Franklin Public School District's

Portrait of a Graduate

Graphic Design Presentation to
School Committee
November 10, 2020

Portrait of a Graduate: Graphic Development

Goal: To create a graphic image that visually captures the overall concepts, inspiration and messages of Franklin's Portrait of a Graduate definition, as developed by the committees and many focus groups.

Text Components used in each Design

1. Title: Portrait of a Graduate
2. Owner Identification: Franklin Public Schools
3. Five Key Phrases compiled by the committee:
    a. Confident & Self Aware Individual
    b. Empathetic & Productive Citizen
    c. Reflective & Innovative Problem-Solver
    d. Effective Communicator & Collaborator
    e. Curious & Creative Thinker

Creative Elements: Imagery Used in Designs

All graphics and illustrations reflect, reinforce and/or enhance the text, the creative process and theme of the project as a whole.

Umbrella

North Star

Compass/Directionals

Graduate imagery

My Design Process

Create multiple graphic representations that reflect the development of the Portrait of a Graduate definition, using all key components and creative elements identified in the discovery phase.

- Included necessary text and consider the relationships between these phrases within each design (hierarchy)
- Considered balance, contrast, focal point and flow
- Considered color schemes, contrast, layering tones, sizes and font choices
- Develop icons to visually reinforce concepts and add depth
- Avoid: human figures with identifiable characteristics (gender, race, age etc…)

Chosen Colors & their Meanings

Navy & Carolina Blues: Franklin’s school colors

Brick Red: Red Brick Schoolhouse: History of Education in Franklin

Spring Green: Represents New Beginnings & Growth from K-12

Golden Yellow: Represents Happiness & Positivity

Warm Orange: Represents Enthusiasm & Determination

Fonts Used

Sans Serif Fonts: Means “without letter strokes.” No extended features, simplified letter forms. Good choice for short headlines

Serif Fonts: Letters have extension features (letter strokes) which lead the eye to next letter form. More formal appearance.

Script: Handwriting style to show expression and personalization.

ICONS:

Empathetic & Productive Citizen

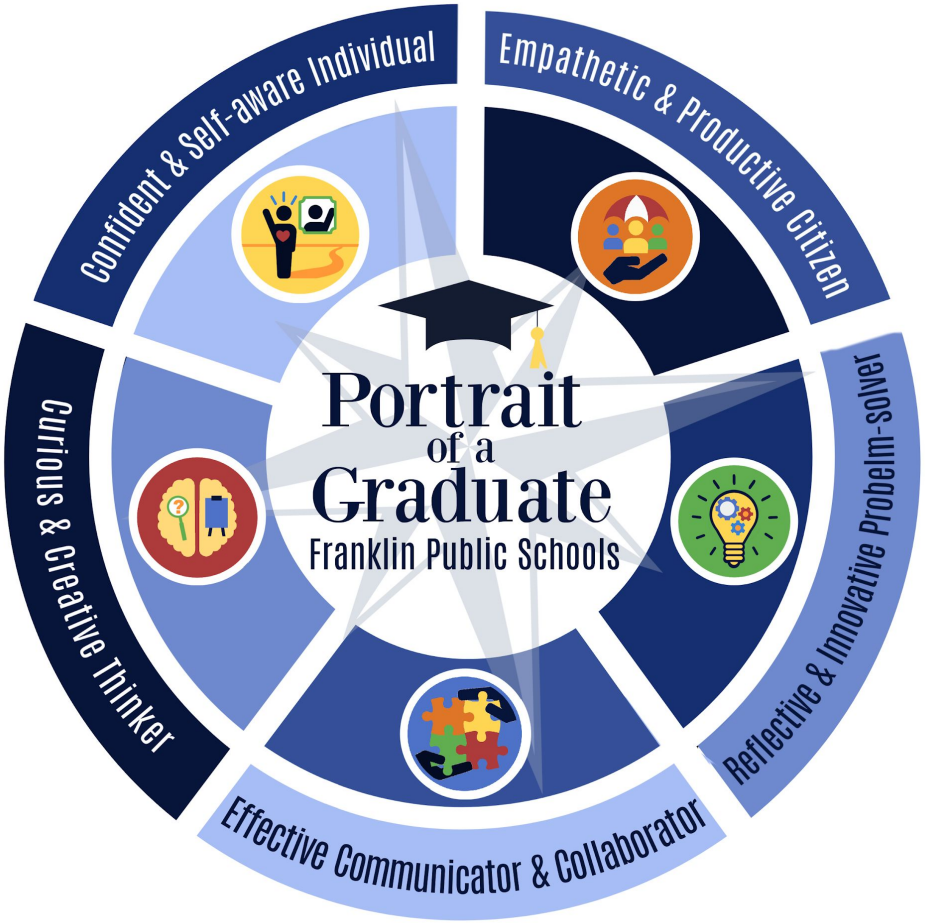
Effective Communicator & Collaborator

Confident & Self Aware Individual

Reflective & Innovative Problem-Solver

Curious & Creative Thinker

#1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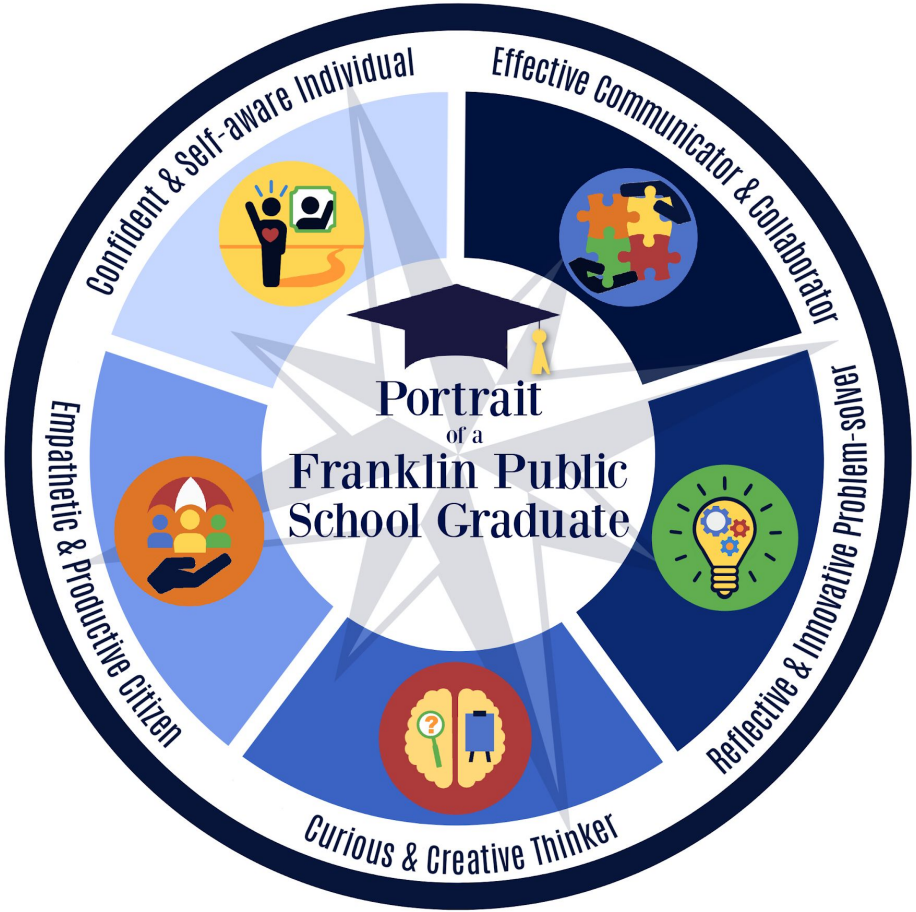
Franklin Public Schools

#2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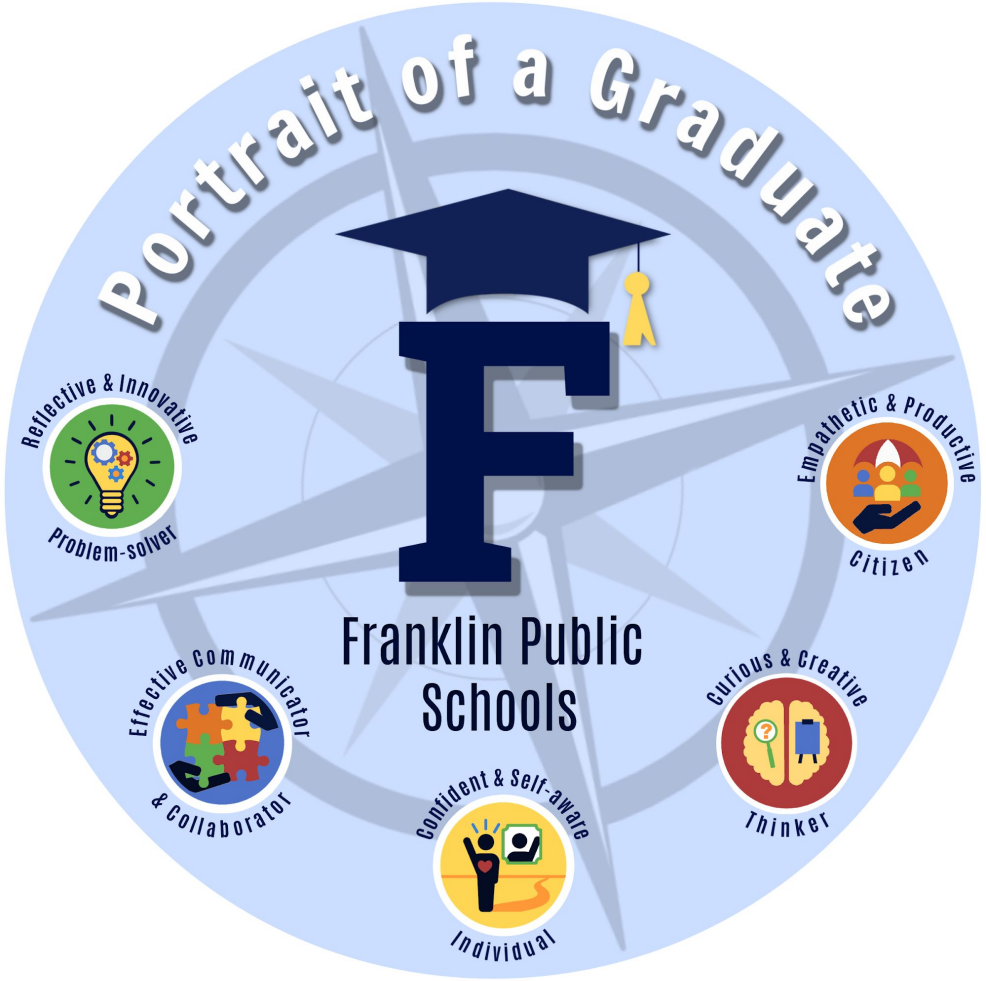
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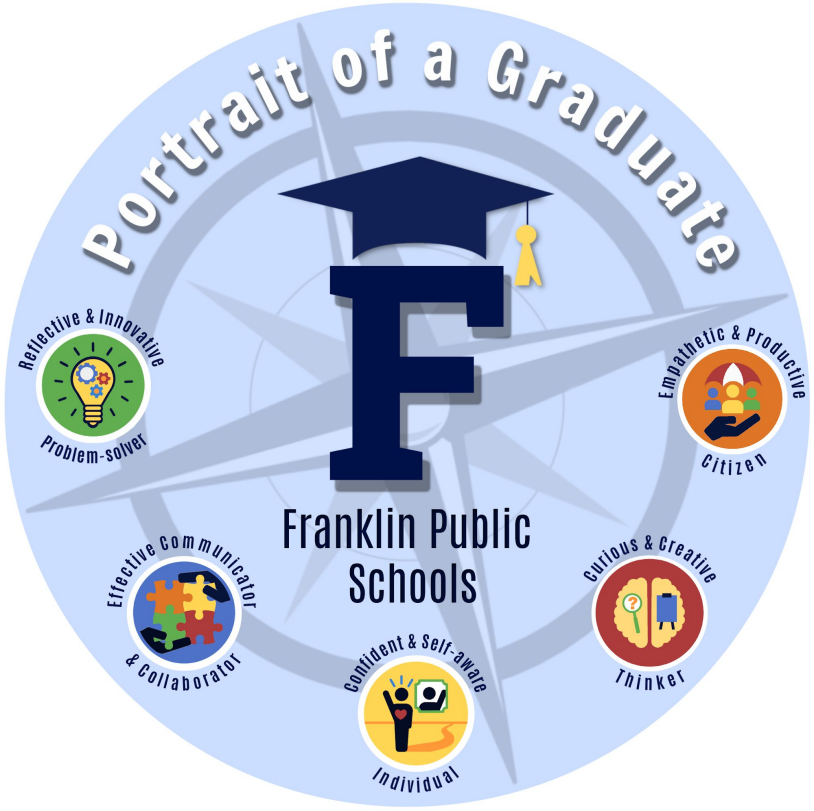
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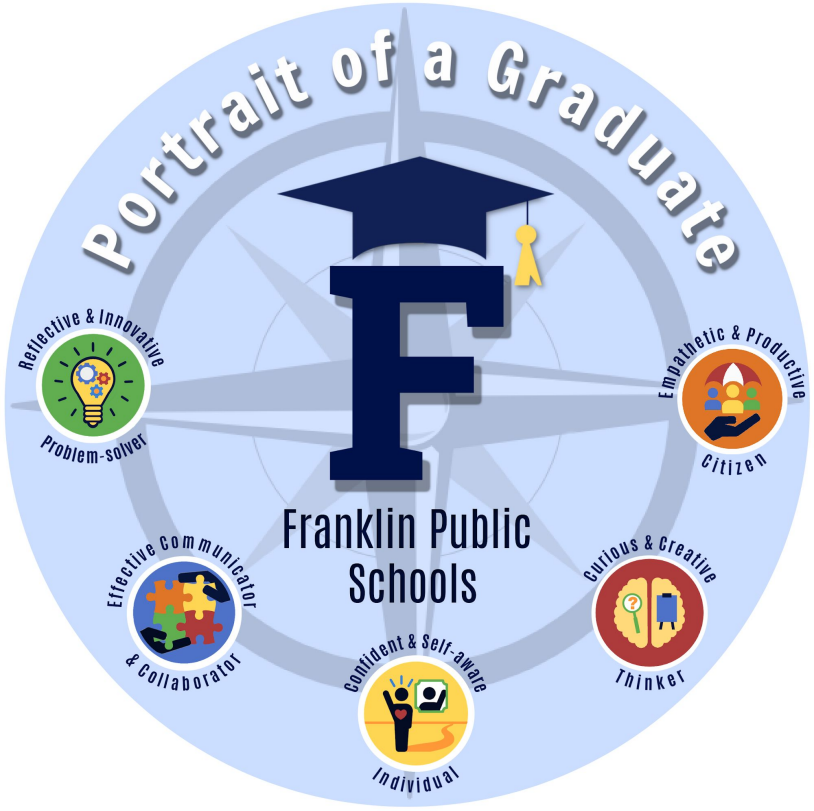
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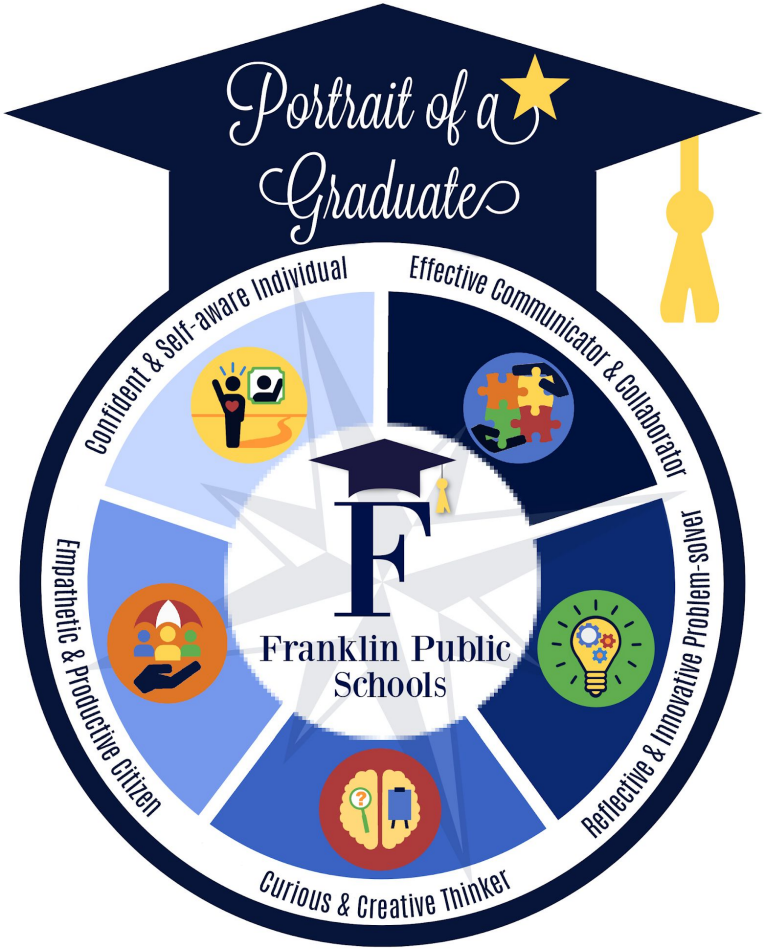
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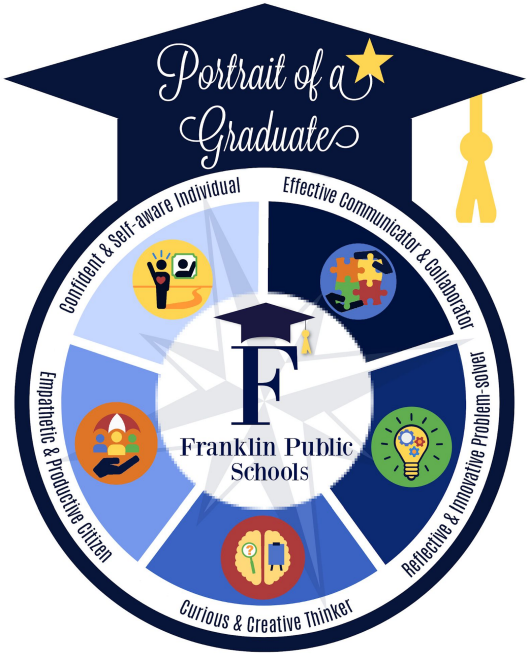
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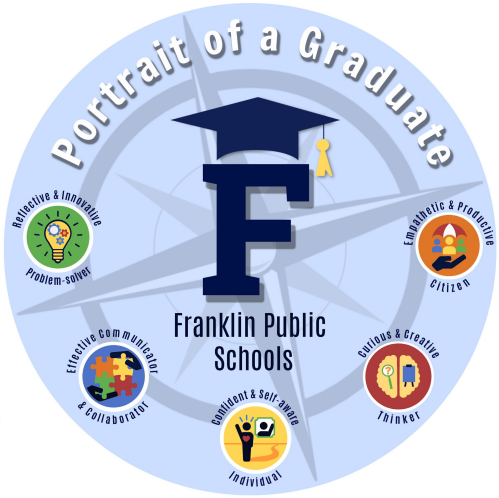
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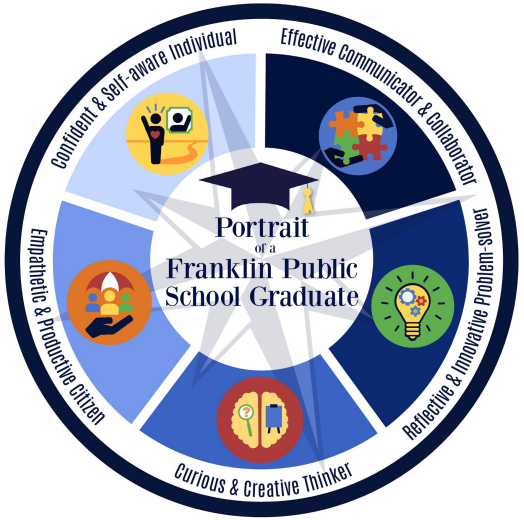
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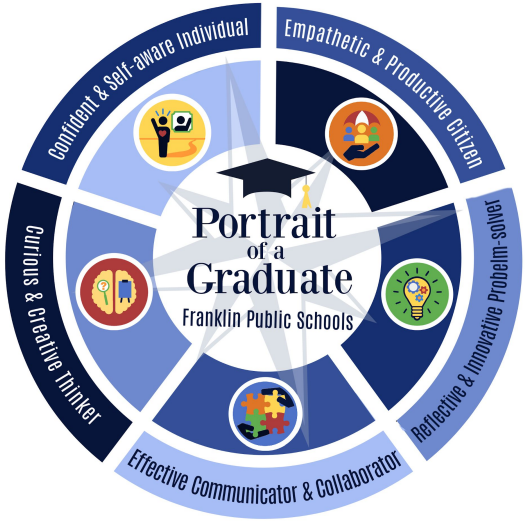
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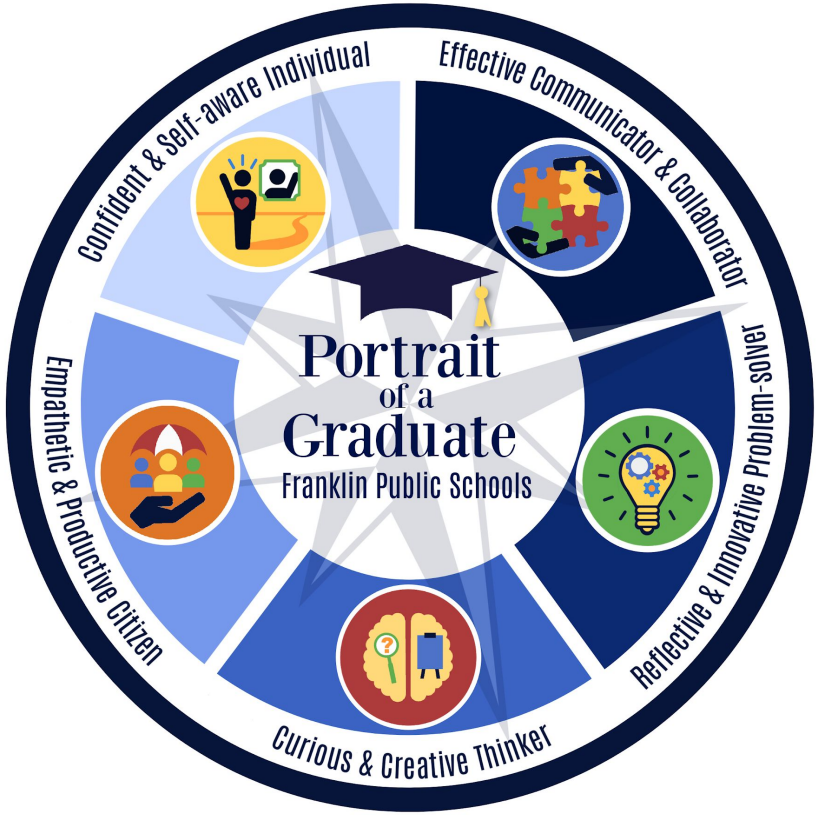
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Thank you!