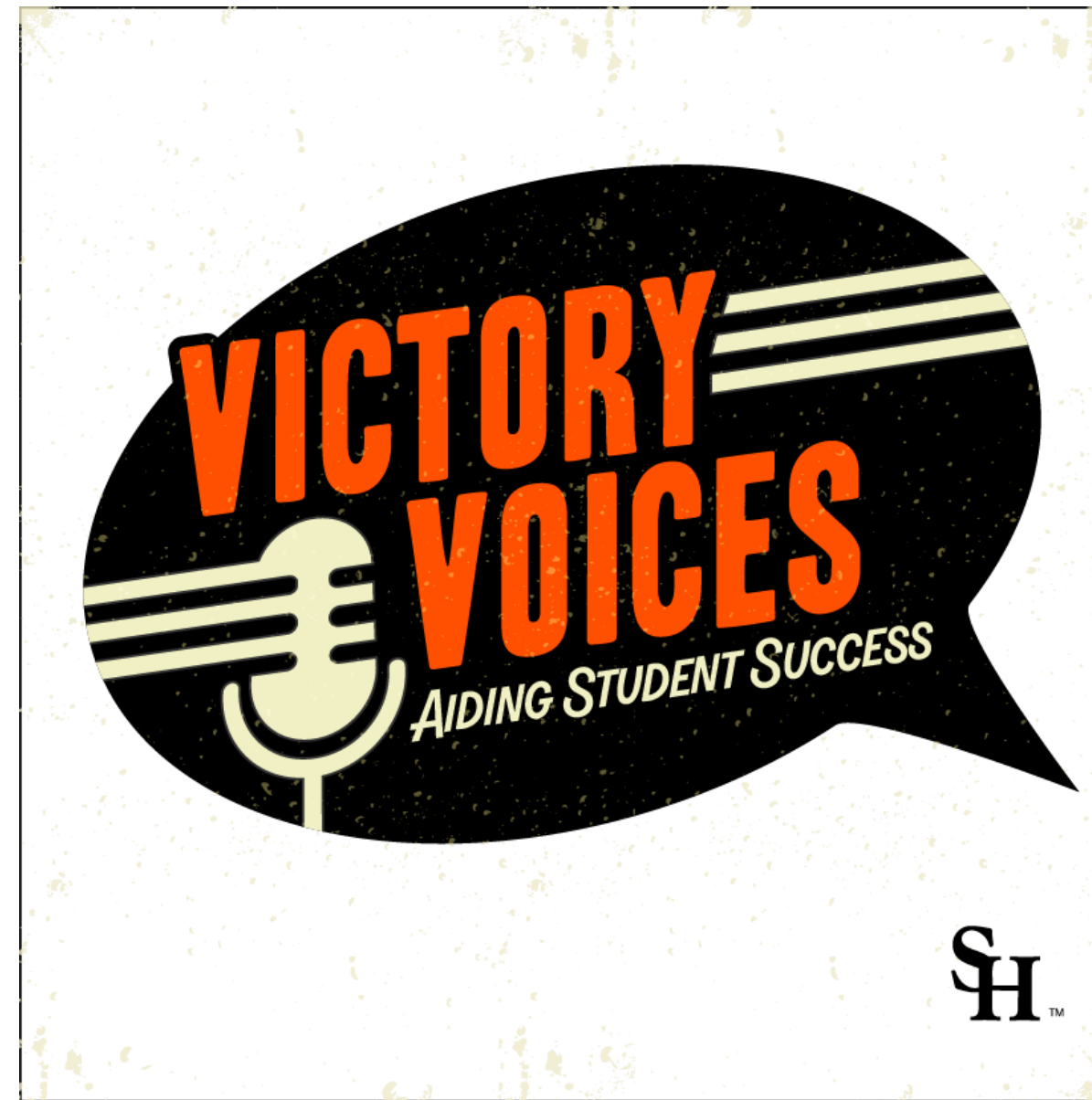
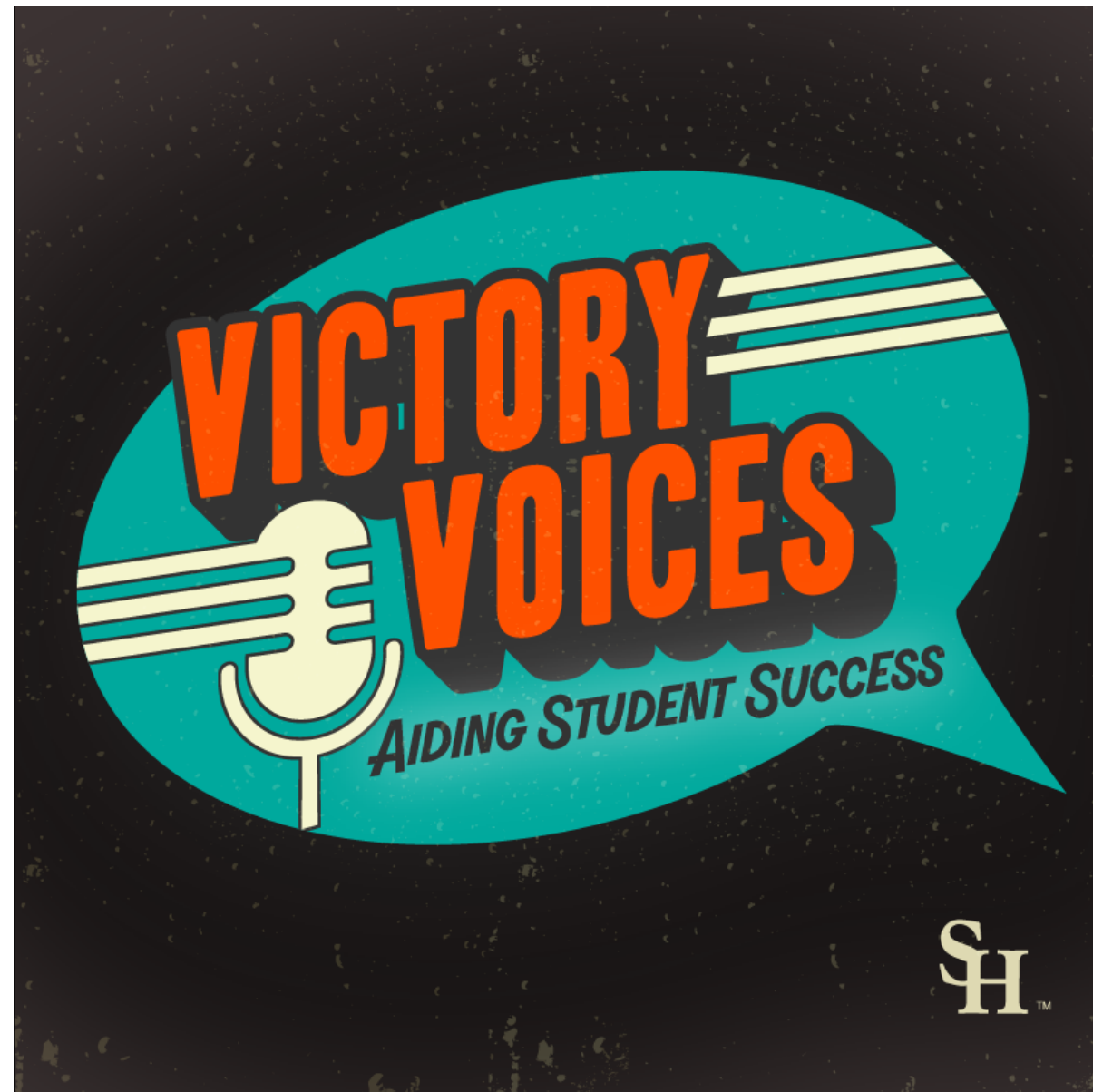


Victory Voices: Aiding Student Success

Podcast Graphic Concepts



SHSU Online



▪ ***Podcast Studio Concept***

This graphic was inspired by the recording studio microphone combined with the speech bubble shape to represent the student voices and conversation. All elements are tilted in an upward sweeping motion to convey upliftment, forward motion and victory- which is the purpose of the production and Student Success as a whole. The overall retro look of the typeface, graphics and punchy color touches upon historical morale posters with themes of victory and triumph.



▪ ***Raven and Shield Concept***

This graphic uses inspiration from Sam Houston himself as a starting point, by referencing his Cherokee name of "Raven". Drawing upon knowledge of his unique path to success, we understand that each student is special and we want to foster the dreams and definitions of success held by each valuable student at Sam. The raven emblem's upward motion conjures feelings of rising in victory and the shield emblem signifies strength and belonging to the combined efforts of the University's committed community toward Academic success for all.



▪ ***Megaphone Message Concept***

This graphic has its roots in the idea of 'getting the word out'. High contrast colors incorporating the official school orange combined with energetic lines convey a sense of timely good news and important content. We at SHSU Student Success are doing something positive and newsworthy for our student body and we want students to know and access the resource, as well as help others become inspired. This classic style logo will get noticed and spark interest in hearing what we have to say! In the far right graphic, the shape represents a raven.



▪ ***Joined Hands Concept***

This graphic represents the uplifting and supportive SHSU Student Success community and feelings of camaraderie, belonging and inclusive environment SHSU fosters. This concept is not a logo- it is a detailed illustration, fitting the precedence of contemporary podcast imagery used in social media. University branding is represented in the orange cubed background. The geometric contrast with organic shapes throughout the image conjure the on campus experience of hard architectural lines, with soft flowing lines of the landscapes, and the continuous interaction of students from different backgrounds and nationalities.

▪ ***Thank You***

Thank you for this inspiring project. Dane Classen and Erica St. Amanze had a great time looking for inspiration and preparing these options for the Victory Voices podcast. We hope you much success and enjoyment in producing the podcast.