Student Volunteer Creates New Graphic to Represent the Global Studies Minor

During the Fall 2013 semester, Kyle Collins began working as a student volunteer with the Global Studies Minor. At the time, Kyle was enrolled in Dr. Michael McGarvey's course entitled ARTV 4296: Design for Community Partners. The focus of Kyle's work with ISM centered on creating a graphic that could be used to represent the minor in its marketing and informational materials.

Kyle began working with a Global Studies Advisory Board Member to generate ideas for the graphic. He also put a lot of time into doing background research on the minor and its focus, to ensure that the new design was truly representative of ISM. According to Kyle: "Before I started to design the logotype for the Global Studies Minor program at Stockton College, I began some research as to what defines international studies. I read the program description over and over again, trying to piece together some possibilities as to how the program can be represented with just a simple graphic."

Kyle produced a number of ideas and designs for Global Studies as part of his early work on the graphic. All images and ideas centered around the use of a globe to convey the international focus of the minor. The image that most quickly emerged as the forerunner for the final design pictured hands touching the globe. According to Kyle: "After some time conducting research on the minor, one word stood out to me: unity. The objective of the Global Studies Minor program is to educate students on the world and how to understand it from multiple perspectives. The hands touching the globe symbolize how students and people in general can get an understanding of the world if there is a personal connection."

After meeting with members of the Global Studies Advisory Board, it quickly became apparent that the image of hands on the globe was a favorite among faculty members as well. Kyle received a few additional suggestions from faculty, and incorporated them into the final version of the design.

Global Studies was excited to have Kyle participate in creating the design. Not only did it create a graphic for ISM to use as part of its advertising efforts among students, but it also gave Kyle a valuable opportunity to apply classroom learning to a real world graphic design experience.

Kyle is scheduled to graduate from Stockton College in May 2014. In the future, Kyle hopes to use his studies to land a job in the Visual Arts and Graphic Design field as a studio illustrator. If you are interested in contacting Kyle, he can be reached at krc_art@yahoo.com for any requests, or find him on Facebook, KRC Art.