Poly students and the greater community?

By *Michelle Kopp*

**WAKING UP A GHOST TOWN:**

Students lead independent, academic and activities by students in quiet campus

By *Michelle Kopp*

**MEN'S SOCCER SECURES NO. 3 SEED**

in Big West Tournament after 2nd victory over CSU Bakersfield

By *Michelle Kopp*

**LISTENING, REPORTING, STORYTELLING**  
 WITH YOU EVERY STEP OF THE WAY

**MMG MUSTANG** | **MN**  
**MEDIA GROUP** | **KOPPR**

**STUDENT BAND PURPLE HIBISCUS**

brings soul to San Luis Obispo

By *Ornella Allen*

**CAL FIRE: 10-acre Questa Grade fire is 60% contained**

By *Catherine Allen*

**INITIATIVE FOR CLIMATE LEADERSHIP AND RESILIENCE**

to host inaugural event this weekend

By *Audrey Ryan*

**LISTENING, REPORTING, STORYTELLING**  
 WITH YOU EVERY STEP OF THE WAY



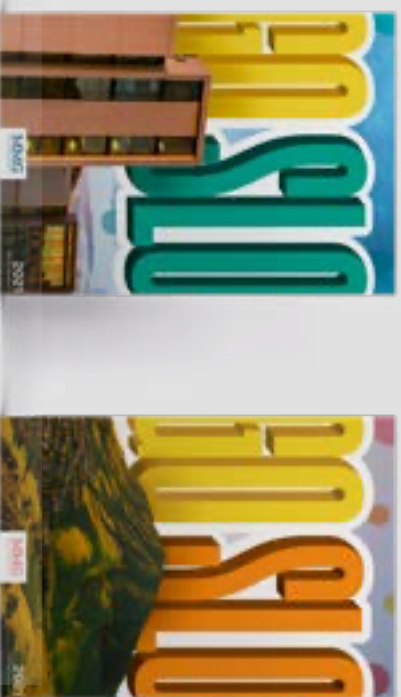
# GO SLO 2021

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ith Go SLO being Mustang Media Group's only summer special section and the second printed special section since the pandemic, I made rebranding and elevating

Go SLO a major goal of mine. This is MMG's only mail-home edition that gets sent to all incoming first-year students, thus it is a major edition as for many of its receivers, it is their first taste of life in San Luis Obispo and all its wonders. Originally, Go SLO was an edition that was meant to introduce students to Cal Poly and to a bit of San Luis Obispo; however, to add more value to Go SLO, we changed Go SLO to become a partial visitor's guide as well. This not only attracted inactive advertisers, but it also provided a better return on investment.

**This special section realized a 49% gain in revenue compared to the year prior and total sales were the highest they have ever been on record.** Wanting to create a **welcoming and memorable experience for the readers**, the edition features bold colors, adventurous styles, and eye-catching photos. To challenge and innovate our usual printed style and layout, I wanted to create a "flip" edition, meaning this edition features two different sections (one for students and one for parents) and two different covers in one edition. When reading the printed edition one way, it will be about one section and when flipped around the other way it will be all about the other section. Never have I done this, so this idea presented some challenges, the biggest one being that one section of the edition has to be printed upside down, then another version of the whole edition has to be done for a digital platform where nothing is upside down. To further promote this edition, I designed digital ads on Mustang News which gained a total of **187,000+ impressions** within the past six months. This edition proved to be extremely successful both in design and in concept, as it was one of our most popular and picked up edition so far this year. For this edition, I was the main and lead designer and I worked alongside one other designer on my team to put this edition together.



# KCPR SALES FLYER

## 2021-2022

# KCPR

— 91.3 FM the radio entity of Mustang Media Group, is THE go-to radio station for art, culture, music, and news for the Cal Poly community. Collaborating alongside the KCPR team, we needed to create a sales flyer that clearly conveyed all the information and products that KCPR currently offers since **its products are unique and specific to KCPR-91.3 FM and KCPR.org**. KCPR's look and feel is very much fun, inviting, and vibrant with a bit of edginess, so that is what is seen in the KCPR sales flyer with the vibrant colors, fun and edgy style, and inviting illustrations. In addition to the products, it was essential to tell KCPR's story and mission within the sales flyer because that is what makes KCPR unique and distinguishable from other Mustang Media Group entities. With the aid of this sales flyer, KCPR's total revenue from July–December 2021 was a total of \$2850, which is the **highest number of revenue MMG has seen in nearly a decade**.



**HEAR YOUR MESSAGE** **ON AIR 91.3 FM**  
COMMERCIAL SPOTS AVAILABLE

**KCPR.ORG**  
ONLINE 10,000+ MONTHLY VISITORS

**SUPPORTED** ON THE HEARTRADIO APP  
DESKTOP, MOBILE, & ON THE HEARTRADIO APP

**UNDERRITING RATES INCLUDES DUAL LICENSING ON KCPR.ORG**

**MORNING 6AM – 12PM**  
1 SPOT every 2 hours 3 SPOTS /day 90 SPOTS /month  
1 SPOT every 2 hours 3 SPOTS /day 90 SPOTS /month  
Domestic Advertisers from 6am to 12pm on the morning KCPR has news shows and The Breakfast Club, a popular show that features easy tunes and good ideas to start your day off right.

**AFTERNOON 12PM – 6PM**  
1 SPOT every 2 hours 3 SPOTS /day 90 SPOTS /month  
In the afternoon, KCPR an afternoon highlight from 12pm to 3pm, a popular sports show from the station, and The Countdown from 3pm to 6pm, a popular show that helps you wind down on your drive home with newsworthy tunes.

**EVENING 6PM – 12AM**  
1 SPOT every 2 hours 3 SPOTS /day 90 SPOTS /month  
In the evening, KCPR has Mustang \$200 The Lounge, a popular show that keeps you cool, and the right and provides the dinner time by hit to.

**ALL DAY 6AM – 12AM**  
1 SPOT every 2 hours 3 SPOTS /day 270 SPOTS /month  
3 SPOT KCPR features diverse lineup of support from the community and Mustang from 6am to 12am, including the heart radio app, which is available 24/7.



**SEE YOUR MESSAGE** **100,000+ YEARLY PAGE VIEWS**

**40,000+ UNIQUE** WEB PAGE VISITORS

Go to [www.kcpr.org](http://www.kcpr.org)

**KCPR.ORG**

**LOCAL REACH**  
KCPR 91.3 FM is Cal Poly's station, alternative radio station broadcasting over the air and online at KCPR.org. Starting with morning news show and continuing throughout the day with a variety of day part shows hosted by our DJ's, KCPR FM provides the Cal Poly community music ranging from indie to 80's FM, or from anywhere in the world with our live stream on KCPR.org supported on desktop, mobile, and the HeartRadio app.

**AUDIENCE**  
KCPR maintains a special relationship with the community, catering to Cal Poly's student population and residents of the surrounding local area. The station has many devoted listeners who trust KCPR's voice, from current students and locals to alumni and former members of students from across California and the world.

**UNDERWRITING**  
Underwriting is a distinctive way to advertise your business, product, service, or event in a medium that is exponentially more effective than other advertising methods. It is a cost-effective way to reach an audience that generally resists traditional advertising. The following is included with all KCPR Underwriting packages:  
- production of a 30-second spot  
- advertisement on KCPR.org  
- 7x24 customer service and coverage under an underwriting pool.

**LEADERBOARD**  
728 x 90 px  
320 x 50px mobile

**GET IN TOUCH WITH US!**  
✉ [marketing@kcpr.org](mailto:marketing@kcpr.org)  
📞 [805.437.2222](tel:8054372222)  
📍 [www.kcpr.org](http://www.kcpr.org)  
📺 [www.kcpr.org](http://www.kcpr.org)  
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# BACK TO SLO CAMPAIGN 2021

**T**o start off the first in-person school year with a **strong, distinctive, and energetic presence**, Back to SLO was Mustang Media Group's first in-person campaign promoting the first news edition of the school year and Mustang News' and KCPR's Instagram accounts via a sweepstake with prizes from local businesses around San Luis Obispo. For many students, this was their first interaction with Mustang Media Group and all its entities, thus, it was important to highlight and emphasize who we were and what we did to leave a **positive, memorable, and lasting impression for years to come** for both our new and old audience. This campaign consisted of the Mustang News edition, posters, social media posts, and digital ads. From this campaign, KCPR gained **18% more followers** and Mustang News gained **10% more followers** on Instagram.





# TREAT YOURSELF 2021

Treat Yourself is Mustang Media Group's first-ever edition to put a spotlight on mental and physical health. The past two years have been eye-opening and difficult to say nonetheless. The pandemic as well as the return from lockdowns has been tough and stressful for so many people and this inspired MMG to take initiative and create a special section highlighting mental health care and how important it is to take of one's mental and physical health. Aiming to be the ultimate guide to self-love and self-care for the Cal Poly community, this edition's concept was inspired by the term "feel-good" as I wanted the viewers to feel good after looking through this edition or attending the events or be inspired to feel good. What makes this edition special and innovative design-wise is that each page is unique and different, yet as a whole, it is still cohesive, which has not been done in past Mustang Media Group special sections. Paired with this special section were week-long on-campus events ranging from therapy dogs, free yoga passes, free coffee, and free concerts. The **vibrant colors, bold typography, and energetic illustrative** style seen throughout the edition are continued in the campaign promoting the edition and events. The biggest challenge for this edition and its campaign was the niche audience on the sales side, and although it was not the most successful on the sales side, the **events proved to be successful for the Cal Poly community** as many students turned up to the events. Assets for the whole Treat Yourself edition and campaign include the printed edition, social promotions for the events and the edition, as well as posters.



# OPEN HOUSE 2022

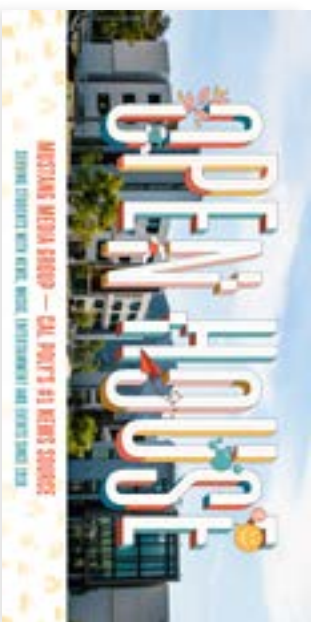
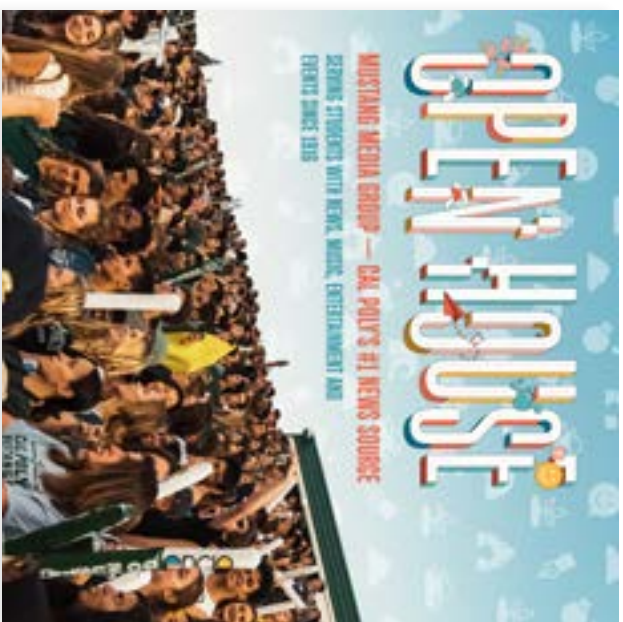
**W**

ith this year's Open House being the first one since the pandemic, it was essential that this edition be big in all ways possible. Open House is Cal Poly's most eventful weekend of the entire year. This is the weekend in which prospective Cal Poly students and their families visit Cal Poly to see what San Luis Obispo has to offer. Knowing that this printed edition was to be handed to every single prospective student at Open House, it was a major goal of mine to have this edition be visually captivating and easy to comprehend as most of these prospective students are not quite familiar with Cal Poly and San Luis Obispo. This edition features a handful of student-gearred editorial content which were paired with photos that depicted the student lifestyle at Cal Poly to really show these prospective students what their life could look like here at Cal Poly. Design-wise, the dazzling photos are here to captivate the eyes of the readers at a glance, the bold fonts and bright colors create a sense of interest and engagement, and the spunky quote boxes spark a sense of curiosity with their size and shape. With Open House being one of the most financially booming weekends in San Luis Obispo, (typically more than \$2 million is spent in San Luis Obispo this weekend), this special section was one of the most successful special sections this academic year **with a total of \$25,655 in sales (in comparison to \$22,500 from the last Open House special section)**. To further promote this special section and Mustang Media Group and all its entities to a new wave of audience, I also designed a variety of social media posts and a poster that accompanied this special section and its dedicated weekend. These additional deliverables match Open House visually to emphasize that this is all part of one large and exciting Open House promotion campaign.









# SESLOC MULTIMEDIA AD CAMPAIGN

**T**eaming up with the lead graphic designer at SESLOC, a Federal Credit Union local to the San Luis

Obispo area, I was given the **one-of-a-kind opportunity to elevate their ads to better suit the Cal Poly student body**, while still maintaining SESLOC's brand guidelines. With the average Cal Poly student perspective in mind, I wanted to focus on featuring more students doing everyday things conveying the message that **SESLOC's purpose is to be there for students with their everyday needs through financial means**. Mustang Media Group also worked in tandem with SESLOC to have a photoshoot to take photos of Cal Poly students to be featured in their advertisements as well. In addition, I collaborated with the sales representative in charge to ensure that the copy felt inline and clear with the average Cal Poly student, allowing students to **easily grasp what SESLOC is here to do**. Being the only credit union on campus, it was also crucial to SESLOC to emphasize that message within the advertisement. For this multimedia campaign, I designed a digital ad for mustangnews.net (receiving 72,000+ impressions) and four varying print advertisements for SESLOC.







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(800) 343-3314

We know budgeting can be hard.  
**We're here to help.**  
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# Budgeting is hard.

We're here to help.  
Now open in the UU  
next to Starbucks.



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# Budgeting is hard. But we're here to help.

Get everything you need for banking  
on and off campus.

Plus, get a free water bottle  
with every new membership.

Membership in good standing required for all Credit Union benefits.  
Establish your Credit Union membership with a \$5 deposit to a  
Primary Share Savings account and a one-time \$5 membership fee.  
Limit one free gift per member.



Explore the benefits of  
membership and see  
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