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Hey

I'm

DEJIA DANHI

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COMMUNITY ENGAGED DESIGN

Compassion. Engagement. **Branding**

DESIGNING FOR PROGRESS

Grit. Justice. **Progressive Design**

Progressing the idea that marginalized people have the right to be treated as human beings and not be silenced, but given the space to speak and to live without question, is where I want my work to live.

* published work



GIG 1

Huntingdon House Domestic Abuse Safe Haven

Community Engaged Re-branding

Fall 2017 – Spring 2018

The Objective:

Build a brand that the surrounding community can recognize, feels like home, and emulates Huntingdon House's mission for providing a safe place for domestic abuse survivors.

My Role:

My main focus was to create the organizations' style guide, which would provide the organization with the ability to share its guidelines with their community volunteers and community partnerships.

The Results:

Huntingdon House is now a recognizable pillar of the community and has improved their daily operations and outreach throughout the Huntingdon community.

The Process:

Because Huntingdon House is a Non-Profit, we had to meet with the organization's board of directors and partners as our work progressed. We held our work to high standards because this brand not only represents many people in the community but needs to stay true to Huntingdon House's mission. This was a semester-long project that was finalized in the spring of 2018.

* published work



GIG 2

Consortium for Computing Sciences in Colleges

Community Engaged Re-branding

Fall 2019

The Objective:

Consistency and sustainability was the goal of this project, by creating cohesive recruiting material for CCSC chapters nationwide. My team and I hoped to create branding materials that would be easily accessible for chapters across the country. We focused on determining how the regional chapters could better present themselves as a unified organization when attending conferences to recruit students.

My Role:

I was tasked with creating map graphics for flyers and designing the letterhead. In addition, I worked on breaking down regional sitemaps to explain their site navigation. I researched other content management systems to provide the chapters with a more consistent web presence across individual chapter websites. Although I did this individually, we all collaborated and had a creative influence on every piece of work that was designed.

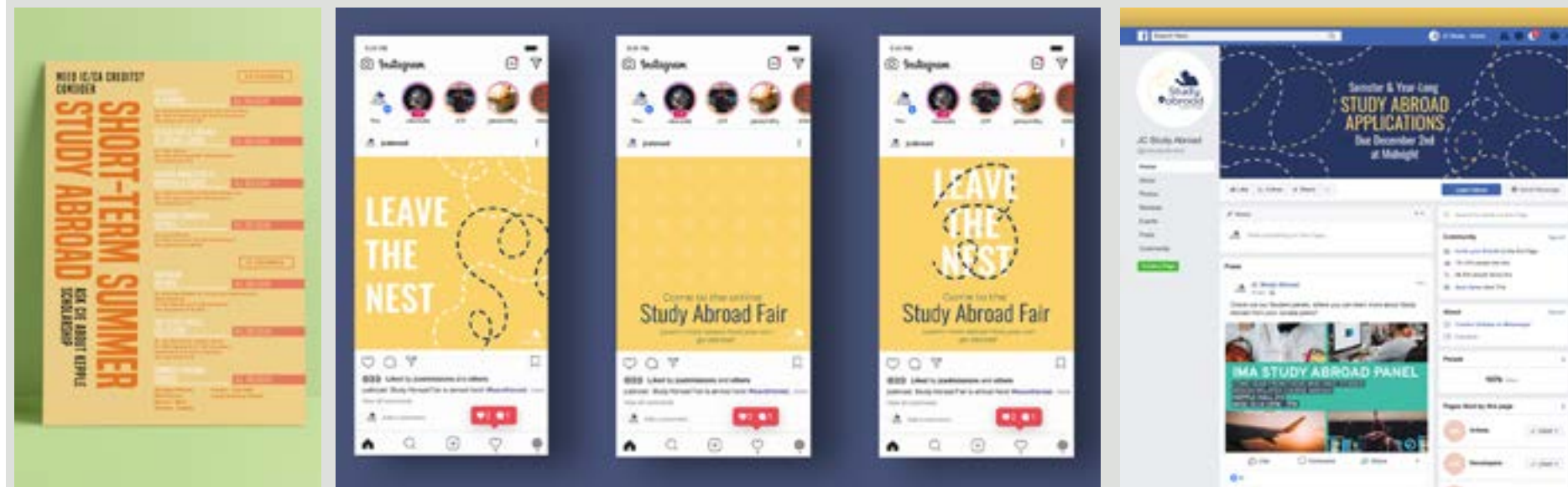
The Results:

CCSC chose not to use the content management systems but went ahead with its new branding material and is now in use by all consortium chapters.

The Process:

Our work had to have the approval of all consortium members before we moved forward on any design concept. We help weekly meetings with the head eastern chapter coordinator as our board liaison and met with the whole board in monthly meetings to discuss current ideas and possible new brand directions.

* published work



GIG 3

Center of International Education - Juniata College

Study Abroad Office Branding

Fall 2019 – Spring 2020

The Objective:

When recruiting prospective students to study abroad, the Center for International Education (CIE) used Juniata College's branding. There was a disconnect with students because the students had little insight on how they could study abroad and how to go about getting the information they needed to do so. The CIE office chose to create its own brand that would inform current students about various study abroad programs through exciting advertisements and event materials surrounding the Study Abroad Fair.

My Role:

I was the sole designer for the CIE's rebranding project. In addition, I attended Study Abroad events and spoke to classes on campus about my experience and what I learned while abroad.

The Results:

The final products created for the Study Abroad Office consisted of a video advertisement and new brand material. The materials were an office logo, social media graphics, posters, t-shirts, buttons, and patches. To achieve brand longevity, I compiled all of the work into a brand style guide for future use.

The Process:

When researching where to start on the re-branding process, I asked my peers what they wanted to improve in the relationship between them and the CIE and consulted with the office directors to understand what they wanted to see in the finished product of their brand. We had weekly meetings to check in about how the brand's creation was going. In total, the projects, video, and branding materials were a year-long project that was completed in the summer of 2020.



SIDE GIG 4

Lady Liberty for Black Lives Matter

Social Media Post

2020

The Objective:

I created this post to emphasize that all black community members have the right to protection and support, that no life is less than another regardless of physical appearance or lifestyle. All black people deserve the right to be fought for and understood, and non-black people should support and fight for black lives because they are lives worth being fought for.

The Process:

I chose to use the imagery The Lady of Liberty because she is the visual representation of freedom. She represents freedom from all oppressive structures that make a person's existence more challenging. This statue is a physical representation of the rights and regulations in place to protect a person's life regardless of their race, gender, religion, or sexual orientation. All parts of this piece are intended to represent inclusion and unity.

* published work



GIG 5

The Pivot Group

Voter Participation Committee Direct Mail 2020

The Objective:

These 8x11 inch mail pieces were used for a focus group that targeted 20–27 year-olds to encourage them to vote by mail. This demographic had a low turnout in the 2016 election. Because of the negative messages around mail-in voting, the purpose of this project was to determine what would call their attention and push them to understand the importance of their vote.

My Role:

I was a part of a four-person team that created persuasive mail-in adverts that simplified the vote by mail process.

The Results:

My pieces were used as additional mail-outs, along with the main focus group piece created for the VPC team, which got mailed out across the country.

The Process:

I drew from pop culture/meme culture that 20–27 year-olds would understand while emphasizing the importance of voting in person and using mail-in ballots.



My Mental Health is Real and Extreme

Capstone - Social Media Campaign

Fall 2019 – Spring 2020

The Objective:

To create a physical exhibition that would provide a space for my peers to self-reflect and be open about their mental health journeys. This space will share personal stories through art and facilitate honest dialogue around people's mental health struggles in a visual form.

My Role:

I aimed to create an exhibition that would incorporate design and video with a participatory aspect where those who chose to could see their stories through the art I displayed. The art consisted of my peers' stories that I gathered from my survey, as well as my own. The goal of the exhibition was to educate and to visually communicate what a person's mental health journey may look like while keeping in mind that all experiences are different.

The Results:

Due to COVID-19, I completed my thesis at home, and instead of a physical exhibition, I chose to reach my community through a social media campaign. By moving the project from physical to digital, I ended up reaching far beyond my intended audience. In addition to students, I ended up creating connections between college alumni and administration. I received overwhelmingly good feedback from peers on my survey, who expressed that this work truly helped them. By voicing their individual experiences, they were enabled to understand what they were going through, and it was comforting to see others do the same.

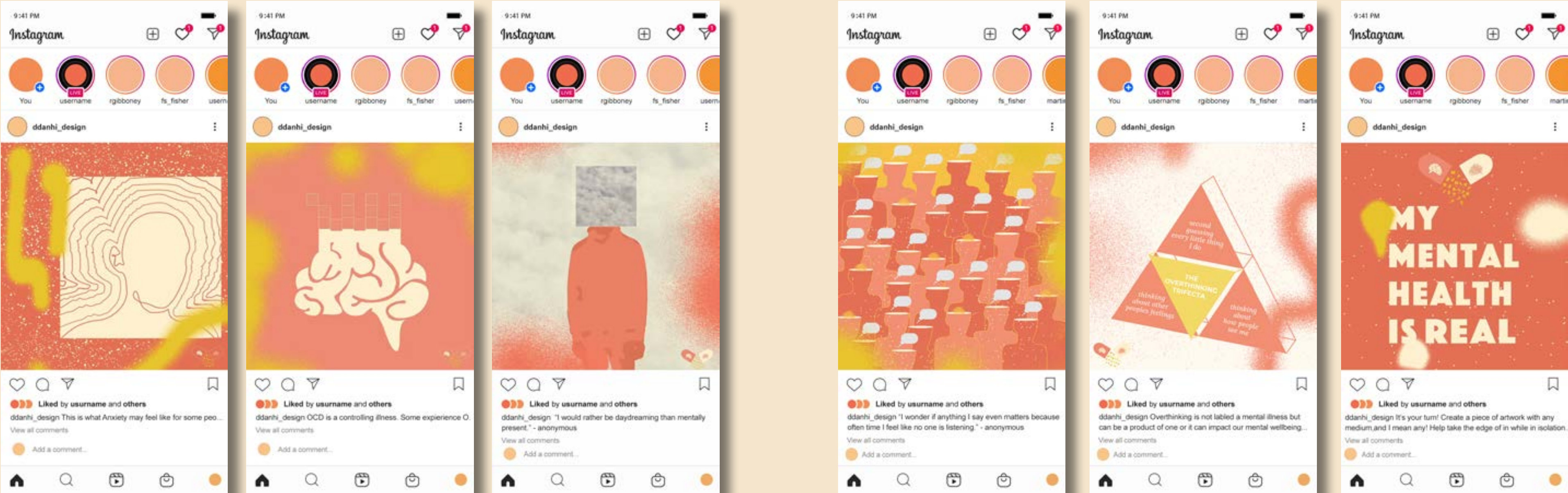




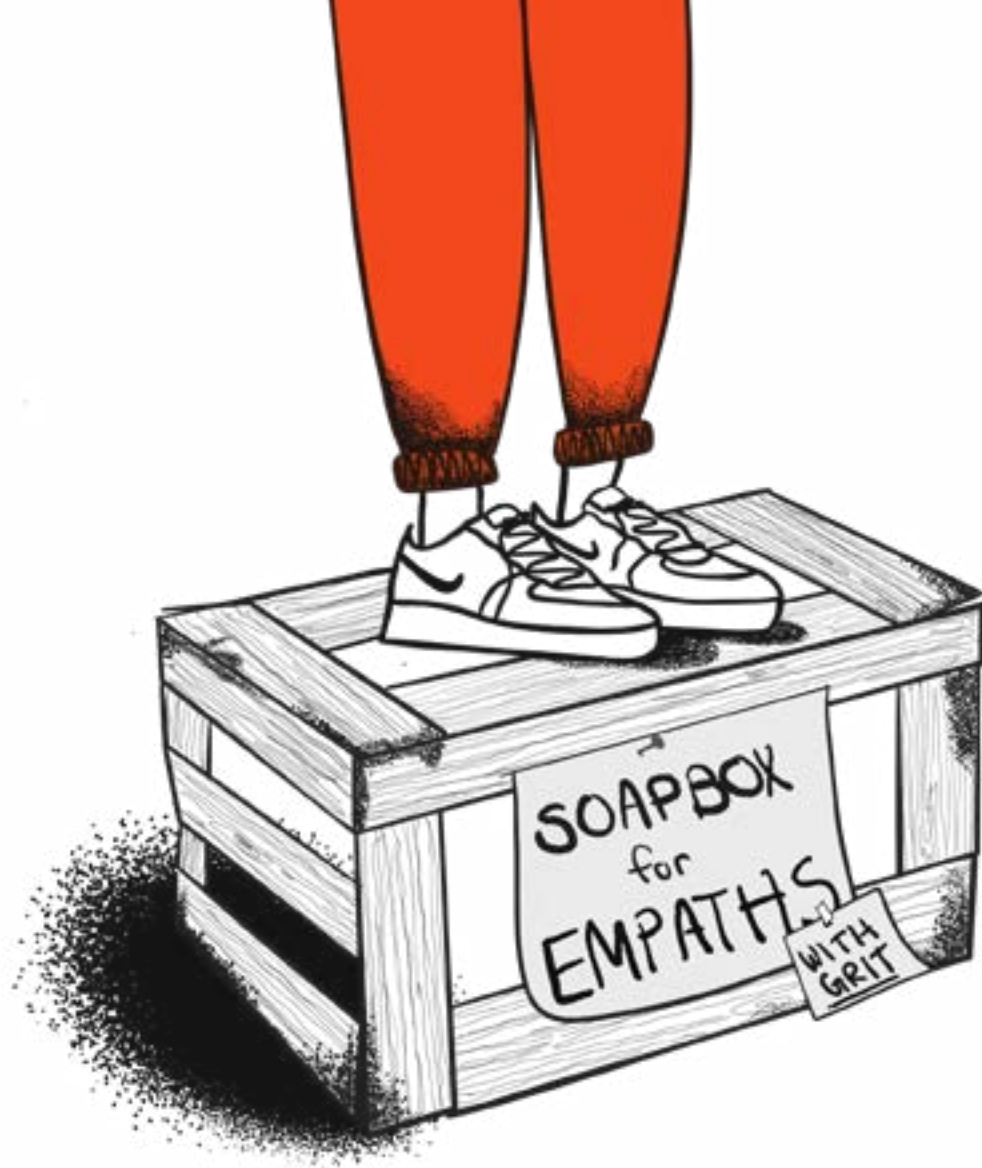
The Process:

Due to the Pandemic, my garage was my “art studio” where I created all my physical pieces. I chose to use spray paint as the medium for the physical artwork because spray paint added an uncontrollable aspect to the art. I hand cut the stencils and layered them to add detail and depth to the visuals.

For the digital art pieces, I chose to keep the spray paint element because this added a detailed texture over to the motion graphics that made the pieces look consistent I gave my final presentation in May of 2020 and received distinction in Multimedia Design.



See following video for animated post



THANK YOU FOR COMING



EXIT STAGE RIGHT