



- Check Your Email
- Contact Your Advisor
- Make an Appointment
- Register Early
- Registration opens on April 12th

**Brandi Berry,
First Year Dean**

Finish in Four campaign

Created Mock-ups

Fall 2020

As part of the Credit Review Committee I created a few mock ups for a Lincoln themed Finish in 4 campaign. The three mock ups below were used to guide the student designer. Eventually, my mock ups were shared with Dr. Lenetta Lee and Dr. Brenda Allen. They decided to go with my concept which will be passed on to an outside designer for a polished looked. The negative space 4 and cap idea is based on the Illinois College Finish in 4 logo.



Link to Resources

When the logo was complete, the campaign began to target current freshmen, encouraging them to register for next semesters classes.

The page had hyperlinks that can be clicked on by the student to take them directly to the webpage they need.

This was posted and shared on Instagram.



FINISH IN

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I can & I will

Links to Resources

[Student Success Coach](#)

[Summer Calendar](#)

[Course Catalogs Sequence Sheets](#) (scroll all the way down the page)

[Previous Class Schedules](#)

[Virtual Wright Hall/Tutoring](#)

[Writing Center](#)

[Pride Advisor](#)

[Class Dean](#)

[Internship/Career Services](#)

Animation

I designed and created this animation which was shared on Instagram as a live movie.

The animation starts as an orange square, then the lion slides into the frame from the left side, next the words on the upper right start to slide in also from the left, Finally, the words “I can & I will” slide into the frame from the left. The animation then holds for 4 more seconds in its final state.

Seen below is the end result of the animation.

