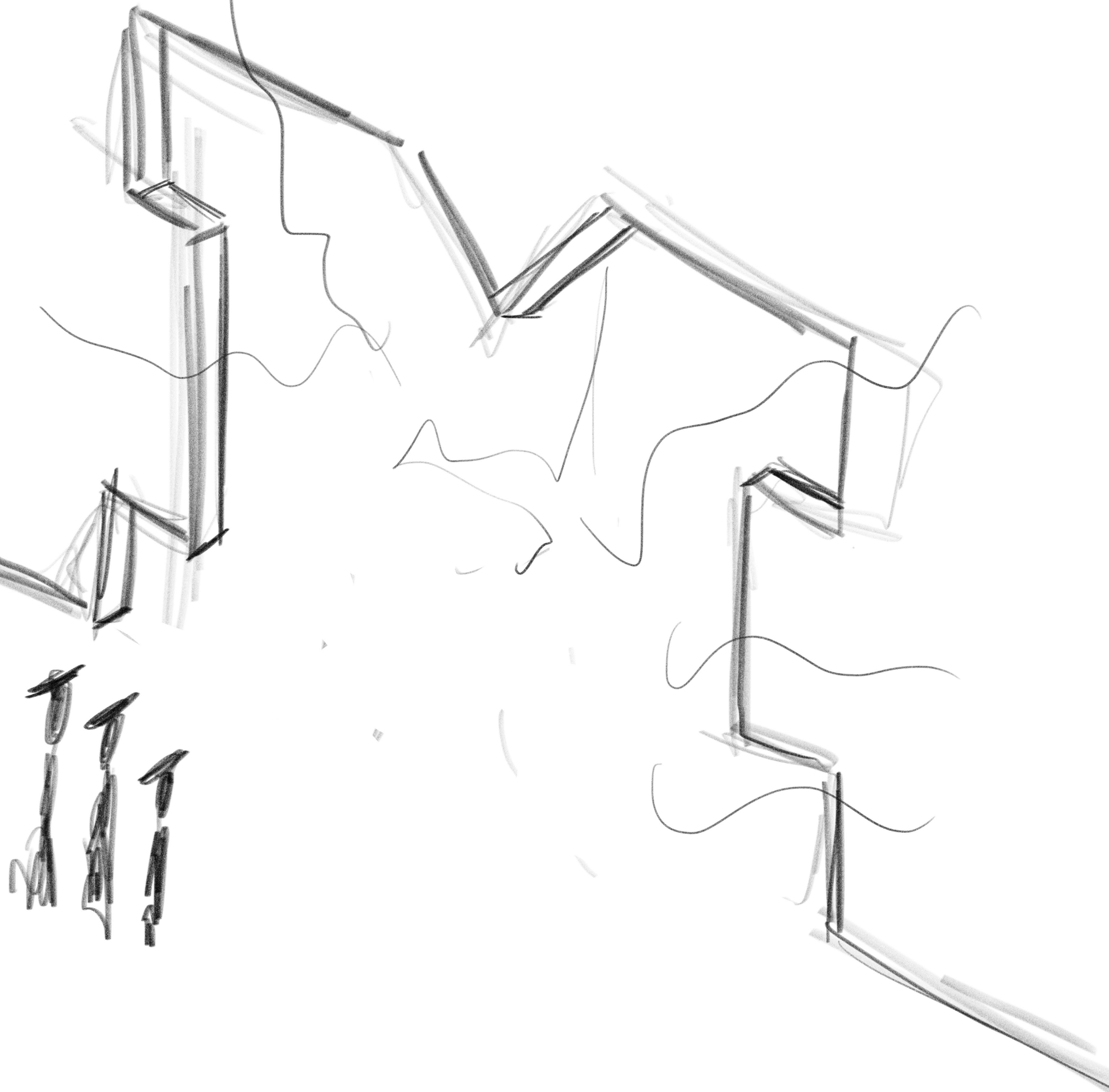




for what's next ▶
Look to Michigan

CASE NOMINATION

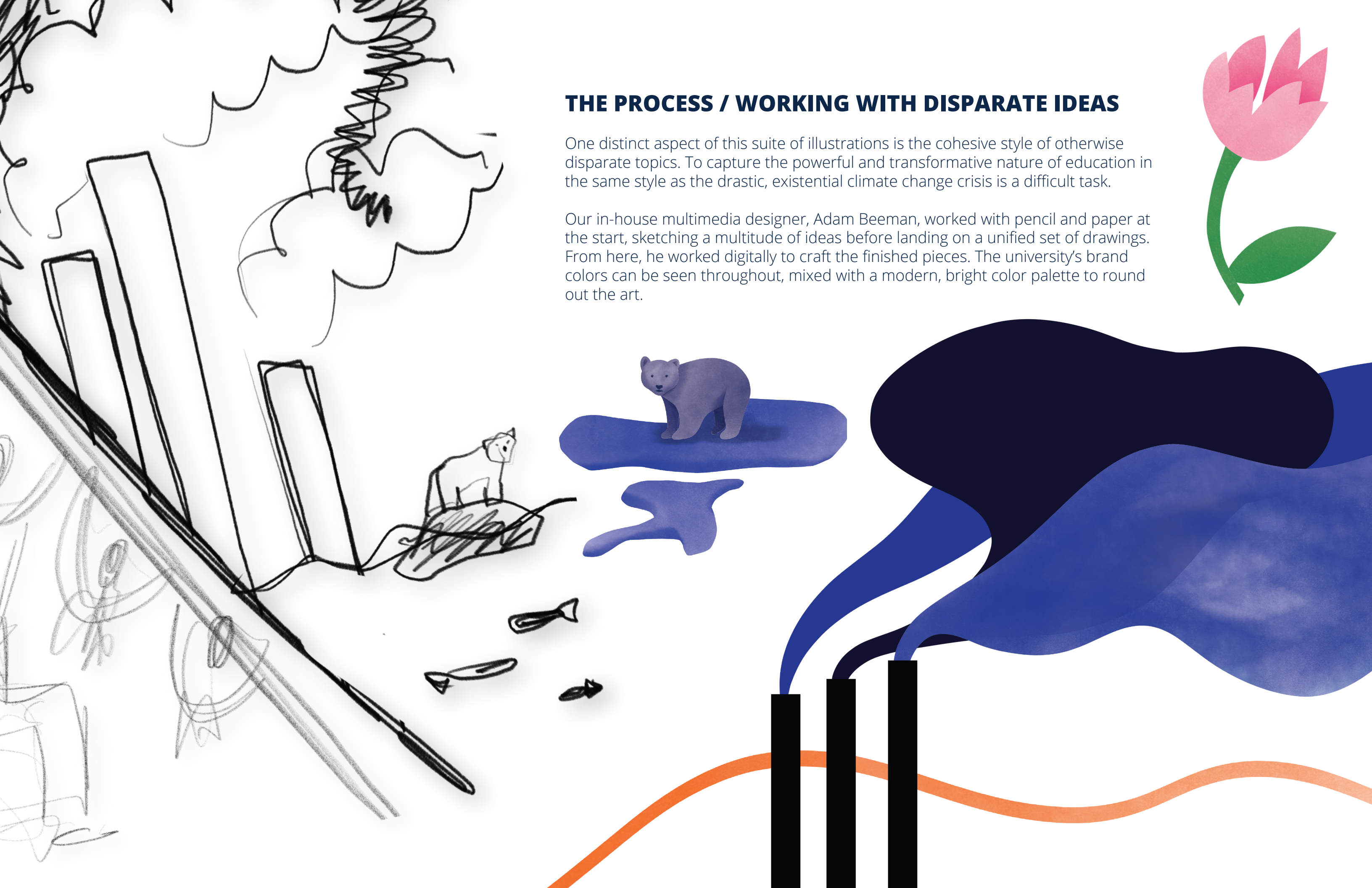
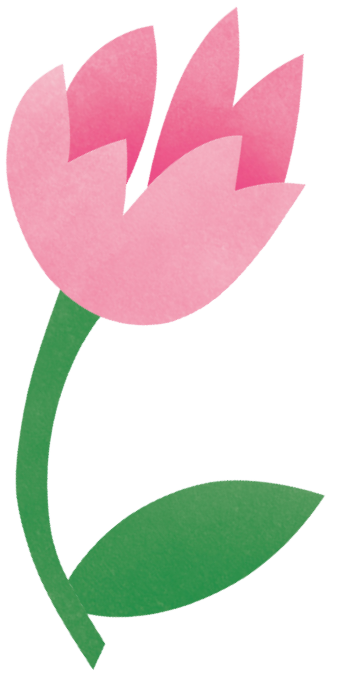
Design: Illustrations



THE PROCESS / WORKING WITH DISPARATE IDEAS

One distinct aspect of this suite of illustrations is the cohesive style of otherwise disparate topics. To capture the powerful and transformative nature of education in the same style as the drastic, existential climate change crisis is a difficult task.

Our in-house multimedia designer, Adam Beeman, worked with pencil and paper at the start, sketching a multitude of ideas before landing on a unified set of drawings. From here, he worked digitally to craft the finished pieces. The university's brand colors can be seen throughout, mixed with a modern, bright color palette to round out the art.





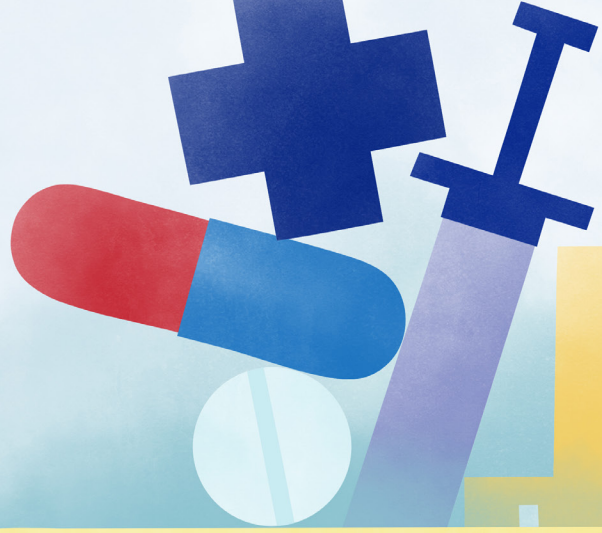
THE IDEA: LIFE-CHANGING EDUCATION

A bright, bold, and inspiring illustration. Michigan graduates look towards a future of boundless opportunities.





TRANSPORTATION
LANGUAGE BARRIERS
HEALTH LITERACY
INSURANCE
ACCESS
COST



THE IDEA: HEALTH & WELL-BEING

A somber look at our current healthcare system. Health and well-being are fundamental human rights. We must move towards a future that removes all-too-common barriers to quality, affordable healthcare.



CHAMP FOR RATIONS DEMOCRACY



THE IDEA: DEMOCRACY, CIVIC & GLOBAL ENGAGEMENT

A lively, spirited illustration of democracy in action. There is an urgent need to encourage active participation in our communities and our government.





THE IDEA: SUSTAINABILITY & CLIMATE ACTION

Humanity pushing back against the grim, dark reality of the current climate crisis. Our UM branded colors are used to evoke the stark contrast of hope and despair.

