



Superhuman Samurai Cyber Squad Graphic Design Module

Have Questions? Need Help? Contact Miss Jessica!

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Welcome Cyber Squad!

We hope you're ready to learn about graphic design! We've put together fun activities, interviews, and extra resources for you.

How It Works

In order to complete this program, you must first [register on our Program Calendar](#). Soon after you register, you will receive an email giving you instructions on how to join [ReadSquared](#), our reading program software, where you will complete the missions for each module. You can work on the projects at your own pace, but you must complete the entire program within the allotted time frame (Oct 12 – Dec 18, 2020) in order to receive a TeenHQ bag of swag and be entered to win an Oculus Go Virtual Reality headset.

In this document you will find instructions on how to complete each mission in the Graphic Design Module, biographies of community professionals, and links to helpful resources (Ctrl + click the underlined words).

Missions!

Mission #1 Community Professional Interview

Instructions: Watch the interview with graphic designer Chrissy Robertson (13 min). You can find the link on [ReadSquared](#) and on the [Superhuman Samurai Cyber Squad](#) webpage. When you have finished, answer the question in [ReadSquared](#).

Chrissy Robertson is the Creative Director at Hightower Graphics, where she has worked for the last 14 years. She is a graduate of Herron School of Art and currently shares an art studio with three other artists in Franklin. She is the Board President of the Friends of the Johnson County Public Library, and Vice President and co-founder of Creative Council of Franklin. She also serves on an advisory committee for Arts in the City of Franklin and is a recent graduate of Leadership Johnson County.

Mission #2 Branding Style Guide

Style guides help to form a cohesive and consistent identity for an organization. They help keep you and other employees who might also be creating marketing materials (handouts, flyers, emails, posters, etc) on the same wave length and help you look more professional and trustworthy.

Instructions: Create a branding style guide for your (currently imaginary but possibly someday) business. Check out [GPL's Style Guide](#) for an example to follow. You can also check out the resources below to learn more. Submit your work on the [Google Form](#) to complete this mission.

Additional Resources (Click for links)

[Studio1Design](#)

[Canva](#)

[Venngage](#)

[Lynda.com Style Guides](#)

[Lynda.com Brand Design](#)

Lynda is a great resource for learning technology. You can access it from our website by hovering over "Find Stuff" and clicking on "Online Databases." You will either need to have a library card or be in the library building.

Mission #3 Community Professional Interview

Instructions: Watch the interview with librarian Valerie Holbrook (6.5 min). You can find the link on [ReadSquared](#) and on the [Superhuman Samurai Cyber Squad webpage](#). When you have finished, answer the question in [ReadSquared](#).

Valerie Holbrook has been a reference librarian and graphic designer at the Greenwood Public Library for nearly 10 years. She created GPL's current Style Guide and also runs a small freelance design business on the side.

Mission #4 Canva Image Challenge

Instructions: Using the style guide you've already created, use [Canva.com](#) (a free design interface) to create a flyer or poster for an event put on by your organization. Submit your design on the [Google Form](#) to complete this mission. Check out [Canva's FREE design school](#) to get started. You can also check out the resources below to learn more!

Additional Resources (Click for links)

[Vista Print](#)

[Designhill](#)

[Design Shack](#)

[Venngage](#)

[Social Tables](#)

[Lynda.com Print Design](#)

Mission #5 Brand Reflection

Instructions: From what you've learned so far about graphic design and marketing, research and choose four brands with logos and marketing materials that represent their organizations well. Submit your choices and tell us why you chose them on [ReadSquared](#) to complete this mission.

Additional Resources (Click for links)

[Forbes](#)

[Business Collective](#)

[Entrepreneur](#)

[Marketing Land](#)

[Lynda.com Marketing](#)

[Lynda.com Branding](#)