



NEWS

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El Camino College Students Design “Green” Logo for the Sierra Club

A group of El Camino College students recently took on a real-world assignment and learned what it takes to make a great logo with coordinated marketing materials. Creativity and style top the list, but as the students soon found out, it also takes quite a bit of teamwork.

“I learned early on that I am not doing this by myself or doing it all on my own – to be successful, you need to be able to work with other people, so this was a real learning experience for me,” said student Eddie Won, who plans to transfer to the Art Center College of Design in Pasadena this fall. “This was definitely something new to me. Having a client and being in the real world was a great experience.”

Eddie’s graphic design class at El Camino College recently collaborated to create a new logo for the Sierra Club’s Zero Waste project. Students sketched, designed, and created a final logo mark to be used on various products, including the “Southern Sierran,” a Southern California Sierra Club newsletter, distributed to 48,000 people. In addition, the students created camera-ready art for more than 100 different oversize self-audit post cards with themes such as decreasing landfill waste and reuse/recycling reminders.

The idea behind the project is to get people to think about reducing waste in the next 10 years through recycling, using less energy and raising awareness toward reducing and recycling. El Camino College students tackled the challenge as a class assignment.

“I am so impressed to see the quality of work and the quality of the presentation these students put together,” said ECC graphic design instructor Andrea Micallef, who coordinated the project. “It is wonderful to offer students a real-world working experience like this. The outcome was just remarkable – I am really proud of them.”

Through this project, students were placed in real-life situations, complete with project meetings, several stages of design, and meeting with the client. Every step of the way, students were involved in a professional environment and caught a glimpse of what it is like to have a career in graphic design.

“For me, this process was a great way to learn, step-by-step, what needs to get done when working for a client,” said Ian Abinoja, who plans to pursue a career in graphic design. “Knowing the process helps us keep on track so we don’t skip a step. It’s gets stressful as we get closer to the deadline, but we learned how to get it done.”

Zero Waste Committee members met with the ECC students, selected finalists, requested changes, and were happy with the final result.

“This has been a really valuable experience,” said graphic design major Lily Frederick. “We had to be really organized and do everything on our own – we had to sit down and figure out how we were going to be able to get it all done on time and then do it. This has absolutely been a great experience.”

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