

# World Aids Day Non-profit Poster/Campaign

Class: Design Studio  
Instructor: Drew Hodges  
October, 2017

For December first Friday art walk in Portland, the Frannie Peabody Center and Creative Portland collaborated together to hold a big event bringing together a lot of organizations and institutions such as ICA at Maine College of Art, Portland Museum of Art, SPACE Gallery, and Press Hotel. Also readings, screenings, and workshops held by various authors and artists.

In my Design Studio class, under Drew Hodges, we have met with the FBC and Creative Portland to understand their needs. They wanted something engaging, positive, but still on-point and clear in communication. We decided we wouldn't go for a design decision that is dark and depressing.

My campaign was to promote a joy of life—embracing what is in front of us, being aware and prepared but not afraid to live using the metaphor of courage. The vibrancy of colors draw attention and forces the audience to come closer to be able to read: World Aids Day.





# WJZP—107.9 FM

## Non-profit Branding

Class: Design Studio  
Instructor: Drew Hodges  
November, 2017

WJZP is Portland's leading non-commercial jazz music station managed by musicians and jazz music enthusiasts. WJZP focuses on jazz, blues, soul, r&b, and dance music of both classics and contemporary artists.

We have collaborated with Dennis Ross, the president and the founder of the station on his vision of WJZP's future and discussed his goals of reaching a wider and younger audience. He wanted to communicate their vibe clearly and that their music curations are groovy, energetic, diverse and uplifting.

My strategy to communicate this vibe was to refresh their current logo into a dynamic one of many colors and color palettes inspired by different music but cohesive in a way regarding emotions they evoke.

Their brand is "groovy," active, and energetic like their music. It is young, hip, and feature more content on both famous and local artists. Their brand elements can't help but move, just like your body when listening to their music.

Details & Specs  
[Here](#)



107.9 FM

WJZP

107.9 FM

WJZP

107.9 FM — DANCE

WJZP

107.9 FM — SOUL

WJZP

107.9 FM — R&B

WJZP

107.9 FM — JAZZ

WJZP

107.9 FM — BLUES

WJZP



**Groove Grease**  
with Eric Poullin  
00:00 AM - 2:30 PM



Now Playing

Song Name  
James Carter



Live



Recently Played

In the Queue

WJZP 2018  
Jazz Compilation

Pre-order

Keep WJZP commercial-free!  
Any amount is welcome.

Donate



Session  
**WJZP Morning Drive**  
Monday to Thursday  
7:00 AM - 9:00 AM



Review  
**Jeff Ballard — Fairgrounds**

CONTEMPORARY JAZZ

It's hard not to love Jeff Ballard's solo work. He's a percussionist who isn't afraid to get weird. He's probably best known for his branching out work with the Brad Mehldau Trio, but that's an acoustic group. They're a trio, one Ballard has been a part of for the last fourteen years. But the last time Ballard released an album as a leader was in 2014.

Read More ...



Session  
**Groove Grease** with Eric Poullin

Friday & Saturday  
11:00 PM - 1:00 AM



Review  
**Anthony Hamilton — What I'm Feelin**

SOUL, R&B, & BLUES

Since the moment he first blinked onto the music-buying public's radar as a featured singer on the Nappy Hoots' all too real "Po' Folks," almost 15 years ago, Anthony Hamilton has vibrated on a different wavelength than his contemporaries.

Read More ...



Local  
**Tom Whitehead & Rites of Swing**

SWING JAZZ

This group is lead by vocalist, guitarist and pianist, Tom Whitehead. The ensemble also features Michael Arciero on guitar, Kris Day on upright bass and Don Whitney on drums, with special guest Ellen Carlsson on violin. The sound evokes the smooth, anxious feeling of Django Reinhardt's gypsy jazz style, but with a distinctly American flavor of vocal standards from the 20s, 30s and 40s, erent wavelength than his contemporaries.

More Info ...



Session  
**Supernature** with Nelson Gomez

Friday  
7:00 PM - 11:00 PM