

*Amplify Your Voice at*

SCAD

**WINDOW 102 DISPLAY**

Derricka Calhoun, Mary Anderson, & Jade Wild

Window Display

FASM 440-02

***Final: Part B***

### Workshop series

SCADamp offers a multi-tiered workshop series designed to elevate students' abilities to speak, visualize, and connect across a spectrum of formal and informal contexts. The series includes 18 one-hour, not-for-credit workshops that are carefully curated to offer a progressively rigorous out-of-class learning experience. Students completing the entire workshop series earn the SCADamp Certificate of Completion.



Speak. Visualize. Connect.

SCADamp is a professional presentation studio that prepares students to amplify their stories through verbal, visual, and interpersonal communication.

### Coaching

SCADamp coaches help students amplify their verbal, visual, and interpersonal communication through workshops, classroom presentations, and individual or group coaching. These learning opportunities build professional communication skills across a spectrum of formal and informal peak-performance moments — from formal presentations and job interviews to networking at SCAD signature events.



### Events

SCADamp events connect students to prominent researchers, thought leaders, legendary filmmakers, prominent editors, and design luminaries, allowing them to put into practice the professional communication skills nurtured by the SCADamp experience.





Our goal is to bring awareness to SCAD's SCADamp. It is a resource offered to SCAD students that teaches them about the importance of using their voice. We want to highlight the program through creative displays that catch the attention of many visitors, faculty and students. We feel that SCADamp is an unknown resource that could be beneficial to our personal and professional careers. We want to encourage every student to amplify their voice and tell their story.



# WINDOW 102

THEME: Amplify Your Voice

MISSION: To Introduce SCAD students to the SCADamp program

CONCEPT: Encourage students to use their voices and create their own identity.

This message will portrayed through visual symbolism. Some symbolic objects used are microphones, verbal signage and lighting.





# Original Mockups



# Visual Communication, Design, and Theme

## Color/Lighting:

Red was the main focal color.

Red symbolizes energy, action, confidence, courage, and change.

Spotlighting calls for focus and attention.

## Sensory Techniques:

Speakers and microphones were used to represent sound and volume.

The mirrored walls and floor represents reflection and sight.

## Theme:

"Self Expression/ Importance"

The usage of the audience in a standing ovation visually shows that there is a sense of happiness in the room.

Self expression is a movement that is ongoing and an abilities many students lack. Change is often started when one speaks out for help.

A solid red triangle pointing downwards, located in the top right corner of the slide.

***Props + Materials***



# Background



• **Standing Ovation**

• **Encouraging**

• **Motivational**

• **Uplifting**



## Mic + Stand

- Located on platform in the center
- "Have your voice be heard"
- "Amplify your voice"

## 'On The Air' Neon Sign

- Blue light to provide contrast
- Represents the SCADamp resources







## Spotlight

- represent stage lighting
- Spotlights the mic
- Focus on the speaker

## Director's Chair

- Represents a seat for students
- Welcoming
- Seat for all students





## 'Reserved For You'

- Represent a saved spot for students
- Rested on the director's chair



## Additional Props

Mirrored Tiles



White Circular Platform



***"Your Voice is Your Superpower"***



# A Blank Canvas and our tools







Assembling the  
background



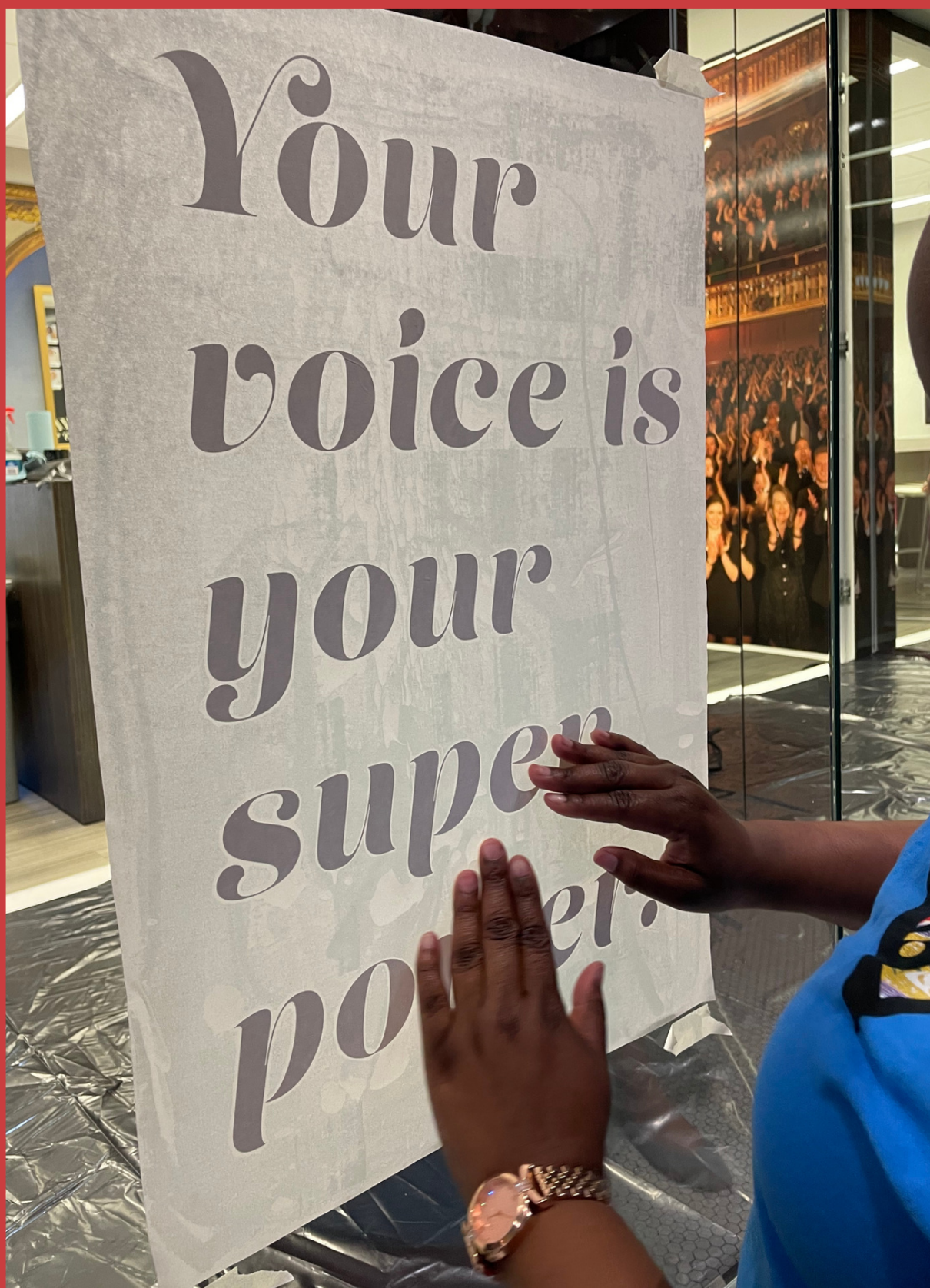


# Props



## Prop position testing





Transparency  
installation



Glass floor and final  
prop preperation





Final Product



Special thanks goes to the other original members  
Emerson O'Connor and Maureen Grauel!!