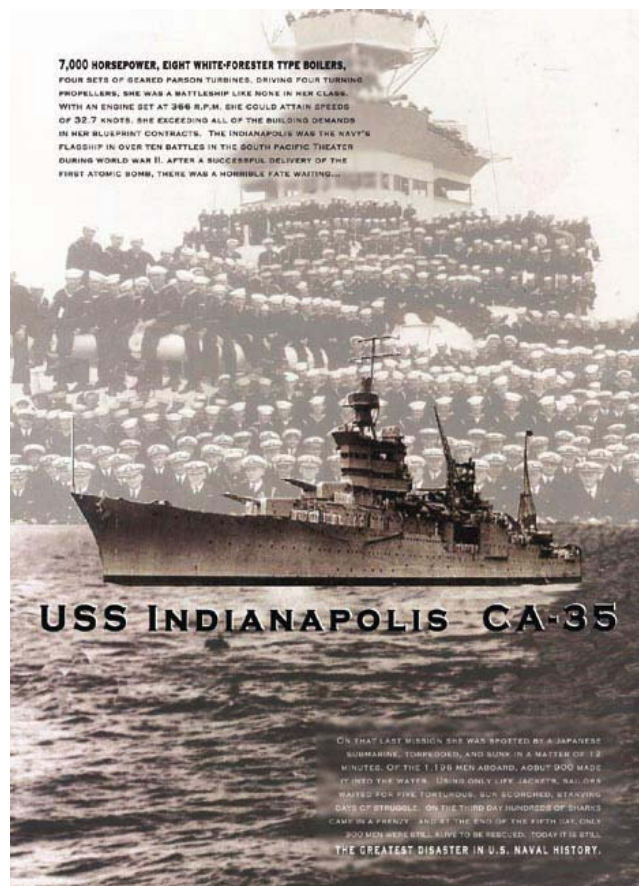


RACHAEL PIERSON – E. F O L I O



Artwork - an artistic collage using images of my favorite body part (the assignment).



Artwork - an educational poster that portrays the tragic story of the USS Indianapolis.

Amelia's Voice

History and voices the power of an ancient and haunting African song from its Cuban singer back to Sierra Leone

The design and layout for this article feature a prominent multi-colored striped banner at the top left. The main text is arranged in columns, with several small photographs integrated throughout. On the right side, there are two larger photographs: one showing a group of people in a classroom setting, and another showing a man in a white shirt. Below these photos is a quote: "THE SONG: Everybody come, Everyone come together, The grave is restless, The grave is not yet at peace." At the bottom right, there is a decorative graphic element consisting of a diagonal strip of the same multi-colored stripes seen in the top banner.

Artwork – a full-page spread, layout design for “Amelia’s Voice,” an article in JMU’s university magazine, “Montpelier”

Las Sendas

Million dollar views from the \$130's to the \$500's.

Power & Thomas
in Mesa

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COPPER SQUARE
DOWNTOWN PHOENIX

Never NEW & IMPROVED.

SAMUEL ADAMS

Ad Design – while working for Viacom Outdoor, I designed outdoor advertising such as billboards, transit shelter posters, mall kiosk posters, bus bench posters for the Arizona, New Mexico, and Texas markets. The “Never New & Improved” ad is part of a proposal I put together for Viacom Outdoor to help promote more outdoor advertising space to Phoenix City Council.

Come. Experience the Universe.



The Natural History Museum of El Paso
 Northpark Mall • 9348 Dyer at Diana
 Monday - Friday for reserved group t
 Sat

FREE RENT!

Camelback Cove
 APARTMENTS

Studio, 1 & 2 Bedrooms



...more ads for Viacom Outdoor

FOR HOUSES - ANY CONDITION

CASH

NO COSTS - 72 Hr. CLOSE

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VIACOM OUTDOOR

Kerus Global Education

"Teaching character and positive life choices"

VOLUME 2 NO. 1
 JUNE 2003

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Crossroads Curriculum Officially Adopted

After many months of review, the government of Uganda has approved the latest revision of the **Life at the Crossroads** curriculum. This approval is a significant step for the material to be taught in the public schools in that country. Kerus has been responsible for training a team of highly qualified professionals to lead conferences in cities throughout the nation for expanding the Crossroads message.

THE ABC'S OF UGANDA

AVOIDING AIDS AS EASY AS...

ABSTAIN BE FAITHFUL CONDOMISE

The African nation of Uganda is leading the world in its success in the fight against AIDS. While other nations have seen their HIV infection rates steadily climb, Uganda's HIV prevalence has plummeted over the past ten years from a high of more than 30 percent to a current rate of six percent. The unprecedented combination of leadership and faith-based commitment to acknowledge the AIDS issue and offer the Ugandan people their "positive life" to keep the spread of HIV has brought about the Ugandan success.

Uganda's effective message is now replicated in "The ABC's of Abstinence." This grassroots educational campaign includes all sectors of society, especially faith-based organizations. With the message of getting the message out more quickly and planned, the message will now flourish. This is the first time a nation has attempted to stop the AIDS epidemic by focusing on abstinence before marriage and fidelity as the primary prevention strategy. Thousands of condoms are distributed for high-risk groups such as commercial sex workers and truck drivers.

The results of this approach are truly astounding. It has been recognized by the U.S. State Department and the U.S. House of Representatives that if the approach of Kerus, had been introduced in 1992 to the population of South Africa, it would have been the most severely affected countries in the world. The reported results would be the equivalent of a potential medical vaccine of 80 percent efficacy. (They presented at the 1998 International AIDS Conference, Durban, South Africa, July, 2000)

The success of Uganda is being replicated in other nations as "safe sex" programs are being introduced to support abstinence education. During the past eight years, Kerus has trained over 10,000 leaders in education, health, and social services to disseminate and carry out the approach in person. Currently the Kerus approach, Kerus and its partners around the globe are now leading the way in HIV/AIDS prevention.

KERUS PARTNERS

CHANGING

A multi-faceted educational program designed to prevent adolescent development and promote the spread of moral programs and healthy attitudes for Crossroads. In addition, Kerus provides cross-cultural strategic backchanneling to more than 20 nations.

Kerus provides four different levels of training within Crossroads. **Trainers' Training Conference** were professionals around the world. **Trainers' Training Conference** to improve the "Trainers' Training Conference" to their own country. **Trainers' Training Conference** by professionals to promote the Crossroads philosophy of character based education.

CHANGING is a community education program developed by Kerus for the Global Institute for Abstinence Education. This program is designed to help parents and young adults understand the importance of abstinence and to make more choices regarding their future.

If you would like to invest in the work of Kerus, please send donations to the following address:
 The International Foundation (IBEF) 1010
 PO Box 23021
 Washington D.C. 20036-0302

Please note: Kerus is a 501(c)(3) organization. All donations to Kerus are tax deductible and will be receipted with a receipt.

CALENDAR OF EVENTS

MONTH	S	M	T	W	Th	F	S
JUNE							
JULY							
AUGUST							
SEPTEMBER							

ADDRESS SERVICE REQUESTED

FOR PROGRESSIVE COMMUNICATIONS

10101
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Newsletter front & back

Corporate Identity Design – working with a group of colleagues, we created a newsletter (design, content, mailing strategy, etc) for Kerus Global Education – an industry leader in abstinence education and cross-cultural communication, worldwide. Working directly with the Co-Directors of Kerus, we designed the entire identity overhaul – the new logo & icon, company name, communication strategies & tactics, newsletter & other business materials, press kit, website, and other marketing materials.

**CROSSROADS
FOCUS ON INDIA**

Have you wanted to take the past few years and live a more professional-looking life? You certainly have a stack of new academic transcripts for the Crossroads program.

Dr. Anurag Thakur, Education Director of the ASFA Foundation in Gurgaon, India recently met with three Jesuites, the principal of San Sebastian School. The following statements were made by the students:

AFRIDI: "I was a spoiled child, got into bad company and faced loneliness, but after going through the curriculum, I now make good choices."

TALWAR: "I was full of jealousy and hated my sister, but now I am different because I have learned the meaning of true friendship."

GHOSH: "I was very casual with my life and gave trouble to my parents, but now I am life differently." (She and her boyfriend used to spend at the school gate and here.) The principal explained that the student is now attending classes regularly and that there is a marked difference in her performance. She now says, "I'm happy."

THAKUR: "I was very rebellious and did not study, but now I like to study and my mom's love improved." This student had been asked, "You are of the generation that is growing up in a world where we are not sure if we should trust anyone. How do you feel about the Crossroads program that is so different to you?" She says, "I'm enjoying the Crossroads program for all of its parts."

"Simply speaking, the principal says that by having the Crossroads program in the school, she has found great personal development because her own students are being helped in students' lives and being changed."

IT TAKES COURAGE!

"Courage is the greatest of all virtues, because if you haven't courage, you cannot have an opportunity in any way of the others."
-Samuel Johnson



NEW EDUCATIONAL RESOURCE GUIDE

It Takes Courage!, an exciting new resource guide, will be available for middle school and high school students who have worked with the additional academic resources development and teaching your life skills. One of these professionals are actively involved in Crossroads. Many organizations in the US have also requested resources that can be used in their own programs.

The goal of **It Takes Courage!** is to equip and inspire adults around the world to partner youth with the most character traits, essential life skills, and the courage to live healthy, meaningful and productive lives.

The resource guide will include key information on building a vision for the community effectively developing healthy relationships, making wise decisions, promoting **HOPE** and becoming a leader of integrity. Also included in this guide is a collection of more than 100 first-hand stories, poems and music that create opportunities to meet and reach adolescents and empower young adults.

THE WORLD NEEDS MEN AND WOMEN...

Who cannot be bought,

Who need no title, rank,

Who put **CHARACTER** above wealth,

Who possess opinions and stand with them,

Who know longer than their own names,

Who do not hesitate to take risks,

Who do not lose their individuality in a crowd,

Who seek to be better in small places as in greater,

Who will make no compromise with wrong,

Whose ambitions are not confined to their own selfish desires,

Who will go out they do a better "everybody else do it,"

Who are true to their friends through good and bad, through joy and sorrow,

Who do not believe that their own work is unimportant and look down on the work of others,

Who are not ashamed or afraid to stand for the truth when it is unpopular,

Who are not "big" with emphasis although all the rest of the world says "big."



Caribbean Leadership Training

WHY FOCUS ON COURAGE?

Q We view courage as essential that makes the engine pulling the character train forward. It enables people to evaluate situations and stand alone when necessary to make uncompromising choices. Courage that will build maturity, integrity, and character. Courage has been described as a mental disposition that allows us to stand our ground. In a world where the moral high ground is challenged every single day, it is in many different directions, we believe courage is absolutely essential.

Of all the character qualities, we see courage as the most foundational, because it provides the essential confidence that allows character to flourish itself in difficult situations. Courage provides the motivation and drive to make the sacrifices needed for the growth of the whole person. Moral fiber, like muscle fiber, grows as it daily works against resistance. It is in the making of countless small choices to do the right thing despite fear, pain, fatigue and misunderstanding.

that our character muscles will gain strength. It takes courage to allow a young person to risk being different when being different is what results from a right choice. It takes courage to stand up against the collective ways of your substance abuse, violence, or sexual preferences. Courage enables them to tolerate being set apart, to be alienated, or even ridiculed. It empowers them to persevere and, in the face of persecution, their character will be forged.

As we work to develop good character in the children of the next generation, we believe we must first ensure that the virtue of courage is firmly established. The most caring discipline them and help create an environment of safety where courageous decisions are both recognized and rewarded. Then, and only then will the right choices that become the building blocks of character be carved out and laid out on top of the other virtues we have built a fortress among and across, able to withstand any challenge.

IN OUR WALK - A Note From the Directors

We hope that you have enjoyed the new format of our newsletter. God has blessed us with four members from the School of Media Arts and Design at James Madison University to work with us over the past semester. These four members, Jon Hamblary, Rachel Petersen, Jera Valle, and Ashley Wadley are wonderful young professionals. They have helped us by creating that newsletter design, Power Point templates, our logo and a design for our upcoming website (which will be up and running soon). We want to say a special thank you to them for all of their enthusiasm and hard work.

We have spent the last six weeks focusing on our new writing project, **It Takes Courage!** This will be a resource guide designed for teachers, health and other youth service providers, who are working with adolescents to help them build a vision for their lives, connect to

being people of good character and learn key life skills that will help them develop healthy, meaningful, and productive lives. We are on schedule to have this project completed by the end of the semester.

We are excited about all that is before us. Thank you for your part in helping to reach others. We appreciate your involvement!



Jerrisa Cavalls, Ph.D.



Marcia Hall, Ed.D.

SHAPING CHARACTER CREATING HOPE TRANSFORMING COMMUNITIES

You know all the choices for your 3AM Snack...

Let us give you the deep dish on your **health** options.

We're More Than Just Salt.

Come to the Health Center. 4SURE. Come to the Health Center. 4SURE. Come to the Health Center. 4SURE. Come to the Health Center. 4SURE. Come to the Health Center. 4SURE.

Visit us online at... www.jmu.edu/healthctr For immediate assistance, call... 568-6177

Ad Campaign Design - "We're More Than Just Salt," An award-winning campaign designed to promote awareness of - and to enhance the image of JMU's University Health Center.

...this is the first in a series campaign, each different ad spotlights a different headline for college-life icons such as pizza, gourmet coffee, drama movies, and ramen noodles.

please see my print portfolio to view the other ads in the series.



Marketing Campaign Design – an award-winning campaign, designed for the grand opening of Massanutten Resort’s first Mini Golf course. The entire campaign included promotional posters, radio spots, a tv commercial, and a headliner promotional event – the Massanutten Mini Cup – a mini golf tournament, with teams of JMU athletes paired with members of the Harrisonburg Boys & Girls Club – in a classic 36-hole tournament.

...below... the storyboard copy and scene illustrations for the Massanutten Mini Golf – “It’s Coming!” TV commercial. The copy was written such that it could also be used on radio.

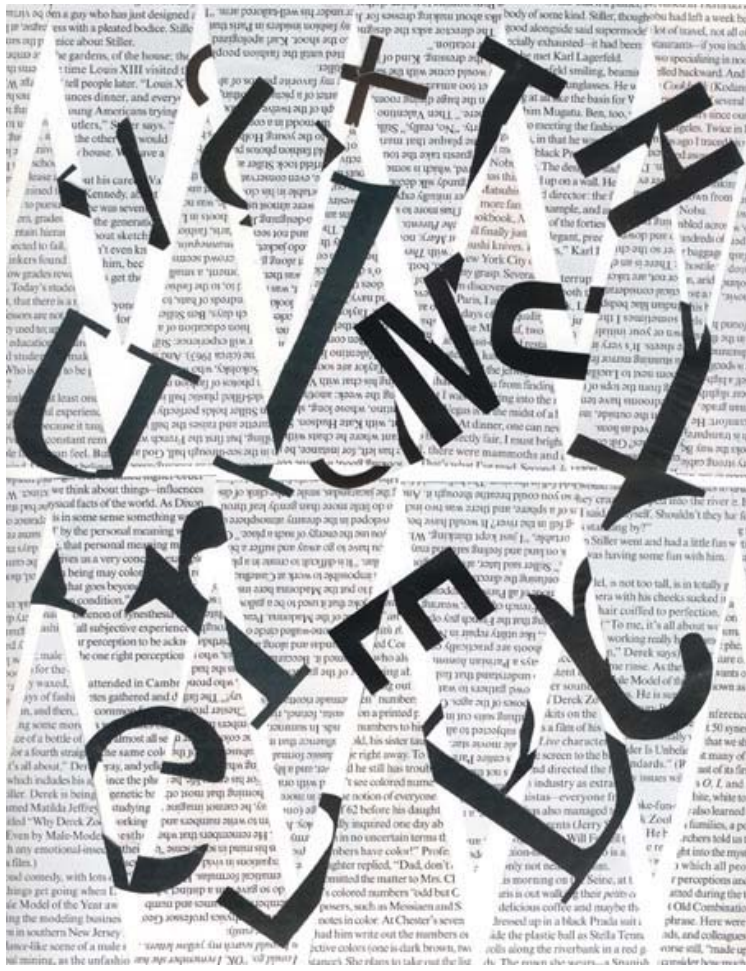
<p>VOICE: Children playing & laughing sound! (softly, wind, etc.)</p> <p>...</p> <p>Rolling Boulder Sound in the distance</p> <p>...</p> <p>Boulder sound gets louder...</p>		<p>ACTION: Family playing - some positive chat! Beautiful scenic mountain landscape</p> <p>↓ (Camera begins to tilt down)</p>	<p>VOICE: Narrator: "It's coming!" "Massanutten Golf Course's new Mini Cup!"</p> <p>... "So challenging holes, 36 holes, exciting prizes, beautiful views"</p> <p>(short pause)</p> <p>...</p>		<p>ACTION: Camera tilt down & focus on Mini Cup hole. Family is playing for a Mini Golf course.</p> <p>Children listen to announcer introduce challenge, prizes, & views.</p> <p>Camera starts with focus on hole.</p>
<p>VOICE: Rolling Boulder Sound gets louder... and closer</p> <p>Kid's: (Little sound)</p> <p>Kid's: "Mom... Dad... it's coming!" (a scared yell)</p>		<p>ACTION: Kid's points the boulder sound...</p> <p>Look down...</p> <p>See the boulder</p> <p>Shout out in surprise</p> <p>... Shadows fill in the clearing</p> <p>↓ (Camera tilt's down)</p>	<p>VOICE: Announcer: "What are you made of?"</p> <p>...</p>		<p>ACTION: Camera cuts to black</p> <p>...</p> <p>Rolling boulder!</p>
<p>VOICE: Rolling boulder sound is very loud & risky close</p> <p>Family: (yelps) "Happy anniversary!"</p>		<p>ACTION: Kid's shouts aloud</p> <p>Family yelps aloud (scared yell) & (scared) yelp</p> <p>...</p> <p>It's a giant Golf Ball rolling downhill!</p>	<p>VOICE: Narrator: "Come with us the JMU athletes and the Harrisonburg Boys & Girls Club give up the first annual MASSANUTTEN MINI CUP!"</p> <p>(short pause) "Great opening up now, we at JMU get in the 'tournament'!"</p> <p>"located 15 miles east of Harrisonburg VA 33"</p> <p>(end)</p>		<p>ACTION: Background is mini-golf hole sound.</p> <p>It's announcer's loud opening & tournament info</p> <p>... Rolling boulder on top of flag</p> <p>...</p> <p>Cut to black (end)</p>



Artwork – a class assignment – design a cover illustration for The New Yorker Magazine - to promote the article, "How to Control Your Investments"

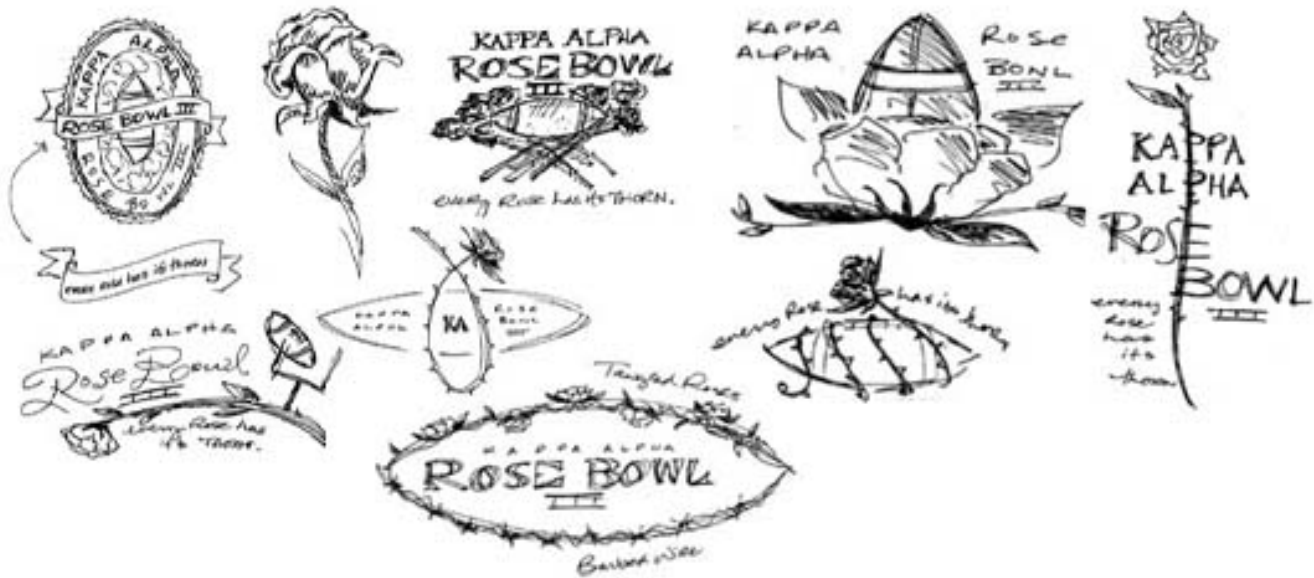
Artwork – logo design for Kerus Global Education, Ancient Artifact, the Washington DC Senators (a fictional baseball team), and personal logos



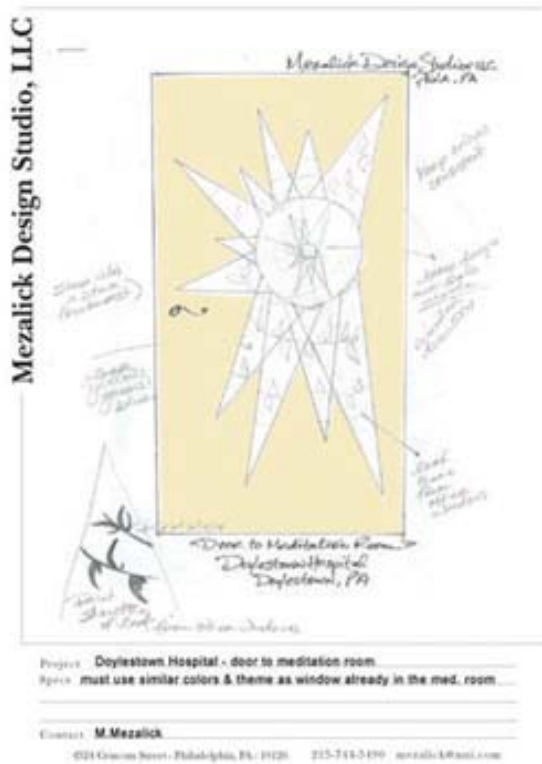


Artwork – a typography piece, “Typalicious”

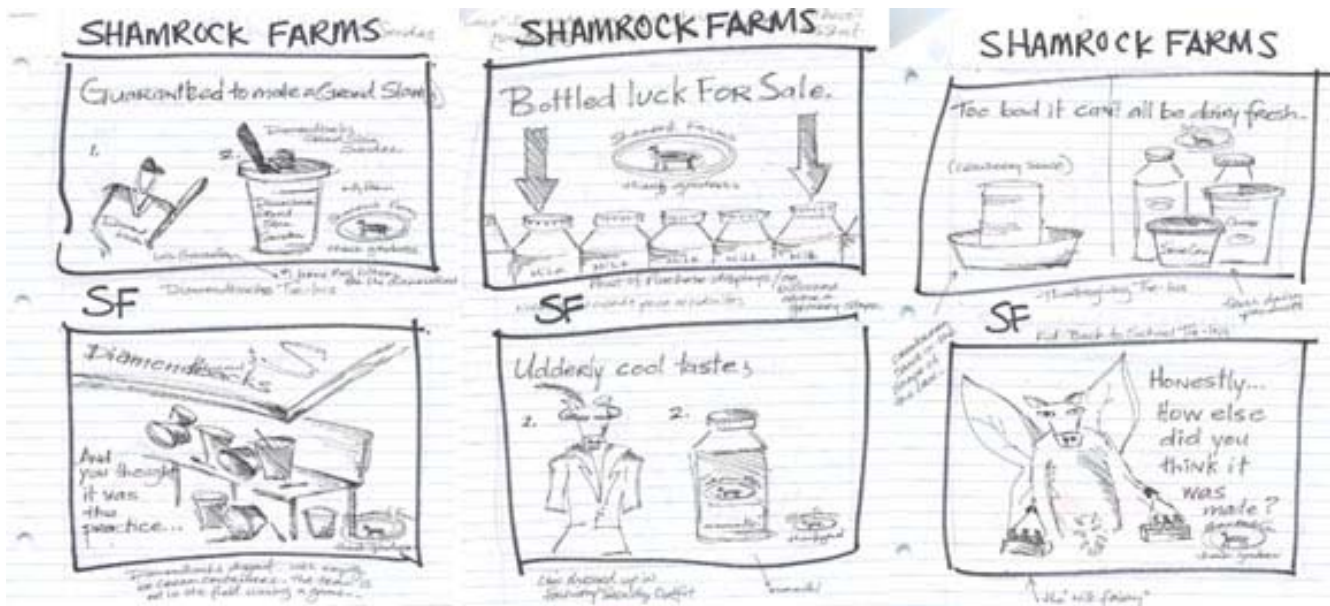
Artwork – logo & theme designs for JMU’s Kappa Alpha, Third-Annual, Rose Bowl “Every Rose Has It’s Thorn” (a charity event hosted by JMU’s KA Fraternity, where the JMU Sororities compete in a mini superbowl to raise funds to support multiple sclerosis research).



Creative Design & Production – a stained glass design proposal for the Doylestown Hospital & pictures of my intern-work at Mezalick Design Studio, creating stained glass windows for a church in Twanda, PA.



Ad Campaign Design – creative campaign design sketches for Shamrock Farms (an advertiser with Viacom Outdoor)



...campaigns that tie in the Phoenix Diamondbacks ("Guaranteed to make a Grand Slam," "...and you thought it was the practice"), creative Point of Purchase display design ("Bottled Luck for Sale"), creative use of the 'shamrock cow' from the company logo ("Udderly cool taste")("Honestly...How else did you think it was made?"), and holiday tie-ins ("Too bad it can't all be dairy fresh").

To see the entire print portfolio – please contact Rachael – rachaelpierson@hotmail.com.