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Tech Students Design Brochure for Landmark Preservation Commission

Fiona Calo and Tara Severance may still be in high school, but they each did the work of a professional graphic designer recently, designing brochures for Yorktown's Landmark Preservation Commission. Calo and Tara are Computer Graphics students at The Tech Center at Putnam/Northern Westchester BOCES.

"Each year, my students are presented with some real-world assignments," said Tech teacher Aaron Armisto. "This year, the Yorktown Landmark Preservation Commission asked us to design a trifold brochure. All of my students came up with their own designs, and the Commission chose to use Fiona's and Tara's."

"The client gave us the photos and copy, and we each had to come up with a design for a trifold brochure," said Fiona, a senior at Croton-Harmon High School, who plans to major in computer graphics and advertising in college next year. "It was a challenge to scale down the information and make it look appealing"

"We had done magazine layouts in class before," said Tara, a senior at Carmel High School, "so we knew how to approach this job." Tara plans to major in communications in college next year.

The students used professional design programs such as In Design, Photoshop, and Illustrator, to create their brochures.

Fiona and Tara said that the Computer Graphics program at Tech has been invaluable to advancing their knowledge of their field.

"Having a professional portfolio helped so much when I was applying to colleges," said Fiona.

“This program has been incredible,” said Tara. “I have a thick portfolio full of professional-quality work because of it.”

Lynn Briggs, of the Yorktown Landmark Preservation Commission, said she approached the students the way she would a professional design company.

“I presented what we wanted as clients, and then when the students came up with the designs, I gave them feedback and edits, which we are still working on,” she said.

“They did well,” Briggs added. “The Commission liked what they did, and it was certainly cost-effective for us!”

Armisto said that he is pleased with what his students have accomplished in the classroom. “They really were able to hold their own in the professional world,” said Armisto. “They have soaked up everything they’ve been taught. Producing print-quality artwork at the high school level is hard to do, but they succeeded!”

Tech Center Computer Graphics students Tara Severance, Carmel, and Fiona Calo, Croton, designed brochures for the Yorktown Landmark Preservation Commission.