

Taos Middle School Career Day
Friday, October 22, 2010

A career in graphic design ...?

Julie Tennant, Julie Tennant Design, Inc.

what
who
where / when
how
why

“WHAT?”

What is graphic design?

architecture, interior, textile,
furniture, cars, shoes, fashion ...

graphic

Graphic design =

visual communication

Visual communication =

- 1 words & pictures
- 2 in a context

The context:

physical

intellectual

emotional

COMMUNITY OPEN HOUSE NOON-7:00pm

HARWOOD MUSEUM OF ART 238 LEDOUX STREET TAOS, NEW MEXICO

12 noon

Ribbon Cutting
Toast to
Your NEW Harwood



1:00

Printmaking
for Families



2:00

Adelina
Puppet Performance
by Cristina Masoliver



Book Signing:
Christmas in Santa Fe
by Susan Topp Weber



3:00

Adult Yoga Sun Salutes
in the
Agnes Martin Gallery



Artist
Demonstrations



WELCOME TO

2-4:00

3:00

YOUR NEW HARWOOD

Book Arts
Demonstration
with Maggi Younger



Community-wide
lighting of farolitos
along Ledoux Street



Lighting of Ledoux
Street Parade

Lighting of Ledoux
Celebration
at the Harwood



featuring Santa Claus,



Big Swing Theory,



Creativity Open Studio, and—



Costumes & photos
in the Brandenburg Gallery

3:30-4

5:00

ONGOING:

Delicious treats
provided by
Graham's Grille

Your Harwood:
Past, Present and
Future slide show

Film clips
previewing future
Harwood programs

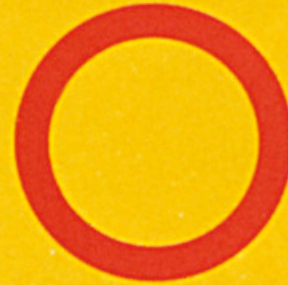
Raffle tickets
sold for a prize
package

Closing toast
and raffle
drawing

7:00

50 Years

The Museum of Modern Art





Think different.

GANDHI



ON NON- VIOLENCE

*Edited
by*

THOMAS
MERTON

*Preface
by*

MARK
KURLANSKY

Forms of visual communication:

brochures, reports & publications,
posters, books, magazines, advertising,
logos/visual identity design, stationery,
signage, exhibits, textbooks, television
graphics, presentations, web sites,
movie titles, interactive products,
type design

brochures

DEVELOPMENTAL SCREENING INITIATIVE NEW MEXICO



OUR VISION >>> To ensure that no child reaches kindergarten with an undetected developmental condition.

CULTIVATING CHAMPIONS FOR GROWING KIDS

MISSION >>> To promote earlier detection, referral, and interventional services for young children to address developmental delays in early childhood, and >>> To work with professionals through education, trainings, and ongoing support for adoption of quality improvement methods



VALUES >>> All children have a right to optimal development. >>> All families have the opportunity to provide nurturing homes for their children. >>> All communities have the resources to support families and growing children.

BACKGROUND

Developmental Screening Initiative New Mexico (DSI) is an outgrowth of broad statewide recognition of the fundamental importance of detection of developmental delays in early childhood and appropriate intervention.

DSI was created through collaboration between El Paso/Nuevo Mexico and the Center for Development and Disability within the context of New Mexico's broader early childhood initiative. Major partners include New Mexico Human Services Department/Medicaid and Family Infant, Toddler Program (Part C, IDEA) of the New Mexico Department of Health. Shared goals include improving quality of care for Medicaid providers and other providers serving young children and earlier referral and developmental services for young children.

DSI provides the foundation for wide application of training on use of standardized developmental screening using standardized tools and networking across agencies throughout the system of care to improve services for young children.

RESEARCH SHOWS:

- 70% of children with developmental delays or behavioral issues are not diagnosed until after entry into kindergarten.
- Early diagnosis and appropriate referral for services improves a child's chances of having a normal educational outcome.
- 70-80% of such conditions can be identified by standardized developmental screening tools.
- Only 30-40% of pediatricians use standardized developmental screening tools, and
- The American Academy of Pediatrics recommends that children receive developmental screening using a standardized tool during their well child visits at 9, 18, and 30 months of age (see table below).

SCREEN FOR DEVELOPMENT USING STANDARDIZED TOOLS — AND CELEBRATE EACH MILESTONE

OUR GOALS:

The Developmental Screening Initiative will ensure that:

- Every healthcare provider in New Mexico will use standardized developmental screening tools in their office at appropriate intervals.
- Every healthcare provider in New Mexico will use quality improvement strategies to ensure that children receive the highest quality of care.
- Agencies within communities will communicate and work collaboratively to promote maximal efficiency in serving young children with developmental delays.
- Participants in DSI will build skills using quality improvement strategies for practice change and healthcare providers will receive continuing medical education.

WHAT WE DO:

DSI promotes evidence-based professional practice using a system-oriented intervention model of training and support.

We develop promotional and training materials for standardized developmental screening.

We conduct community-based learning collaboratives targeting healthcare providers and other professional working in the system of care for children within communities across New Mexico.

We utilize the Model for Improvement, a widely used framework for improving systems of care using a Plan-Do-Study-Act (PDSA) process of small cycles of change, as a component of the training and ongoing support.

We promote sustainable developmental screening practices, cross-agency community networking, and earlier referral of children suspected of having developmental delays.

We reduce barriers, including diagnosis of developmental delays, and provide greater opportunities for earlier developmental services for young children through professional learning collaborative community training and ongoing support.

We advocate for policies that promote screening and earlier detection of developmental delays.



BRIDELS FOR NEWBORNS

THE IMPORTANCE OF THE
HUMAN FRAMES HEARS OF LONG
LIVES IN THE PAGE AT WHICH
THE LITTLE IS GROWING AND
CLEARING IN AN OTHER
FRAMES OF SUCH PROFOUND
FATHERS BEGIN TO RAPIDLY
THE ADDRESS IN ORDER FROM
A COMPLETELY DEPENDENT
HUMAN BEING INTO ONE
WHO MAKES THINGS, PLAYS
AND EXPLORES THE THREE-
YEAR-OLD IS LEARNING
AND PLAYS MORE
INDEPENDENTLY IS LEARNING
HOW TO LEARN

Youngsters Meeting the Needs of Our Youngest Children: The Impact of the Carnegie Task Force on Meeting the Needs of Young Children Developed in 1996.

Research overwhelmingly supports the finding that good nutrition and a healthy environment at the beginning of a child's life can have a positive impact on a child's development. Unfortunately, thousands of Grange County children suffer from poor nutrition and unhealthy environments, in part because their parents have not received proper education or their parents are unaware of the community resources available to them.

The goal of the Bridges for Newborns program is to increase the proportion of Orange County newborns linked with a healthcare home. This is accomplished by helping high-risk infants or neonatal transfer hospitalists provide specialized support for these children. As part of the Commission-funded program, 12 hospitals have come together to address and improve hospital support for newborns and their families.

With the assistance of nurses, case managers and other professionals, these hospitals identify at-risk children, and using a structured assessment for each individual, provide a network of additional family support. The case managers assess the mother and newborn's needs and document potential barriers to linkage of a health-care home, refer the mother to hospital and community based resources to address identified needs, and periodically contact the mother during the first few months to reassess needs, follow-up on referrals and provide support and encouragement. With support from the Healthcare Association of Southern California, case managers are able to track the outcomes of each case and report these data to the Commission for evaluative purposes. To date, more than 8,000 families have been enrolled in the Bridge program.

Early and comprehensive prenatal care saves \$3 for every \$1 invested.*




A 17-year-old girl delivered her third baby and was concerned that hospital staff would expect her to know how to care for her new child. Through the Bridges interview, the case manager learned that the patient had very little parenting experience because her mother was raising her first two children. The 17-year-old's mother had indicated she would not be able to help with the new baby. The case manager referred the young mother for a home visit with a public health nurse, a social services consult, and a parenting education and support program. Upon follow-up, the new mother was participating in the parenting program and had received several home visits from the public health nurse.

posters

eat well
comer

eat more fruits and vegetables every day!
¡Come más frutas y verduras cada día!

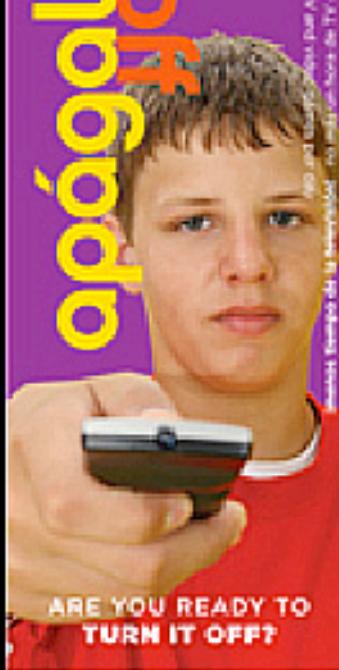


ARE YOU READY TO
EAT WELL?

Small logos at the bottom: CDC, USDA, and others.

turn it off
apágalo

stop all screen use before 8 P.M. or you will lose the opportunity to go outside!
¡Deja todos los aparatos electrónicos antes de las 8 P.M. o perderás la oportunidad de salir al exterior!




ARE YOU READY TO
TURN IT OFF?

Small logos at the bottom: CDC, USDA, and others.

play hard
juega con ganas

at least one hour per day
¡por lo menos una hora al día!



ARE YOU READY TO
PLAY HARD?

Small logos at the bottom: CDC, USDA, and others.

drink water
toma agua

drink less sugar!
¡Bebe menos bebidas dulces!



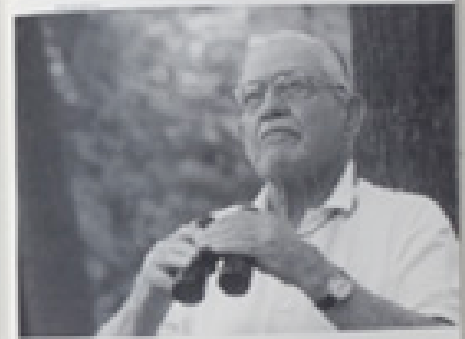
ARE YOU READY TO
DRINK MORE WATER?

Small logos at the bottom: CDC, USDA, and others.

books

TALKING
OF NORTHAMPTON
PORTRAITS

Other people might not recognize that we are looking for the answer, or that a wide answer is the correct position. The last might be much harder to understand because there is no discussion going. The last might even be to have the colleagues think that it is better they are not asked. There is only recognizing of what we're doing that they can only see results.



the most common diagnosis for these patients, patients who report that they are "overweight" or "obese" are often referred to a dietitian for weight management.



it's only natural

eco-friendly eateries

WHILE THERE ARE HUNDREDS of highly acclaimed vegetarian and all-natural restaurants across the country, there are still remarkably few that have been designated by the federal Department of Agriculture as certified organic. The first fully certified organic restaurant in the United States was Restaurant Nora (www.noras.com) on Florida Avenue, NW, in Washington, D.C. To obtain certification, owner-chef and cookbook author Nora Pouillon had to demonstrate to a certified organic inspector that organic farmers and growers supplied her with at least 95 percent of the ingredients that were consumed by her clientele. Restaurant Nora received its certification in April 1999.

Ms. Pouillon said of her decision to go organic, "Health is the most important thing in life." When she started the process of certification, she had to locate enough organically certified farmers within the District of Columbia/Virginia area to regularly supply her with organic produce, dairy and meats. "It was an education process in the early days with the farmers," she said. "There were no guidelines, no certification agency until the U.S. Department of Agriculture instituted their standards."

Another certified organic restaurant of particular note is Ukiah Brewing Company & Restaurant (www.ukiahbrewingco.com), California's first fully certified organic restaurant and the nation's first certified organic brewpub. To achieve this status, owners Allen and Eli Cooperider spent four months in 2001 filing out 160 regulatory forms. They even had to prove that their cleaning products were environmentally friendly. "We're not just doing food, beer and wine," said Mr. Cooperider. "The whole operation supports the concept of sustainable organic living."

But if you're not in the nation's capital or Northern California, and you're hankering for an eco-friendly restaurant that serves fresh, raw, local and natural foods, check out one of the restaurants in the Chefs Collaborative



www.chefscollaborative.org. This national network of more than 1,000 food community members was established in 1993 (Nora Pouillon was a founding board member) and is dedicated to buying produce from local,

THE CHEFS COLLABORATIVE IS A NATIONAL NETWORK OF MORE THAN 1,000 FOOD COMMUNITY MEMBERS AND IS DEDICATED TO BUYING PRODUCE FROM LOCAL PRODUCERS WHO PRACTICE SUSTAINABLE AGRICULTURE.

artisanal producers who practice sustainable agriculture or aquaculture, and humane animal husbandry. Moreover, the Chefs Collaborative assists food industry professionals in using methods that further eco-friendly practices in food preparation, enriching the dining-out experience for quality-conscious and environmentally aware consumers.

HELPFUL ORGANIC-RELATED WEB SITES

- www.backtonaturefoods.com provides information about Back to Nature foods.
- www.eatwellguide.com is a directory of organic retail stores, farms and restaurants throughout the United States.
- www.ebfarm.com is the official Web site for Earthbound Farm.
- www.localharvest.org helps you find organic and all-natural farmers' markets.
- www.organicconsumers.org covers organic-related consumer issues.
- www.ofa.com is the official Web site of the Organic Trade Association.
- www.theorganicpages.com offers useful information on organic foods and practicing an organic lifestyle.
- www.wholefoodsmarket.com lists Whole Foods Market locations.



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logos/visual identity design



THE MISSION
PREPARATORY
SCHOOL

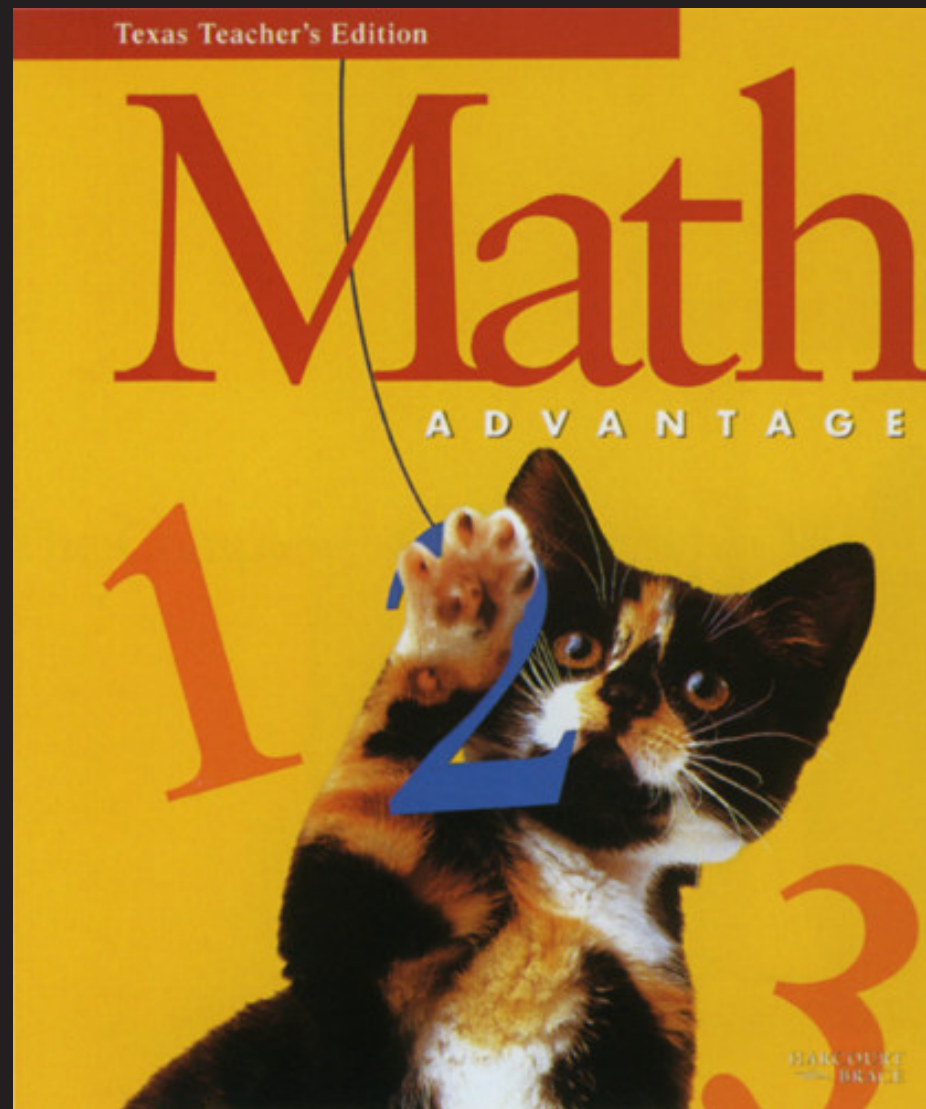
signage



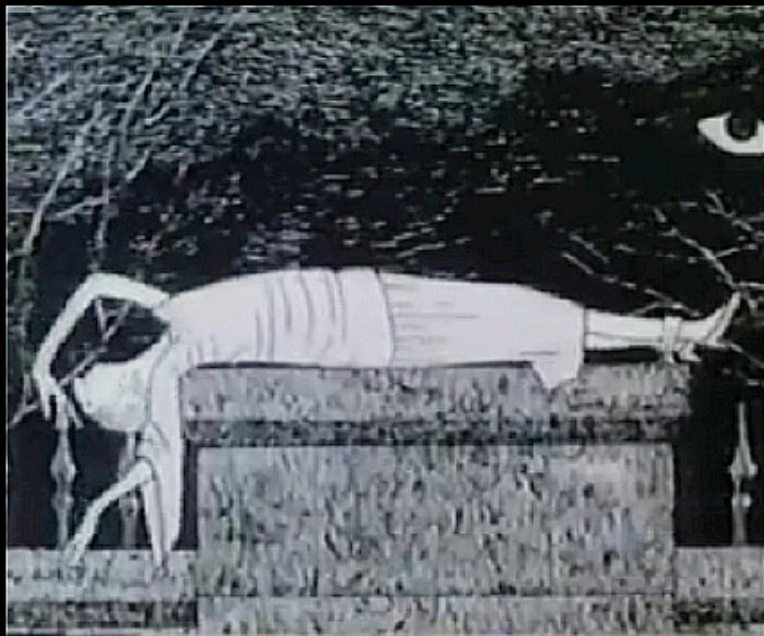
exhibits




textbooks



television graphics



presentations



SCHOOL-BASED SCREENING TO IDENTIFY HIDDEN RISK

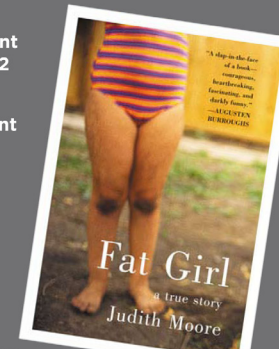
JANE W. MCGRATH MD FAAP
Professor of Pediatrics

UNIVERSITY OF NEW MEXICO,
HEALTH SCIENCES CENTER, SCHOOL OF MEDICINE

IS > 85% TOO LATE?

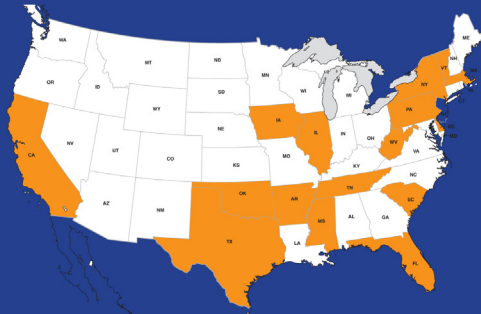
NICHD study of Early Child Care and Youth Development

- + **2 in 5** children whose BMIs were >50% by age 3 years were overweight at age 12
- + **60%** of children overweight at any point during pre-school were overweight at age 12
- + **80%** of children overweight at any point in elementary school were overweight at age 12



STATES WITH SCHOOL BMI SCREENING MANDATES INCLUDE:

Arkansas, California, Delaware, Florida, Illinois, Iowa, Massachusetts, Missouri, New York, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Vermont and West Virginia



SCHOOL LUNCHES

- 1946 National School Lunch Program, Dept of Agriculture
- Free lunch — **\$2.57**
- Reduced price — **\$2.17**
- Paid lunch — **\$0.24**
- Commodity foods **\$.20** per meal — low grade high fat meat, cheese and processed food like chicken nuggets and pizza



web sites



movie titles



interactive products

**THE WORLD IS
A MESS.**

AGREE or DISAGREE

[BIG ISSUES NEED BIG SUPPORTERS. INTERESTED? DOWNLOAD YOUR MOVE.](#) | [ABOUT](#) | [FACT SHEET](#)

type design

ported cashmere, from the
igious Italian mill, this fine
12-gauge knit ensures both
omfort. Trim at neck, cuffs
hem, available in both long
hort sleeves. Sizes s–xl, in
r and navy. Dry clean only.

250 years, comes our selvage
cotton denim. Hand-woven
looms, each pair is stonewashed
and hand-finished. Belt loops
five-pocket styling, with the
reinforced on both front and
and button fly. Machine wash.

visual communication

vs.

graphic art:

communication is a service

vs.

graphic art, like fine art,
is individual expression







WHITTAKER • RICKY FAY ADAMS • EARL I ALTHO
RLES F DEUEL • STEPHEN J BOBKOVICH • LINDEN
ERT I CRANE • WILLIAM L CUNNINGHAM • BERTR
DUNN • ADOLPHUS ELLIS • JERRY WAYNE FERREI
ARD L GARLICK • WILLIE GILES Jr • CARLOS L GON
PAUL W HEINZ • JOHN C HILL • NATHAN HOLME
LAWRENCE J KLAHSEN • WILLIAM R KLAWITTER •
ANNY LEDFORD • STANLEY R LEWTER • FREDERICK
GARY A MARTIN • JOSEPH MAYES • RICHARD D MI
JOHN H MORENO • ALDEN F MOREY Jr • ROBERT
LLIAM R McJIMSEY • DAN LEE NEELY • GARY L OLIVI
REED • WILLIE LEE RICHARDSON • THOMAS SPADARO • MIC
H • JOHN S SIMMONS • WALTER L THOMPSON • JO
AN R BRANDTS • ANTHONY J BREUER • MARK D COOL • ROBERT G BURNS • JOHN M ROYCE
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HAEL A EVENSON • EARL F FITCH • GARY V FR
MOND L GALLAGHER • ROY C GERD
YD HEGLER Jr • DAVID N HILL
RENCE S HILLS • G
NETH