OSPI

VISUAL COMMUNICATIONS

PRINT, SOCIAL AND INFORMATION DESIGN FOR WASHINGTON'S PUBLIC SCHOOLS AGENCY



INTERNSHIP

DIRECTION/
Visual Design
Information Design

ROLE/
Visual & Graphic Designer

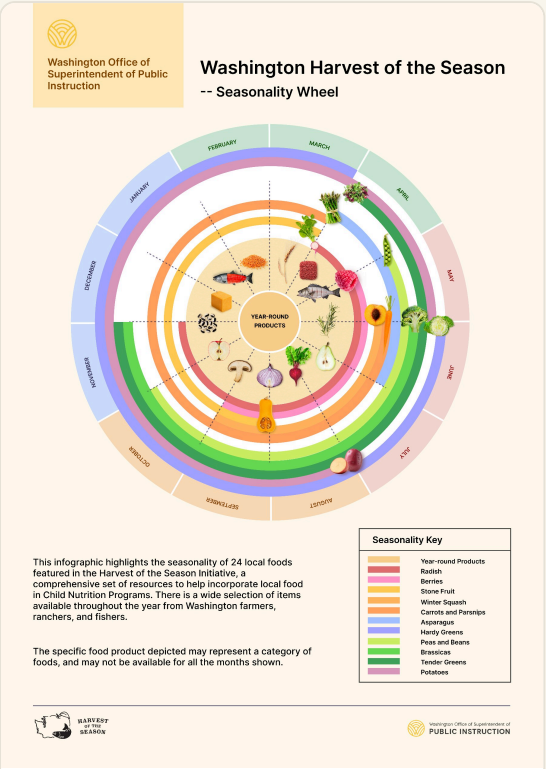
CLIENT/
Washington Office of Superintendent of Public Instruction

TIME/
2026.04-2026.08

OVERVIEW

Making public information easy to take in

As OSPI's visual and graphic designer intern, I turned programs, data and policy into visuals for educators, school staff and families, and designed logos and badges for OSPI programs.



INFORMATION DESIGN

Harvest of the Season

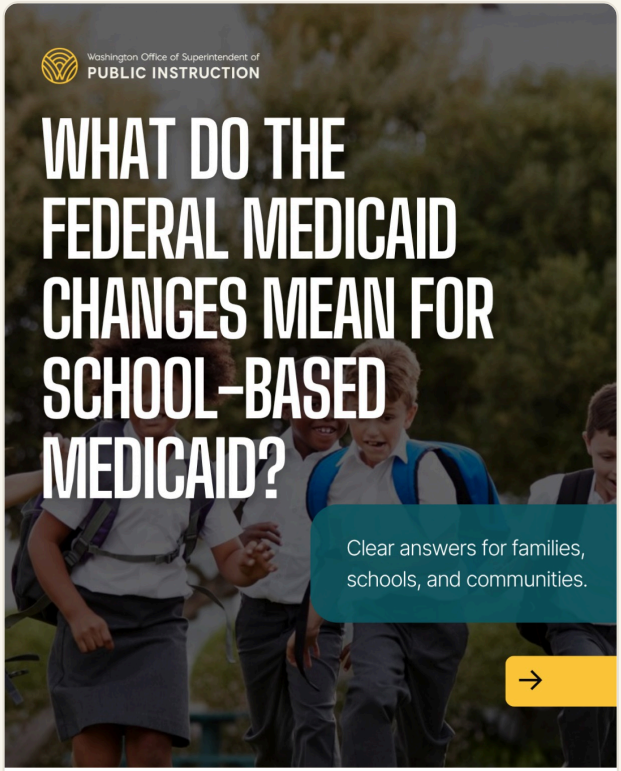
A seasonality wheel showing schools when local foods are available.



SOCIAL CAMPAIGN

Summer Crunch

The campaign logo I designed, plus social and print for Farm to Summer Week.



POLICY COMMUNICATION

Medicaid carousel

A carousel explaining school-based Medicaid changes to families.

BRAND SYSTEM

Designing inside OSPI's brand

Every piece in this case study is built on OSPI's agency brand: its logo lockups and a five-colour palette with web and print values. Programs get their own personality, but always on this base.

LOGO LOCKUPS



Primary, with initiative name



Seal



Short name



Established

COLOUR PALETTE

#40403D
PMS 426 U

#FBC639
PMS 7404 U

#0D5761
PMS 3155 U

#8CB5AB
PMS 623 U

#F7F5EB
CMYK 2/2/7/0

01 · HARVEST OF THE SEASON

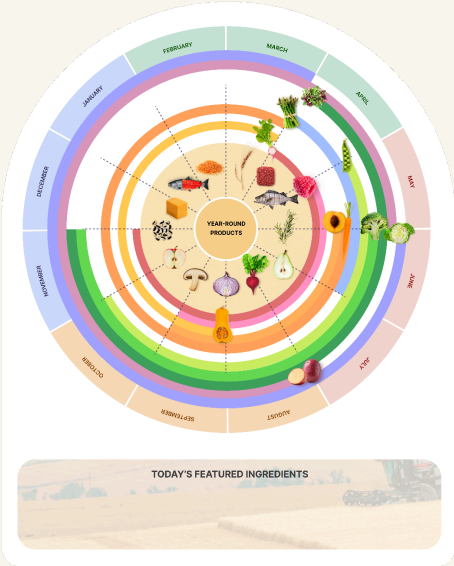
Designing a year as a wheel

Harvest of the Season helps Child Nutrition Programs bring Washington-grown food into school meals. Menu planners need to know what's available when; that information existed, but only as data.

The challenge

How might we make the seasonality of 24 foods understandable at a glance, for people who aren't data readers, in one poster that works in a kitchen, a classroom and online?

- **School nutrition staff**: plan menus around what's in season
- **Educators & students**: learn where food comes from
- **Families & the public**: see local agriculture through the year



The wheel, die-cut as a sticker

01 A year is a cycle

A wheel shows seasons the way people think of them, as a loop, so viewers find the current month and read outward, instead of scanning a 24 × 12 table.

02 Year-round at the center

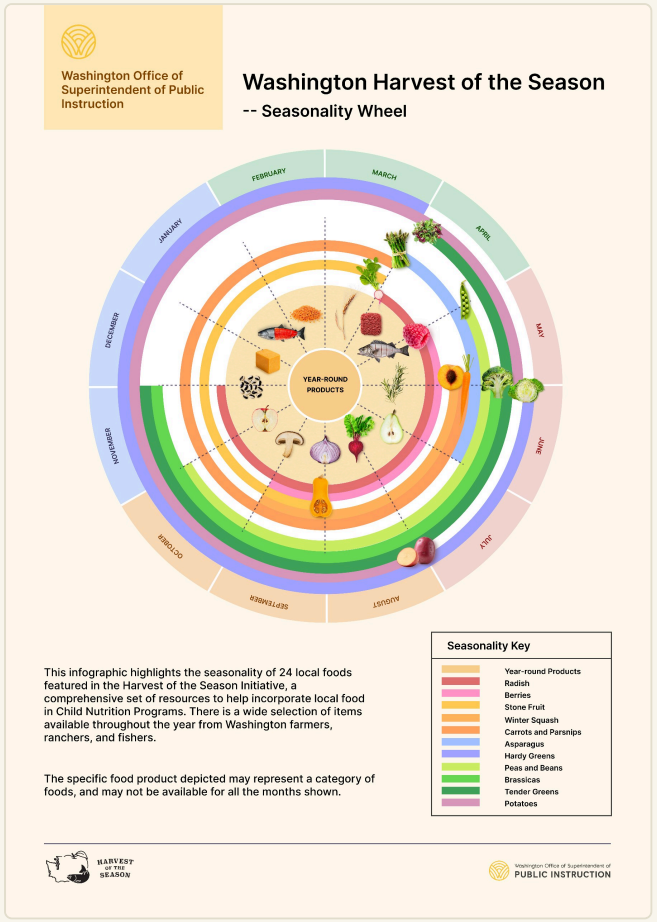
Products available all year sit in the middle, so the rings only carry what actually changes. A seasonality key explains it in one line.

03 Foods you can recognise

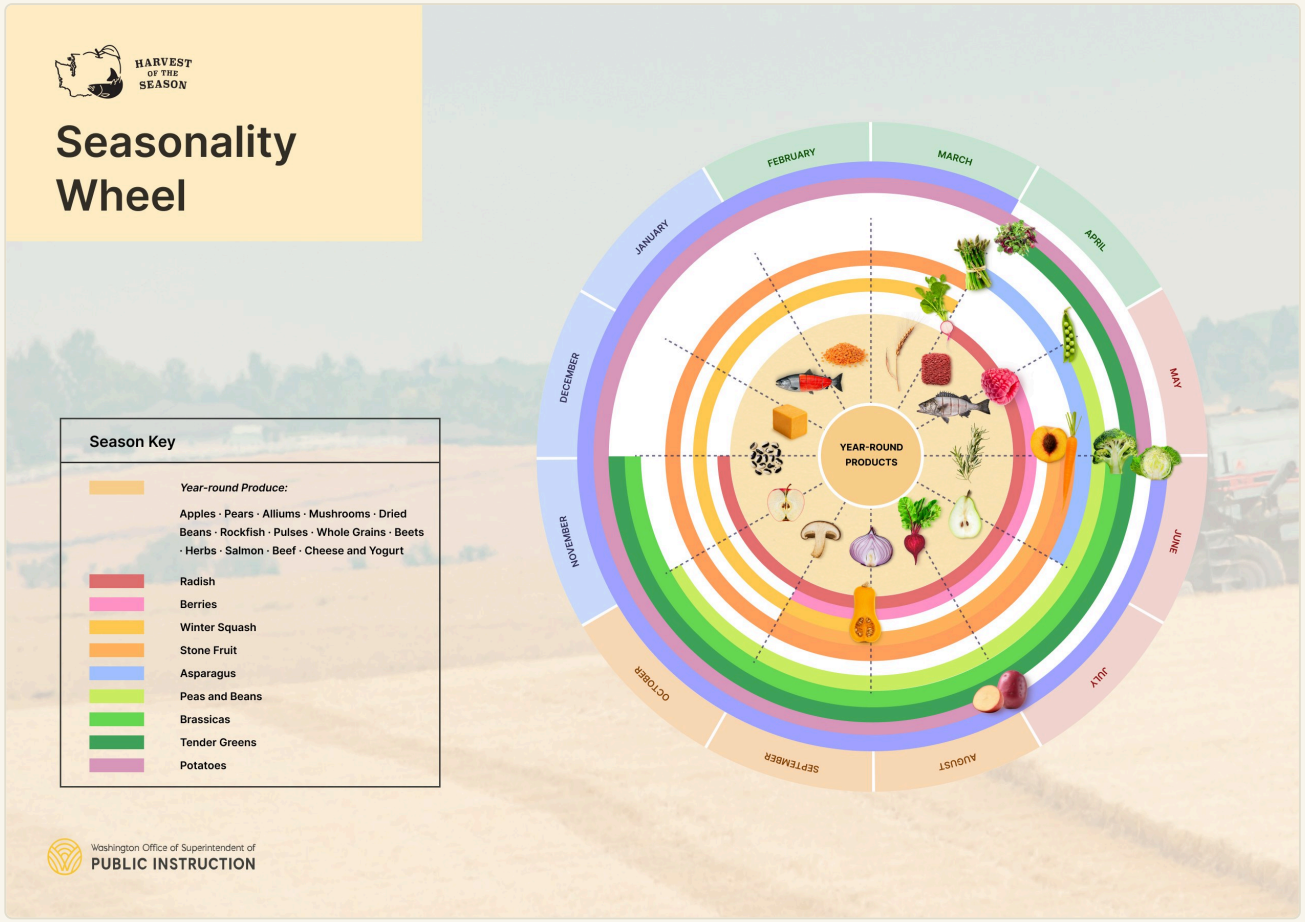
Every food is a cut-out photo placed on its ring, so it's identifiable at a glance. Some stand for a whole category, noted on the poster for accuracy.

One system, two formats

A portrait poster for cafeterias and classrooms, and a landscape version for slides, screens and the web, both built from the same components.



Portrait: print poster



Landscape: digital and presentation use

I designed the campaign logo

Summer Crunch Washington is OSPI's campaign for Farm to Summer Week. I created its logo, and every social post, flyer and event piece is built around it.

Loud and chunky

A heavy, rounded wordmark stacked in three lines reads from across a cafeteria and still holds up as a small social avatar.

A playful accent

The small mark tucked into the R adds the "crunch", a wink of fun without hurting legibility.

Built to recolour

One colour by design, so it drops onto any campaign colour or photo. Six versions cover print, social and dark or photo backgrounds.



A social campaign you can almost taste

I designed a series of social media graphics promoting Washington's Farm to Summer Week, with playful produce-inspired visuals that stay consistent across platforms.

SOCIAL MEDIA GRAPHICS







EXTENDS TO PRINT



One template, three colours

Teal, sun and orange versions share one layout, so the series reads as a set in a feed.

Produce as the hook

Cherries, greens and blueberries break the frame and carry the summer energy.

Date up front

"July 15th" sits on a brush stroke so the one fact people need is the loudest.

Same system in print

The logo, colour blocks and produce photos carry over to the event flyer.

Badges and marks with a sense of place

I independently designed a family of badges for Washington's Seal of Biliteracy and a logo for OSPI's Diversity, Equity, Inclusion and Belonging work.

SEAL OF BILITERACY BADGES



Seal of Biliteracy | Advanced | Intermediate

One illustration, the Space Needle rising from an open book in front of Seattle's skyline and the mountains, carries all three levels. Colour does the ranking: **gold** for Advanced, **full colour** for the Seal, **silver** for Intermediate, so students and families can tell the levels apart at a glance.

DEIB LOGO

Rectangular version



Die-cut along the letter B

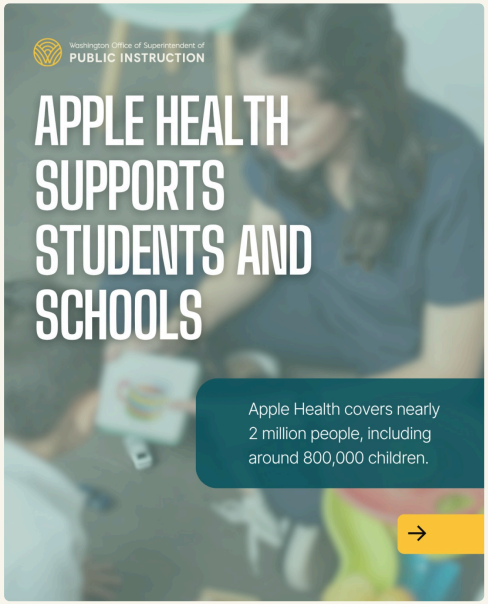


The letters D, E, I and B each get their own colour block, with OSPI's emblem set into the E to tie the mark back to the agency. It comes as a rectangular version and a sticker die-cut along the B.

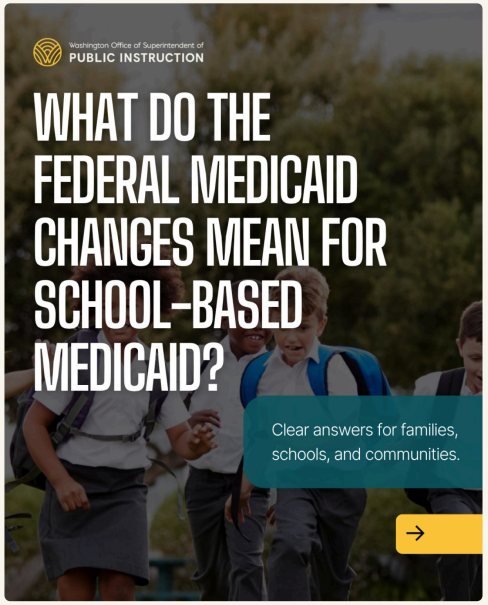
Policy changes, explained to families

I designed an online carousel to help families understand complex Medicaid policy changes and navigate the next steps, using visual storytelling to make updates and required actions easier to follow.

CAROUSEL COVERS

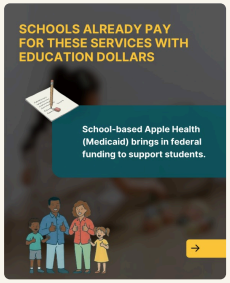


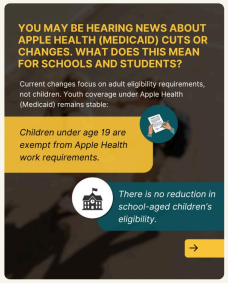


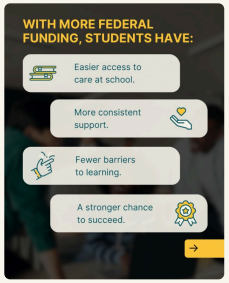


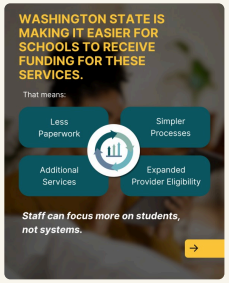


INSIDE THE CAROUSEL









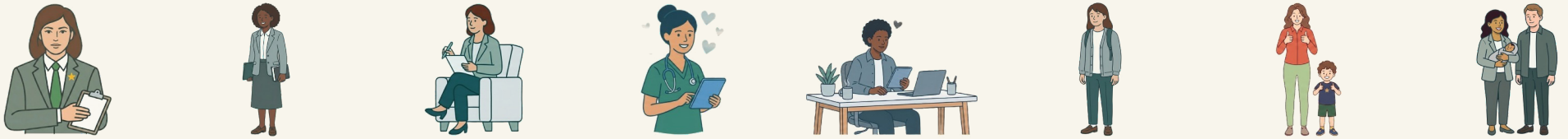
1. **Lead with the question families ask.** Covers open on plain-language headlines like "What do the federal Medicaid changes mean for school-based Medicaid?"
2. **One idea per slide.** Each slide pairs a short statement with an icon or illustration, so the policy reads in steps.
3. **Reassure, then act.** Key facts sit in high-contrast callouts, followed by what changes and what to do next.

07 · MEDICAID CAROUSEL

An illustration kit for video

For the accompanying video, I built a set of people, scenes and objects in one warm, hand-drawn style, reusable across OSPI's health and education stories.

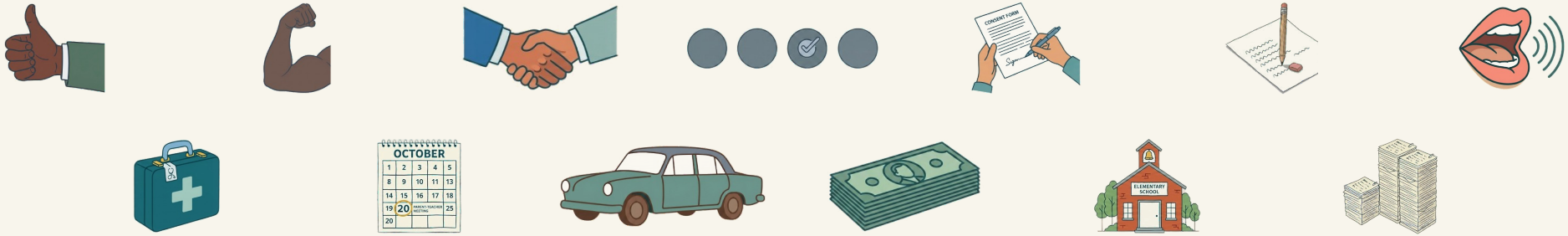
PEOPLE



GROUPS & SCENES



OBJECTS & GESTURES



Readable at a glance

Data, programs and policy became visuals non-specialists can use in seconds.

Consistent across platforms

Print, social and video pieces share one brand-true visual language.

Built to reuse

Templates and illustration sets speed up the team's design-to-production workflow.

An intro for the student art show



LOWER THIRD



A name and title template for speakers in OSPI videos.

STROKE COLOURS

- **Sage** #8CB5AB
- **Sun** #FBC639
- **Orange** #EE8A4A
- **Umber** #6E5444

I independently made a 42-second intro for OSPI's student art show: hand-sprayed paint strokes sweep in and out to reveal the students' artwork, one piece at a time.

Paint as transition

Sprayed strokes wipe each artwork in and out, so the edit feels hand-made like the show itself.

Brand-true palette

Strokes use OSPI's sage, sun and orange, with the agency logo opening the piece.