

Student Affairs Creative & Marketing Communications 2023–24 Annual Report



THE DIVISION OF
Student Affairs

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UCI

Anteaters

THE DIVISION OF
Student Affairs



OF
Affairs

UCI
Student Affairs



Message from Our Director

Greetings and salutations! As the director of the creative & marketing communications team, I have the distinct honor of cultivating the incredible talent, skills and imagination of our graphic designers, who never cease to impress and amaze.

Over the course of the 2023-24 academic year, our team completed 281 projects for 35 units or events within the Division of Student Affairs. Additionally, we collaborated with several campus partners to raise awareness of important student requirements.

I'm so thrilled to share what we've been working on the past academic year; this book provides a comprehensive overview of all that our team is able to create for you. I hope it brings you joy, heightens your campus pride, and inspires you to partner with us on your next project. The possibilities are vast and incredibly exciting!

Jess Leggett

Director, Creative & Marketing Communications
The Division of Student Affairs

Mission Statement

We create compelling, authentic designs that connect students with services, centers and resources offered through the Division of Student Affairs.

Meet the Team



Jess Leggett

Director

Jess is a creative professional who has worked within higher education and the music industry for 20+ years, and currently manages the creative team. She's known for cultivating relationships and approaching things from a unique perspective, with a passion for highlighting the services, resources and accomplishments of the division. Her leadership inspires creative communication solutions that support Student Affairs and the greater campus community.



Sara Martinez

Design and Marketing Specialist

Sara is a graphic designer who enjoys dabbling in many creative disciplines. Prior to UC Irvine, she worked for 10 years at Loyola Marymount University as a graphic designer for their on-campus book publishing company. The supportive work of Student Affairs inspires her to create designs that celebrate the diverse community of UC Irvine.



John Campos

Graphic Designer

John is a graphic designer and artist with experience creating for educational institutions at all levels, from elementary to university. Inspired by all things visual, John works within multiple disciplines ranging from animation and motion graphics, to drawing and painting. He previously worked as a graphic designer at Cypress College, and has created art for other educational and public institutions.



Miré Molnar

Graphic Designer

Miré is a creative who loves playing in the playgrounds of design, production, social practice and music. She's worked as a professional graphic designer since 2010 and holds an MFA in media design. When not at work, she is playing in her Glam Rock band or producing elaborate immersive party experiences or community events. She loves being able to use her skills and creativity to support the Wellness, Health and Counseling cluster under the Student Affairs Division.

The Scope of Our Work

We provide creative services and resources to all units within the Division of Student Affairs; promote and highlight the accomplishments of our units; consult on branding, marketing and communications matters; and support campus- and division-wide events.

Visit our website »



The Division of Student Affairs Clusters



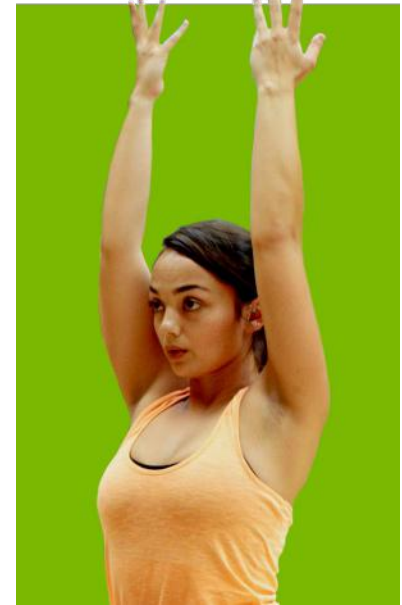
**Office of the
Vice Chancellor,
Student Affairs (OVCSA)**



**Auxiliary
Services (AUX)**



**Student Life
& Leadership (SLL)**



**Wellness, Health &
Counseling Services
(WHCS)**

Types of Projects



Event Collateral

Promotional Materials For Print & Web



Websites



Social Media



Anteater Characters



Broadcast Emails



Logo & Brand Development



Campus-Wide Collaborations



Our Work

2023–2024

Academic Year

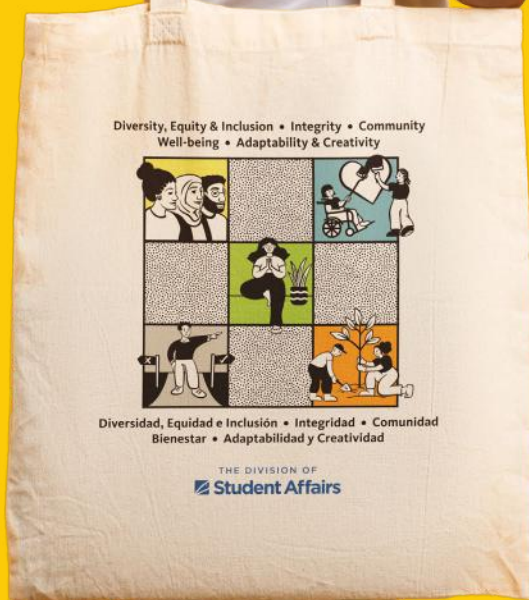
Student Affairs Strategic Plan

Office of the Vice Chancellor, Student Affairs

Branding • Illustration

We created a unique and artisanal identity system for the overarching Strategic Plan in both Spanish and English languages, as well as elements that staff members would remember and want to engage with. In addition to the main identity system, we established a sub-brand for the values which included icons, colors and the titles for each value in both languages.

Values tote bag ▶



Integrity



Diversity, Equity, & Inclusion



Community

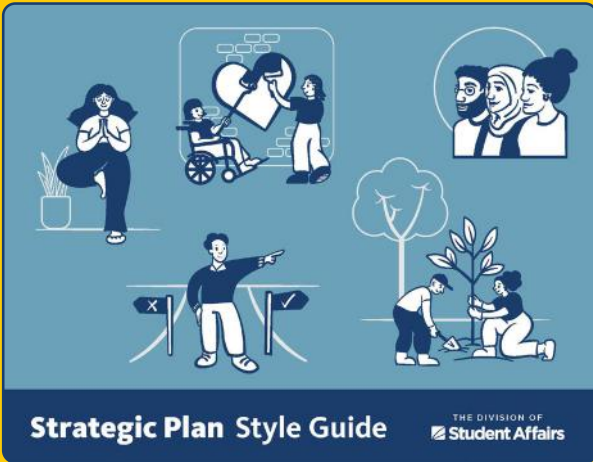


Well-being



Adaptability & Creativity

◀ Values graphics
Bespoke illustrations thoughtfully represent the values of Student Affairs.



▲ Style guide for Student Affairs staff

We designed a variety of resources to encourage Student Affairs staff to promote the Strategic Plan!

Vision statement graphic ▼



Vision statement sticker ▼



Strategic Plan studentaffairs.uci.edu/strategic-plan THE DIVISION OF Student Affairs

Vision
Student Affairs: Where Students Thrive and Matter.

Mission
To enhance an inclusive student experience through holistic programs, services, and opportunities that promote learning, well-being, and community.

Values
The Values represent the Division of Student Affairs' shared beliefs that define, guide, and orient the work and culture of the Division.

- Diversity, Equity & Inclusion**
Embracing diversity, equity, and inclusion in all forms to create an open, inclusive, and productive environment.
- Integrity**
Conducting ourselves with honesty and mutual respect.
- Community**
Fostering growth and development that provides a supportive environment, a sense of belonging, and social connection.
- Well-being**
Promoting a mindful, wellness-centered, and balanced environment.
- Adaptability & Creativity**
Adjusting to new conditions and circumstances by providing inventive, efficient and effective solutions.

Pillars
The Pillars represent important long term priorities and the type of work in which The Division of Student Affairs will engage in over the next three years to fulfill the mission. The Pillars are supported by measurable goals.

- Diversity, Equity and Inclusion
- Integrated Student Experience
- Staff Experience
- Strategic Resource Management and Planning
- Student Learning and Development
- Well-being

▲ Overview one-sheet

Staff Experience

Experiencia del personal



▲ Pillars graphic

Mobile Food Pantry Truck Wrap

Basic Needs Center, SLL

Illustration · Large Scale Print Design

In collaboration with the Basic Needs Center, we directed and facilitated the completion of the vinyl wrap design for their Mobile Food Pantry. We pitched initial concepts and refined their design to maximize the space of the truck, to enhance legibility, and to adhere to UCI guidelines. This project demonstrates the ability of design to support a greater good, namely providing assistance to food-insecure students.



Quarterly Update Graphic ▼

Office of the Vice Chancellor,
Student Affairs

Custom typography

In support of the Vice Chancellor's new program series, we created a custom wordmark that would stand alone, but would also integrate with campus brand marks. Used for marketing, email invitations, on slide decks during events and on the main RSVP page.

A dark blue rounded rectangle containing the words "Quarterly Update" in a white, elegant, calligraphic serif font. The word "Quarterly" is on the top line and "Update" is on the bottom line, both centered.

Get to Know VC Banks logo ▲

Office of the Vice Chancellor,
Student Affairs

Logo design

We developed the "Get to Know VC Banks" series, featuring social media graphics and videos designed to give the UCI community a more personal glimpse into the Vice Chancellor's life and work. The series logo was created with a friendly, approachable design to encourage engagement and invite viewers to learn more about VC Banks.



Our first reel of the campaign reached 10,376 accounts and garnered 11,248 views. ▶

Digital Hygiene Campaign

UCI Office of Information Technology

Marketing • Animation • Social Media • Illustration

In this campus partnership with OIT, we were asked to help promote the change that would be happening with storage limits in Google Business Suite. We developed this unique look inspired by mid-century modern design to act as a play on the words “Digital Hygiene” — the various characters worked to clean up their digital items in a more tangible way. The campaign was widely celebrated and we were able to accomplish our goal through various outreach activities.

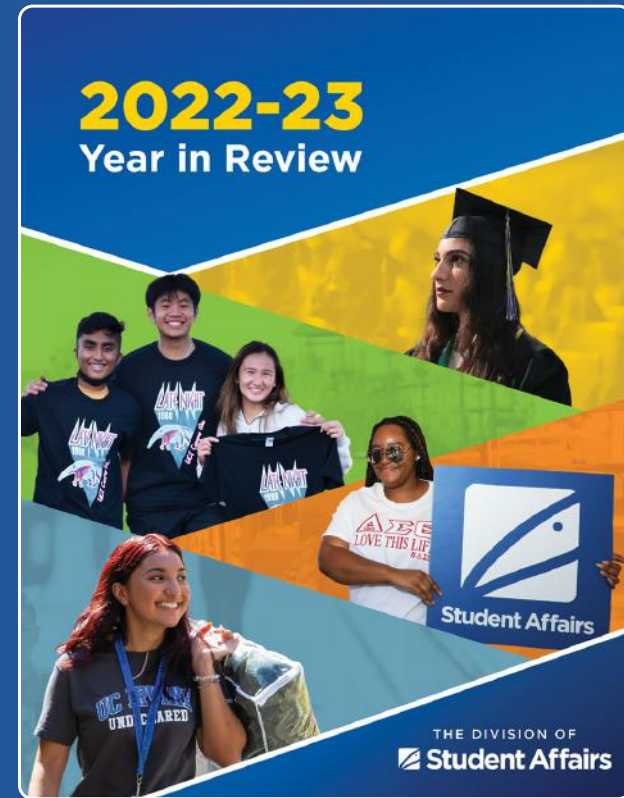


◀ Anteater Involvement Fair 2023
We teamed up with OIT staff to give out promotional items and inform students about the Google storage limit.

The Division of Student Affairs Year in Review (2022-23)

Office of the Vice Chancellor, Student Affairs
Publication Design

This publication summarizes the accomplishments of the division over the course of an academic year. The design complements the overall look of our refreshed division marketing with designated colors for each cluster, cutout photo elements and decorative shapes and is a fun way to read through what can sometimes be tedious information.



Campus Recreation Employee Recognition Glass Display ▶

Campus Recreation, WHCS
Environmental Graphic Design

This project presented the challenge of displaying a large number of names in a fun and easy to read manner, with the ability to add more names each year. The final design ultimately displays the names alongside the classic B.C. anteater by Johnny Hart.



◀ New Employee Sticker

Office of the Vice Chancellor, Student Affairs
Sticker Design

Inspired by vintage orange crate labels, this sticker evokes the feeling of Southern California with the ocean, palm trees and hills. It is given to new employees with their welcome packets as a point of pride for joining the UCI Student Affairs community.

Halloween Postcards

Office of the Vice Chancellor, Student Affairs

Print · Illustration

To celebrate Halloween, each member of the team created a postcard design and the cards were distributed to various units within the division. This project served as a quick and easy way to get the Student Affairs name and links to students without an elaborate event set up. The range of designs are also a great showcase of each designer's skills and aesthetic.



▲ Designed by Miré Molnar



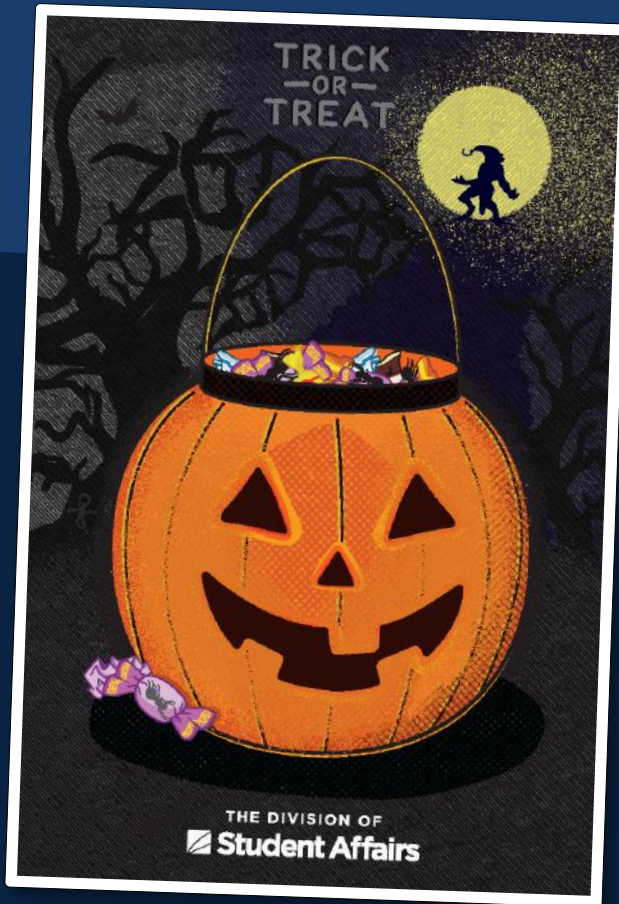
▲ Designed by John Campos



▲ Designed by Bryant Dang, second-year student



▼ Designed by Jess Leggett



▲ Designed by Sara Martinez



2023 All-U Conference Branding ▼

Randy Lewis All-University Leadership Conference, SLL

Branding • Illustration

In celebration of the 40th anniversary of the conference we created a custom character and branding kit, which will continue to be used for future years. The anteater calls back to previous decades and the rounded letters display the text in a playful manner.



◀ SFL Insignia

Sorority & Fraternity Life, SLL

Brand Identity

The unit wanted to incorporate traditional greek imagery into their updated insignia alongside their four values. The design needed to be versatile for different formats and colorways in both print and digital, and the included text needed to be bold and easy to read.

COVP Insignia ▶

Campus Organizations & Volunteer Programs, SLL

Brand Identity



After multiple ideations to determine what symbols would best convey both campus organizations and volunteer programs, we landed on this design featuring a custom-made anteater. This insignia design for Campus Organizations and Volunteer Programs (COVP) highlights the inclusive and diverse nature of the unit and its work with petal-like shapes arranged in a circular composition.

Websites ►

The Division of Student Affairs

Website design & management

We manage several websites for the campus and some of our units, ensuring that content and graphics are current. Additionally, we have updated the designs of a majority of the websites listed here to enhance navigation and user experience.

▼ UCI CARE website redesign



care.uci.edu



studentlife.uci.edu



newstudents.uci.edu



students.uci.edu



convocation.uci.edu



commencement.uci.edu



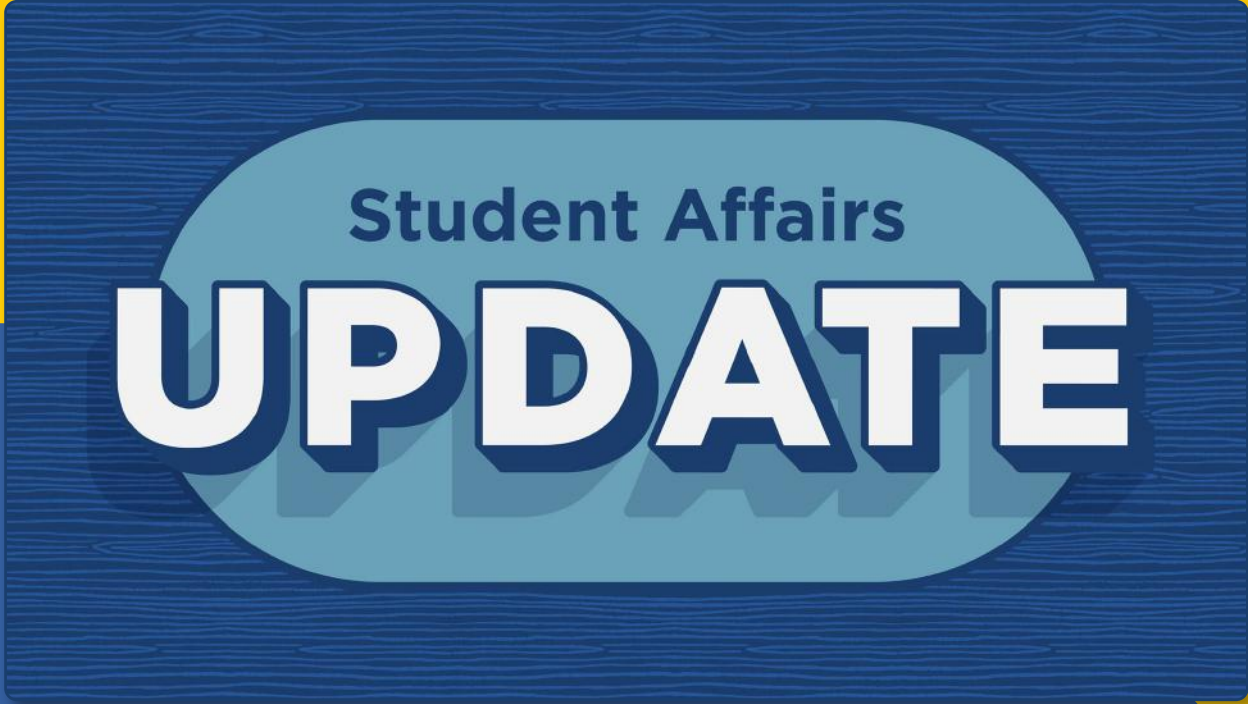
▶ Table decor highlighting the Student Affairs Strategic Plan.

2023 Student Affairs Update

Office of the Vice Chancellor, Student Affairs

Print • Web • Social Media • Marketing

Each year, we design the slide deck, marketing materials and room decor for this event. This year in particular was exciting as we launched the new strategic plan using the designs created by our team and we developed additional room decor utilizing those designs.



▲ Student Affairs Update graphic

Promotion Tools
Instrumentos de promoción

Student Affairs Strategic Plan
Plan estratégico de Asuntos Estudiantiles



studentaffairs.uci.edu/strategic-plan/resources-tools



▶ Student Affairs presentation slides

Our team produces key collateral for this signature event including slide decks, branding, signage, and decor.

▼ Employee of the Year winner awards



Innovation Award
Premio a la innovación



Rachel Harvey
Student Housing, Auxiliary Services



UCI Wellness, Health & Counseling Services | whcs.uci.edu

Fall 2022

Cluster Highlights

<p>DISABILITY SERVICES CENTER</p> <ul style="list-style-type: none"> 3,285 EXAMS PROCTORED 58 COUPONS WITH SIGNATURES MAILED The Ring Road Rides program 1,534 RIDES PROVIDED 	<p>CAMPUS RECREATION</p> <ul style="list-style-type: none"> 238,099 AIC VISITS IN THE FALL Late Rite at the AIC Wellness Meet event 7,462 STUDENTS ATTENDED Club Sports 2,235 PARTICIPANTS IN FALL 39 TEAMS REGISTERED 	
<p>COUNSELING CENTER</p> <ul style="list-style-type: none"> National Depression Screening Day 80+ 90 STUDENTS SCREENED 	<p>STUDENT HEALTH CENTER</p> <ul style="list-style-type: none"> 5,841 TOTAL PLUS BODY VISE AND TREAD MILL VISITS 4,317 COVID VAX EAGER CHANGING THE RECORD BOOK 18,523 OFFICE VISITS 43,811 PRODUCTIVITY & LAB VISITS 	
<p>CAMPUS ASSESSMENT RESOURCES & EDUCATION (CARD)</p> <ul style="list-style-type: none"> Sarahnet Support Fund 26 EMPLOYERS RECEIVED FINANCIAL SUPPORT 27 WORKSHOPS 1,750 PARTICIPANTS 	<p>CHILD CARE SERVICES</p> <ul style="list-style-type: none"> Early Childhood Education Center received its 15 YEAR REBAC ACCREDITATION RENEWAL 	
<p>OFFICE OF CAMPUS SOCIAL WORK</p> <ul style="list-style-type: none"> 90% of clients received training, consultation, and/or CSM for case management in the future 308 NEW RECESSIONS 502 CLIENTS SERVED 	<p>CENTER FOR STUDENT WELLNESS & HEALTH PROMOTION</p> <ul style="list-style-type: none"> COMMUNITY 24x7 HOURS: Wellness Fair 500+ STUDENTS ATTENDED 27 PARTNERS/SPONSORS PARTICIPATED 	

Also Contacted: Steve LA Communications

PHOTO COURTESY OF Student Affairs

Earth Week 2024

Sustainability Resource Center, SLL
Brand Identity · Custom Typography

The Sustainability Resource Center wanted a unique marketing campaign for their week-long event. Simple, geometric, shape-based illustrations paired with the UCI color palette were employed to instill the unique spirit of Earth Week at UCI. The design was created to be versatile with a modular identity system in order to highlight multiple events, including their signature Beyond Earth Week Banquet.



Student Life & Leadership T-shirt ►

Student Life & Leadership

Illustration • Print

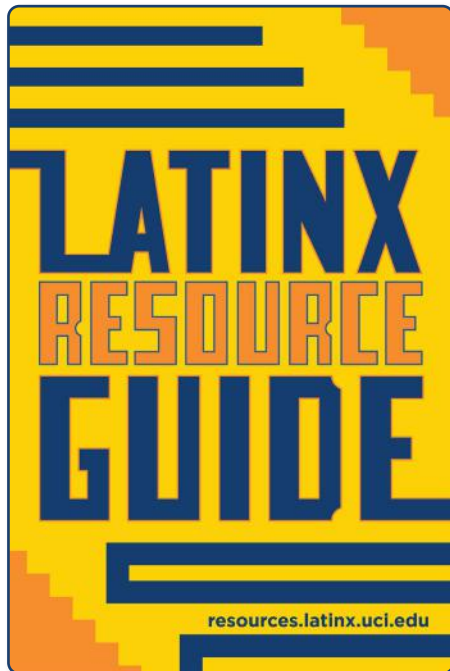
Student Life and Leadership's Fun Committee asked for a playful design for a t-shirt that would be distributed to staff. The shirt features a flowing ribbon illustration on the front, and a unique anteater character on the back. The design demonstrates the possibilities of one-color printing, utilizing both the color of the ink and the color of the shirt harmoniously.



▲ Front of t-shirt



▲ Back of t-shirt



◀ Latinx Resource Guide

Latinx Resource Center, SLL

Marketing

Inspired by Mesoamerican aesthetics and using simple shapes and colors, this postcard was distributed to external partners and students, and was intended to drive individuals to the online resource guide.

Anteatory Interior Wall Mural

Campus Dining, AUX

Environmental Graphic Design • Illustration

Dining wanted a design for the area near their vegetarian station, so the creative team collaborated to deliver this colorful design. The playful geometry provides a welcoming environment for students dining in that area. The limited color palette establishes a composition that ties to the university and the existing art in the dining hall and encourages healthy food choices.





TV screen

UCI Commencement

Office of the Vice Chancellor, Student Affairs

Print • Web • Social Media • Marketing

In addition to marketing Commencement to grads, guests and the campus, we also create many collateral materials for the ceremonies.

The collateral we create for December and June Commencement ceremonies includes:

- Emails to grads
- Informational publications for grads & guests
- Commencement website
- @ucicomment Instagram channel
- Exterior and interior signs
- Digital signboard and arena graphics
- Arena floor signs
- Ceremony pre-show slideshow
- Volunteer guides
- Volunteer name badges
- Volunteer information sheets
- Commemorative pin
- Commemorative program (list of grads)
- Maps
- Posters
- Script covers
- Stage Plans
- and more...

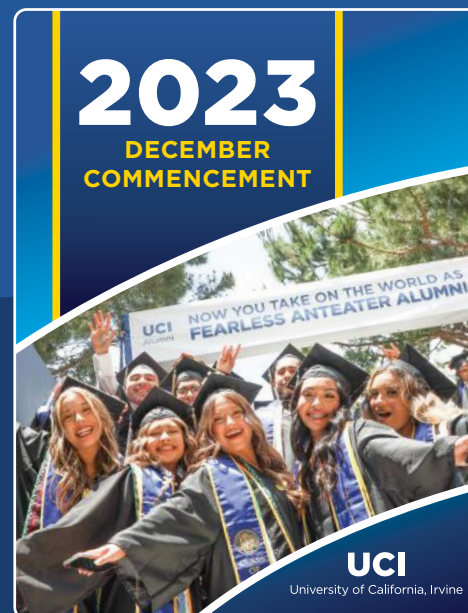
Commencement Program design ►

The Commencement programs, include ceremony details, UC Irvine leadership messages, and a list of graduates.



▲ Commencement Fan Fun site

Fun printables for loved ones to celebrate their UCI graduates.



▼ Audition promo flyer

National Anthem Auditions

Call for auditions to sing at Commencement

Complete the sign up form by April 19, 2024:
bit.ly/anthemauditions2024

Scan Here!

UCI Commencement

▼ Volunteer name badges

UCI Commencement

Jane Doe

VOLUNTEER JUNE 2024

See something? Say something!
Report any suspicious activity to onsite UCI PD or Call 9-1-1

What to do if there's a zOTALERT
Follow the instructions on the zOTALERT and direct people in your area to do the same. Additional instructions may be provided from the stage, as appropriate.

EVENT & FACILITY INFO
Platform Party Robbing Rooms: Koll Room
Concessions: East Lobby only
First Aid/EMT: West Lobby First Aid Room
Lost Child/Adult: Nobby Event Staff or UCI PD or Guest Services
Ticketing Inquiries: Bren Ticket Office (Exterior Windows)
Bren Admin/Guest Services Office: 949-824-5050
Guest Services / Lost & Found / ADA Assistance / Assisted Listening Devices / Lost Child or Adult
Restrooms: Inside Facility: East & West Lobby; Exterior: Antester Ballpark (except Grad Hooding)
Commencement Operations & Volunteer Staging: Stewart Room
Approved Merchandise Vendors: UCI Bookstore-the Hill (Outside NE Entrance) and The Commencement Group - Flowers & Leis (Outside Entrances)

RADIO COMMUNICATIONS

Channel 1	Commencement Operations & UCI PD
Channel 2	Bren Operations
Channel 3	Event Operations Crowd Control / Leis / EMT / UCI PD
Channels 4, 5, 6	Open Channels for isolated communications

GRADUATE INFO
Graduate Check-in: Concrete Patio (between Bren & Ballpark). All Grads report to Graduate Check-in area 75 minutes before start of their ceremony.
Grad Caps & Tassels: Replacements available for purchase at UCI Alumni center in grad check-in area (Undergraduates near East to RIGHT).
Honor Cord questions: Direct grad to school representatives at grad check-in.
Extra name cards are available at Grad Check-in area.

▼ 2024 Commencement pin



▼ Volunteer Reference Card

2024

GRADUATE CHECK-IN
Graduate entrance, security screening and check-in are located at the concrete patio near the tennis courts, behind the Bren. Graduates will not be able to enter the area if they bring backpacks or other items not allowed in the venue.

FRIDAY, JUNE 14

- 8:30 a.m. School of Education, School of Physical Sciences
- 12:45 p.m. School of Social Sciences 1 (Brockman and Master's candidates)
- 5:00 p.m. School of Social Sciences 2 (Brockman candidate only)

SATURDAY, JUNE 15

- 8:30 a.m. Donald Bren School of Information & Computer Sciences
- 12:45 p.m. School of Biological Sciences
- 5:30 p.m. Graduate Hooding (MFA, DNP and Ph.D. candidates)

SUNDAY, JUNE 16

- 8:30 a.m. The Henry Samueli School of Engineering
- 12:45 p.m. School of Social Ecology I (Brockman and Master's candidates)
- 5:00 p.m. School of Humanities, School of Social Ecology II (Brockman candidate only)

MONDAY, JUNE 17

- 8:30 a.m. Claire Trevor School of the Arts, Paul Merage School of Business (Brockman candidate only)
- 12:45 p.m. Paul Merage School of Business (Master's candidate only)
- 5:00 p.m. Susan and Henry Samueli College of Health Sciences: School of Medicine (on call), Sue & Bill Gross School of Nursing, The School of Pharmacy and Pharmaceutical Sciences Program in Public Health

REGALIA
Undergraduates wear tassels on the right.
ALL GRADUATES KEEP REGALIA
Caps & tassels: Replacements are available for purchase from UCI Alumni staff near line-up.
Honor cords questions: Direct to school representatives at grad line up.

NAME CARDS		CEREMONY PROGRAMS	
Available at grad check-in		Digital list of names on commencement@uci.edu	

RADIO COMMUNICATIONS

CHANNEL 1	CHANNEL 2	CHANNEL 3	CHANNELS 4, 5, 6
Commencement Operations & UCI PD	Bren Operations	Event Operations • Vendors • Crowd Control • EMT • UCI PD	Open Channels for isolated communications

EVENT & FACILITY INFO
What to do if there's a zOTALERT:
Follow the instructions on the zOTALERT and direct people in your area to do the same. Additional instructions may be provided from the stage, as appropriate.

Platform Party Robbing Room: Koll Room
Concessions: East Lobby only
First Aid/EMT: West Lobby First Aid Room
Lost Child/Adult: Nobby Event Staff, UCI PD or Guest Services
Ticketing Inquiries: Bren Ticket Office (Exterior Windows)
Bren Admin/Guest Services Office: 949-824-5050
Guest Services / Lost & Found / ADA Assistance / Assisted Listening Devices / Lost Child or Adult
Restrooms: Inside Facility: East & West Lobby; Exterior: Antester Ballpark (except Grad Hooding)
Commencement Ops & Volunteer Staging: Stewart Room
Approved Merchandise Vendors: UCI Bookstore-the Hill (Outside NE Entrance) and The Commencement Group - Flowers & Leis (Outside Entrances).

NOT PERMITTED AT ANY CEREMONY

Alcohol • Animals (with the exception of trained disability service animals) • Artificial noisemakers • Bags, backpacks, large purses • Bottles, cans or coolers • Devices that amplify sound (including bluetooth speakers) • Flash photography • Glass • Outside food/beverage • Professional camera equipment • Sealed or wrapped packages of any kind • Selfie sticks, monopods, tripods, telescopic devices • Signs larger than 20" x 24" • Video recording devices • Weapons
*This list is not exhaustive! Non-permitted items should be returned to guest vehicles before entering the security area.

Guest ticket seats reserved due to accommodation requests go to the Area Events Center Ticketing Office window starting 90 minutes before the ceremony start time.

▼ UCI Commencement Instagram account



We amplify pertinent info and bolster excitement for this momentous occasion through colorful social media posts.




Student Affairs
Employees of the Month
 April 2024


 Diversity, Equity and Inclusion
Diversidad, Equidad e Inclusión


 Integrity
Integridad


 Community
Comunidad


 Well-being
Bienestar


 Adaptability and Creativity
Adaptabilidad y Creatividad

[Learn more / Aprende más »](#)

Employee of the Month

Office of the Vice Chancellor, Student Affairs
Branding · Publication Design

The revised Employee of the Month (EOM) program aligns with the values outlined in the new Strategic Plan. We updated the EOM website and all related materials to reflect this change, ensuring they are available in both English and Spanish. To enhance the recognition of our EOM winners, we introduced new ways to celebrate, such as including the nomination details in each winner's announcement, adding celebratory graphics for social media, and featuring winners on the marquee sign at the Student Center.

[Learn more / Aprende más »](#)


 April
 2024




Angela Chen
 DREAM Center,
 Student Life & Leadership




Diversity, Equity and Inclusion Diversidad, Equidad e Inclusión

Angela Chen
 DREAM Center, Student Life & Leadership



As the Director of the UCI DREAM Center, she has played a pivotal role in transforming the campus experience of students impacted by immigration policies. Dr. Chen is a fierce educator, advocate, and champion of diversity, equity, and inclusion. Under her stewardship, the UCI DREAM Center has flourished and become one of the leading examples of values-centered and community-driven work. Her strategic partnerships and collaborative spirit have been instrumental in creating a nurturing and productive environment where students have multiple opportunities to thrive. Our projects demonstrate the wide array of impact she makes on campus and in our community (Highschool & Community College Outreach, Scholars in Residence Graduate Mentorship Program, DREAM Project Fellowship Program, Operations, Housing Community, Study Abroad Programs, Wellness Programming, and many more). A notable achievement—this year already, DREAM Center program participants received more than \$500,000 in student aid and scholarships, including legal filing fees, emergency grants, retention scholarships, and travel grants. Dr. Chen's is a prime example of an higher educator engaging in heart-work. Under her guidance, our team has carried out our mission every day with joy, dedication, and optimism. The care and love she extends to students, team, and colleagues is deeply felt and valued.

[Learn more / Aprende más »](#)



Diversity, Equity and Inclusion Diversidad, Equidad e Inclusión

Employee of the Month winner announcement graphics ▶



◀ Happy Holidays Card to Auxiliary Services Staff

AVC Brice Ken Kikuchi, Auxiliary Services
Print Design

We were tasked to create a collage using a myriad of photos of the Auxiliary Services staff alongside a brief message from Associate Vice Chancellor Brice Kikuchi. This annual holiday card went to staff members of the Auxiliary Services cluster.

Anti-Hazing Campaign ▶

Dean of Students, Student Life & Leadership

Branding • Social Media

This collaboration between Athletics and Student Life and Leadership encourages students to “Choose Kindness”, and to act against hazing. In order to address this serious topic, a warm 70’s look was utilized to positively inspire students. This campaign spanned a variety of media, including social graphics, video testimonials, stickers, and more.



Student Affairs Spotlight Series ►

Office of the Vice Chancellor, Student Affairs

Marketing

The Student Affairs Spotlight series celebrates unique events, resources and/or accomplishments of the division. Each spotlight is shared with various community partners, Chancellor’s cabinet, and members of the UCI community.

▼ Black Hair Care Wellness Spotlight

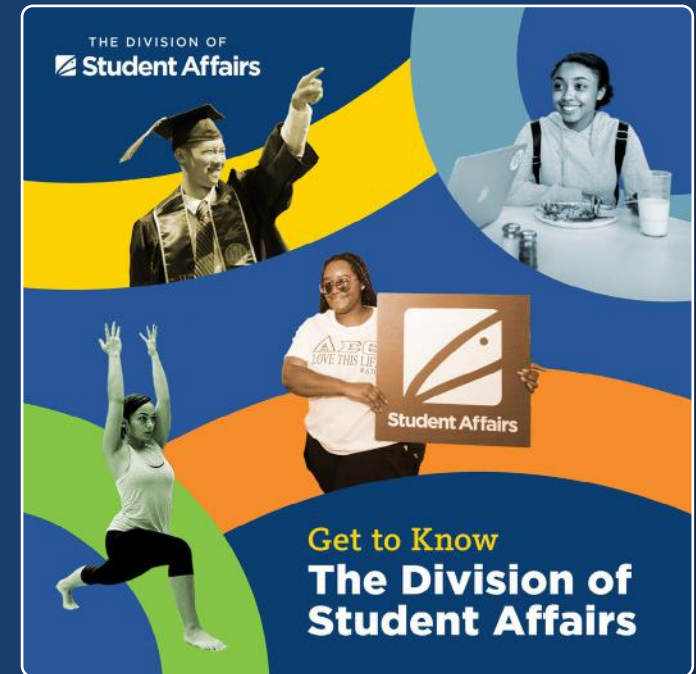
Martin Luther King, Jr. Day of Service Spotlight ►

▲ Black Hair Care Wellness instagram post

Get to Know The Division of Student Affairs flipbook ▶

Office of the Vice Chancellor, Student Affairs
Publication Design

This publication was created to show the vast resources of the Division of Student Affairs to prospective students and their families during Celebrate UCI. It highlights our units in a crisp, colorful and easy-to-read way.



AUXILIARY SERVICES



Get an All-Access Pass with ZotKey, the Digital ID for UCI
zotkey.uci.edu

ZotKey is a smart access ID developed by UC Irvine that provides secure and convenient access to various campus services. From event and shuttle access to meal plans or bookstore purchases, the UCI ZotKey ID will unlock your full potential.

The Hill, everything you need for class—and spirit
uci.bncollege.com

UCI's book and spirit store The Hill carries all required and recommended course materials including new, used, rentals and ebook options. The Hill offers a wide selection of UCI clothing and school spirit gifts and accessories, including popular brands. Within the store, you will find TechHub, an Apple authorized campus dealer. In addition to Apple you will find various other laptop and tablet brands and accessories.

Course Materials Concierge: uci.bncollege.com/course-material/course-finder



UCI Student Center
studentcenter.uci.edu

All campus visitors are encouraged to explore and experience UCI's Student Center firsthand. Whether you are looking for a place to meet with friends, read or study while grabbing something to eat, or planning an exciting and memorable event, you will find the Student Center a welcoming and inclusive gathering place for all Anteaters to interact, learn and enjoy.



AUXILIARY SERVICES

Feeling hungry? UCI Dining is here to help satisfy your cravings
food.uci.edu

From a quick bite to eat to an elegantly served catered meal, UCI Dining Services is committed to safely serving the campus community's dining needs, providing a variety of locations and flavors to fit one's palette. UCI Dining offers 25+ fast and casual retail dining locations throughout the campus, plus two all-you-care-to-eat residential dining halls.

Meal Plans: food.uci.edu/dining/meal-plans
Dining locations, hours and menus: uci.campusdish.com/LocationsAndMenus





UCI Student Affairs Instagram

Office of the Vice Chancellor,
Student Affairs

Social Media • Illustration • Animation

We create a variety of media for the Instagram account. It is an excellent playground to test out types of posts and get creative in the ways we share announcements, events and resources.

◀ Anteater Eats and Treats Video Reel

We filmed and interviewed students on their go-to meal options at the Anteatory dining hall. The final product was an Instagram reel with vibrant animations!



Select posts from the Student Affairs social media channels

We design and post a variety of content to connect with students and inform them about Student Affairs happenings and resources.

UCI Student Housing Graduate and Family THE DIVISION OF Student Affairs UCI Center for Black Cultures, Resources & Research

UCI Graduate and Family Housing (GFH) Community
in collaboration with the
Center for Black Cultures, Resources & Research (CBCRR)

Black Hair Care + Wellness

Feb. 25, 2024
4-7 p.m.
Verano 8
Community
Center

RSVP + INFO:
cglink.me/2eo/r1932139

HISPANIC HERITAGE MONTH

THE DIVISION OF
Student Affairs

HAVE A HAPPY START OF THE

Fall Quarter

THE DIVISION OF
Student Affairs

VICE CHANCELLOR BANKS WELLNESS REMINDERS

Be kind to yourself and others.

MLK JR. DAY OF SERVICE

Honoring Dr. Martin Luther King Jr.'s legacy through service to the community.

VOLUNTEERING AT THE OC FOOD BANK

THE DIVISION OF
Student Affairs

October 2023 Events

- 10.17 QRants: Queer Identity Journeys
UCI Latinx Resource Center
- 10.18 Behind Happy Faces
UCI Center For Student Wellness & Health Promotion
- 10.18 Get Involved in Research
UCI Undergraduate Research Opportunities Program
- 10.18 SOAR-Palooza Open House
UCI SOAR Center

THE DIVISION OF
Student Affairs



Cross-Cultural Center 50th Anniversary Logo ▲

Cross-Cultural Center, SLL

Logo Design

The Cross-Cultural Center requested a special logo to commemorate their 50th anniversary. We improved readability from a previous draft through spacing and type adjustments. With its smooth, flame-like shapes emanating from a bold “50”, the logo would be used throughout the year to promote and celebrate the center’s history—past, present and future.

UC-CSU: CHEBNA 2024 Summit presentation ▼

Office of the Vice Chancellor,
Student Affairs

Slide deck design

Vice Chancellor Banks, along with colleagues from UCSB, UCD, and CSULB, presented on university basic needs programs at the CHEBNA conference. We designed the slide deck using vibrant colors and visual elements to effectively communicate this important topic in an engaging and cohesive way.





◀ Admin Professionals Day logo

Special Events, OVCSA

Logo Design

We designed a signature logo for UC Irvine's Administrative Professionals Day Luncheon, honoring the dedicated work of the campus's administrative staff. The versatile, bold design works across various formats, from web banners to printed drink coasters.

Latino Excellence & Achievement Dinner Program ▶

Latinx Resource Center SLL

Publication Design

We were asked to take over the creation of a publication highlighting the recipients of the annual LEAD Awards. Drawing inspiration from the pre-established aesthetic of the event, we created a booklet that was a true celebration of recipients and elegantly displayed congratulatory messages from sponsors.



Lo-Fi Anteater

The Division of Student Affairs

Illustration · Animation · Social Media

A way for students and staff to relax and have something chill to listen to, we developed our own Lo-fi Anteater video. The video features a fun, looping animation of an anteater studying in their room. There are a number of UC Irvine easter eggs such as notable campus buildings, a Starship Delivery bot, and other items pertaining to student life.

Instagram reel insights: 24,000 views, 332 likes, 5 comments, 124 shares, 39 saves

Youtube video insights: 2,000 views, 67 likes, 6 comments



General Design Guide

Student Affairs Creative & Marketing Communications, OVCSA Publication Design • Illustration

We created the General Design Guide as a resource for non-designers and designers who need a refresher on the basics of graphic design. The guide explains basic design principles such as hierarchy and typography, and highlights each with pertinent, in-use examples. It features a robust list of design resources as well.



1 Composition

1A • Hierarchy
Hierarchy is the organization of objects by importance. Size, contrast, and placement contribute to hierarchy. Take a look at the design example below. If you ignore your eyes, the first thing you see is the brand name (Phil's Finest), then to the top (Strawed Cauliflower), then to the bottom (Vegetables). Notice how the size and style contrasts guide your eye.

1C • Tangents
A tangent is when the edge of one object touches the edge of another object. Tangents are usually overlooked and complicate the reading of a design.

Fix tangents through:

- Adequate Spacing
- Overlap

Placement and size changes can also resolve tangents.

1D • Breathe Space
Breathe space (or whitespace) is the amount of an element to fight for an empty space. It is determined by a relative measure within the design.

Proper breathe space gives the graphic more importance and emphasis. Lines, for example, have more clarity because of their importance in design hierarchy. Brands will often include guidelines on page usage. Proper clearspace is often highlighted as one of the most important aspects.

4 Typography

From font choices to hierarchy, there are many considerations when designing text that can affect the tone and effectiveness of your design. Let's dive into a few basics to help you effectively communicate your message.

07 Resources

Here's a brief list of resources to learn more about design fundamentals, find online creative communities, and choose assets to form the building blocks for your next design!

- **Icons**
 - Ikon Estate
 - Noun Project
 - Shutterstock
- **Stock Photos and Illustrations**
 - iStock
 - Dreamstime
 - Shutterstock
 - iStockphoto
 - Adobe Stock
- **Presentations Templates**
 - Slidesgo
 - Adobe Express
 - Canva
 - Google Slides
 - Canva Presentations
 - iStockphoto
- **Color Palettes**
 - ColorLovers
 - Pinterest
- **Fonts**
 - Google Fonts
 - Adobe
 - MyFonts
 - Dribbble
 - Creative Market
- **Instructional Design Articles**
 - UX Global: Beginning Graphic Design
 - Selection Design: Type
 - Career: Color Theory and the Color Wheel
- **Design Education/Communities/Blogs**
 - Dribbble
 - The Design Work You Make Channel
 - Creative Mornings
 - AIGA
 - Creative Juice
 - Dribbble
 - Behance
 - Designspiration
- **Free Graphic Chart Making Platforms**
 - Google Sheets
 - Canva Presentations
 - iStockphoto
- **Mockboarding Platforms**
 - Envato
 - GetMockboard
 - Mockaroo

Student Health Center Anteaters

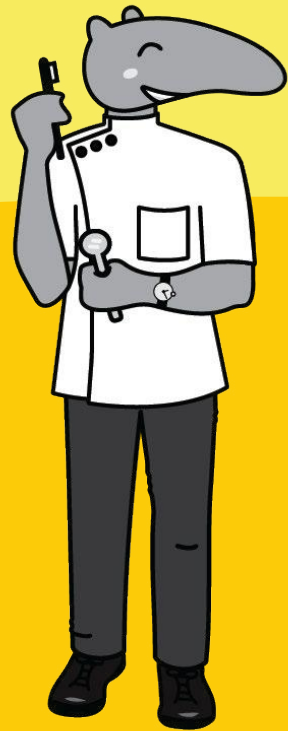
Student Health Center, WHCS

Illustration • Branding

Commissioned by Student Health Center, we grew our Student Affairs anteater collection to include SHC themed doctors, dentists, nurses, techs and students. The Dental Clinic had a specifically fun request to make a dentist for each decade that SHC dentists have been serving students. Each dentist is outfitted to perfectly match their time period.

Student Health Dental Clinic Anteaters ►

Dentist anteaters dressed in decade fashions to represent the generations of care provided by the UCI Student Health Center Dental Clinic.



1960s



1970s



1980s



1990s

▼ Lab Tech



▼ Pharmacist



▼ Radiologist



▼ Therapist

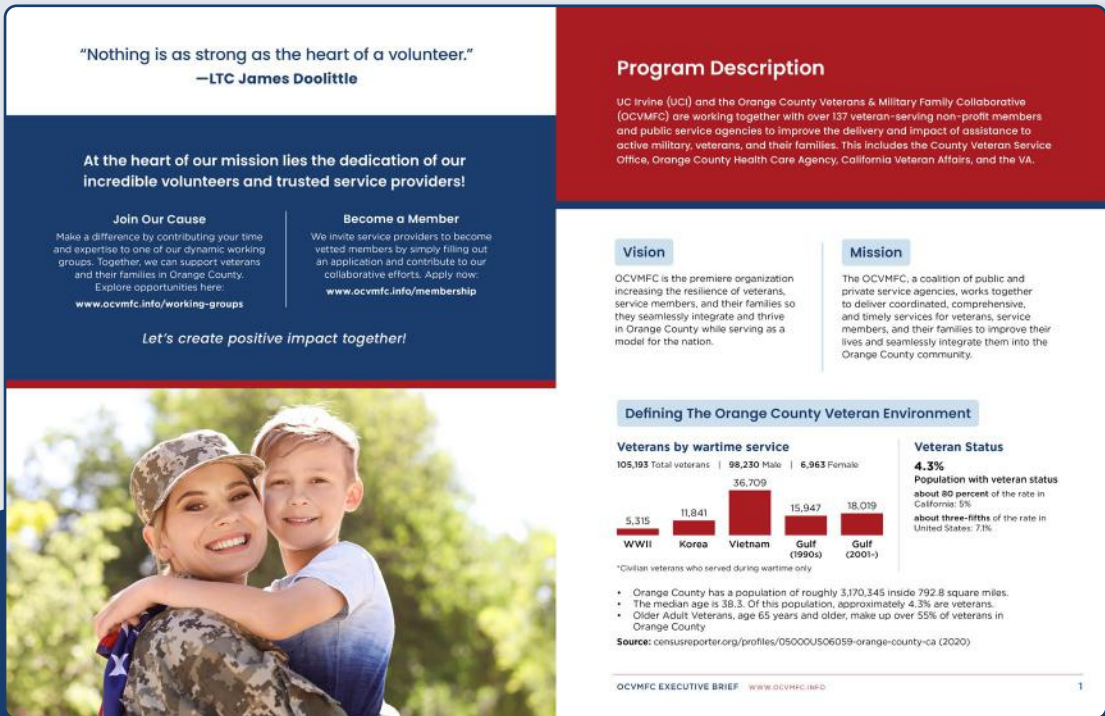


◀ Nurse

2000s

2010s

2020s



2024 OCVMFC Executive Brief

Orange County Veterans and Military Families Collaborative, OVCSA

Publication Design

The OCVMFC Executive Brief showcases the vital work of the OC Veterans and Military Families Collaborative. This key document provides a clear summary of its guiding principles, strategic direction, and organizational structure, making it an invaluable resource for engaging with stakeholders.

The Division of Student Affairs Cluster Highlights

Office of the Vice Chancellor, Student Affairs

Infographic Design

Vice Chancellor Banks asks units to submit accomplishments and data points each quarter. Inspired by infographics, these highlights bring to light the important work of the division in a clean and easy to read format.

CLUSTER HIGHLIGHTS Fall 2023
UCI Office of the Vice Chancellor Student Affairs
 studentaffairs.uci.edu

EMPLOYEE OF THE MONTH
 ROLLED OUT NEW EMPLOYEE OF THE MONTH PROGRAM in alignment with the strategic plan
42 NOMINATIONS
12 EMPLOYEES OF THE MONTH

16 NOMINATIONS for the Strategic Plan value Adaptability/Creativity

ASSESSMENT, RESEARCH, AND EVALUATION
 Worked with 4 departments to prepare for their comprehensive program review study.
 Worked with 9 departments to prepare their in-depth assessment studies for the 2023-24 academic year.

ORANGE COUNTY VETERANS & MILITARY FAMILIES COLLABORATIVE Convened by UCI
2023 Veteran Health and Wellness Summit
 Hosted by UCI and partners including OC Health Care Agency, OCVHFC, UCI Health, VA Long Beach Health Care System, and the National Guard.
180+ PERSONS ATTENDED
 Keynote speaker: Army veteran, CA Superior Court Justice Eileen Moore

2nd General Meeting Student Veterans shared their struggles with transitioning to civilian life and College Veteran Resource Center leaders shared best practices through panel Q&As.

HUMAN RESOURCES
 Open Enrollment Overview in Spanish 1 in-person session, 1 Hybrid session in November
74 ATTENDEES

COMMENCEMENT & SPECIAL EVENTS
652 GRADUATES in Fall Commencement
108 STAFF VOLUNTEERS across UCI assisted with Fall Commencement
 Fall Commencement Speaker, Meymuna Hussein-Cattan, Founder of Tiyya Foundation

ESPORTS
3RD PLACE - Telus Cup UCI Valorant team
1ST PLACE - NACE Star League UCI League of Legends team
1ST PLACE - UCEI All of our teams (League of Legends, Overwatch 2, Valorant)

CREATIVE & MARKETING COMMUNICATIONS
261 PROJECTS COMPLETED
57 ZOTMAILS coded and sent
 Created Strategic Plan branding, guide and resources and deployed to the division
 @ucistudentaffairs Instagram
14,193 ACCOUNTS REACHED
49,883 IMPRESSIONS
126% INCREASE IN REELS INTERACTIONS

DEVELOPMENT
 A Student Emergency Fund was formally established
 RoseHills Foundation
\$2.9 million DONATED (over a 4 year period) to student scholarships

MISSION To enhance an inclusive student experience through holistic programs, services, and opportunities that promote learning, well-being, and community.
VALUES Diversity, Equity & Inclusion • Integrity • Community Well-being • Adaptability & Creativity

CLUSTER HIGHLIGHTS Fall 2023
UCI Auxiliary Services
 studentaffairs.uci.edu/auxiliary-services

STUDENT CENTER & EVENT SERVICES
1,211 STUDENTS PARTICIPATED (all-time high)
 Zot Quest partnered with 19 departments over 10 days with 26 Zot Spot locations.

STUDENT HOUSING
 Inaugural GFH's WorldFest signature event for International Education Week
300+ ATTENDEES

DINING
1,200 COLLECTIBLE STICKERS GIVEN AWAY

STUDENT HOUSING
32,161 PACKAGES PROCESSED by UHRL staff

ONE CARD
3552 PHOTO APPROVALS Equipped UCI community with new IDs

THE HILL
 Distress Event partnership with Lifelines Wellness products, coloring, games & toys, Jamba Juice smoothie samples

2023 Fall Quarter Cluster Highlights social media posts

OVCSA 2023 Fall Quarter Cluster Highlights

CLUSTER HIGHLIGHTS Fall 2023
UCI Student Life & Leadership
 studentlife.uci.edu

LAUNCHED THE MOBILE FOOD PANTRY
463 STUDENTS SERVED via our three mobile Fall distributions.

UCI COLLEGE CORPS
7,705.50 SERVICE HOURS completed by Fellows by end of Fall Quarter

SORORITY & FRATERNITY LIFE AWARDS
41,534 ACCOUNTS REACHED on Instagram @ucifit

LESBIAN, GAY, BISEXUAL, TRANSGENDER RESOURCE CENTER
 NEW INITIATIVE: SPILL THE TEA GRADUATE STUDENT SERIES (partnership with the Counseling Center & Grad & Family Housing)
125 STUDENT PARTICIPANTS

WOMEN'S CENTER FOR SUCCESS
 Splish Splash, Welcome Back! A Barbie Blowout Pool Party Bash
125 STUDENT PARTICIPANTS

SUSTAINABILITY RESOURCE CENTER
 Campus Sustainability Month
20+ PROGRAMS

LATINX RESOURCE CENTER
 La Bienvenida
475 PARTICIPANTS

CROSS-CULTURAL CENTER
 Community Roots Festival
20+ AFFILIATED REGISTERED Campus Organizations participated

STUDENT OUTREACH AND RETENTION (SOAR) CENTER
 Puppies & Pathfinder event
404 STUDENTS CHECKED IN Highest attendance rate to date!



◀ Dr. Kira Banks webinar flyer

Child Care Services, WHCS

Digital marketing

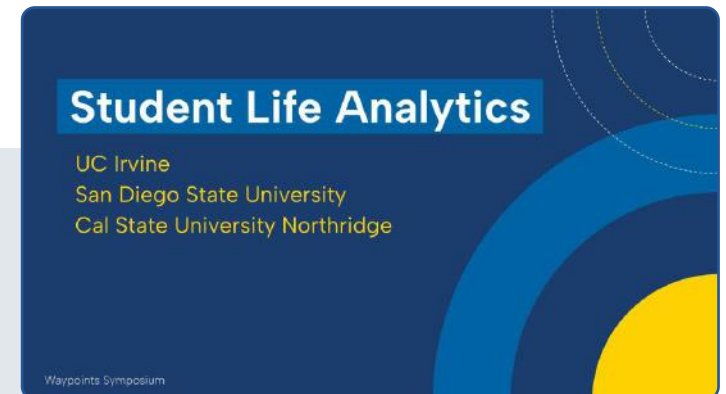
This Childcare flier that featured the guest speaker, Kira Banks, allowed us to utilize a children’s drawing in a sleek way. We enjoy helping our units share their offerings in professional and fun ways to reach their audience.

2024 Waypoints Symposium presentation ▶

Office of the Vice Chancellor, Student Affairs

Slide deck design

We designed the slide deck for a presentation on “Student Life Analytics,” creating a professional, clean backdrop for the content. Drawing inspiration from the conference theme, we incorporated concentric circle paths to subtly symbolize the concepts of travel and communication.

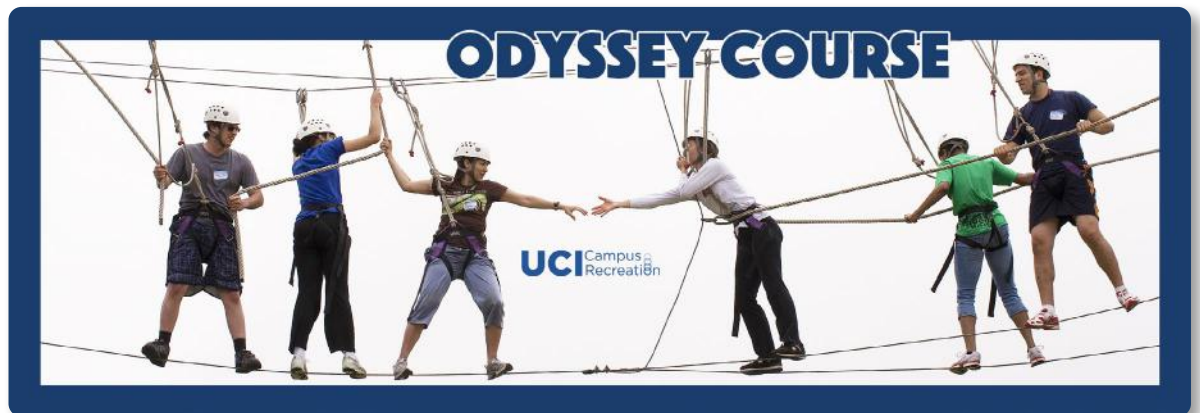


WHCS Website Sliders ►

Wellness, Health, & Counseling Services

Digital Marketing

These web banners for the nine units of the Wellness Health and Counseling cluster communicate important messages for students and highlight the resources of WHCS.



NASPA Region VI

NASPA Region VI Board

Print • Web • Marketing

The communications team supports NASPA Region VI in many ways: through participation on the regional board, by maintaining the Region VI website, and by creating various graphics for sub-committees, events, conferences, marketing purposes and individual board members.



2024 Western Regional Conference logo ▶



▼ Region VI Awards Nomination flyer

ILLUMINATING PURPOSE, PRACTICE, & PRIDE

DATE: NOV 4-7

Submit your nomination(s) by Aug. 25!

2023

NASPA WESTERN REGIONAL CONFERENCE Las Vegas, NV

Region VI Awards

Each year NASPA Region VI recognizes the outstanding achievements and contributions of members by honoring individuals and programs through our regional awards. To support our efforts to continue with this tradition, please consider nominating a Region VI colleague or program. Regional award winners will be forwarded for consideration at the national awards level, as applicable.

Each nomination should include a letter of nomination, the requisite number of letters of support, the nominee's resume, and their contact information. Nominations should be submitted online at bit.ly/R6awards23

Deadline to submit:
August 25, 2023, 11:59 PST

Recipients will be notified in early fall and the presentation of the awards will take place at the 2023 NASPA Western Regional Conference in Las Vegas, Nevada (Nov. 4-7, 2023).

Awards

- Community College Professional Award
- Distinguished Service to the Profession Award
- Dorothy Kettler New Professional Award
- Fred Turner Award for Outstanding Service to NASPA
- Graduate Student Rising Star Award
- Innovative Program Award
- Knowledge Community Award for Collaboration & Visibility
- NASPA Undergraduate Fellows Program (NUFP) Champion Award
- President's Award
- Sandra Kuchler Excellence in Mentoring Award
- Scott Goodnight Award for Outstanding Performance as a Dean/Vice President
- Support Staff Recognition Award
- Undergraduate Student Rising Star Award

A full description of all awards and a list of past recipients is available on the NASPA Region VI website at naspa.org/region-vi

QUESTIONS? Contact Lexie Chou, Region VI Awards Chair at achou@hawaii.edu.

Marketing and event materials

We design a variety of collateral to support the operations and marketing of NASPA Region VI.

NASPA

#NASPAwhygive

▲ Give 6 cards

NASPA Student Affairs Administrators in Higher Education

Region VI

Community Region VI

Grounded in our commitment to diversity, inclusion, scholarship, and leadership, our mission is to provide innovative professional development opportunities that connect, engage, and inspire current and aspiring student affairs educators to serve, respond to, and advocate for students in Arizona, California, and Hawaii.

When you give to the NASPA Foundation, you make a difference. Through a tax-deductible contribution to the NASPA Foundation, you invest in innovative research, you provide scholarships for NASPA members of all levels, you advance excellence in our field. You shape the future of the student affairs profession!

Engage with us on Instagram

About

The guiding light centered above the 1, reflecting our leadership within the region and the region's role as a whole. The six rays converge around the guiding light, representing the way we come together as a community and all work either to or about provide self-reflection. The outer edges of the logo represent the nation's six members - being active, connecting around the globe, understanding across geographical boundaries. The logo conveys a sense of unity with its arms spread wide, and caring as it is part of the Region VI.

Values: Respect • Teamwork • Integrity

▲ NASPA Website

REGION VI HISTORY

1956
Hurford E. Stone, Dean of Students, U.C. Berkeley, founded the "West Coast Deans". He wanted to create the organization because of his intense belief that regional, rather than national meetings would be more beneficial for participants. The Deans were all members of NASPA.

January 27-28, 1965
The first meeting of the Western Conference of NASPA Deans (or NASPA Western) was held at the University of California, Berkeley.

#NASPA24

HURFORD E. STONE
Dean of Students

▲ Regional Reception Presentation slide

REGION VI AWARDS

▲ Region VI Awards web banner

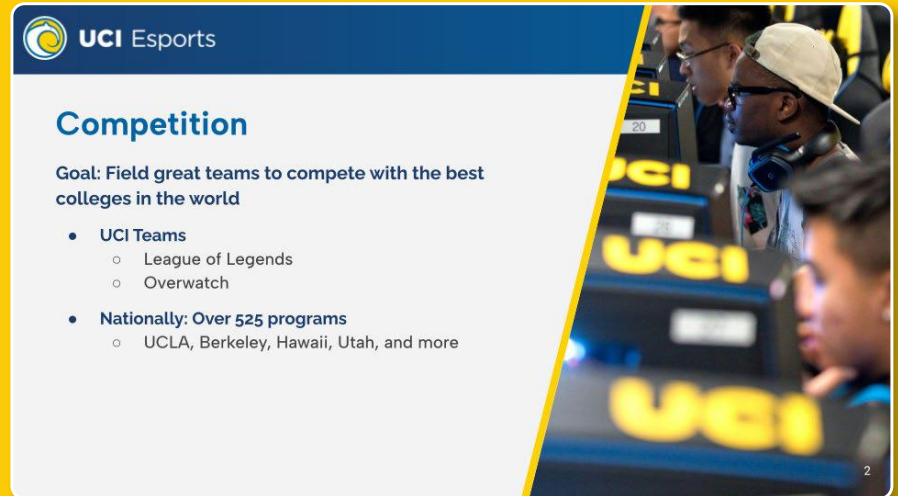


◀ Comprehensive Well-being Initiative

UCI Health Promoting University, WHCS
Branding • Print • Social Media • Marketing

This multi-collateral campaign combines a natural aesthetic with modern design. Each piece of collateral was created in five versions that featured natural spaces at UCI. The media kit we produced included slides, a marquee image, table top fliers, posters and social media templates. This project continues to grow and expand upon these core design elements.





▲ UCI Esports slide deck template slides



◀ Esports letterhead

Esports templates

Esports, OVCSA

Slide Deck Design • Print Design

Building on the established branding of UCI Esports, we designed a set of custom templates for Google Slide decks and department letterheads. These templates are crafted to align with the unique visual identity of UCI Esports, while providing a cohesive, polished look to their internal and external communications.



2023 Student Affairs Holiday Greeting

Our team wrote, produced, and edited Vice Chancellor Willie L. Banks, Jr.'s holiday greeting to the UC Irvine community.

Videos

Office of the Vice Chancellor, Student Affairs

Video Production • Editing • Animation

We write, shoot, and edit videos for Vice Chancellor Banks to deliver positive messages and important announcements to the UCI community. Our custom animations bring a playful and personal flair to each video.



Vice Chancellor Banks holding a prop that we designed and fabricated. ▶



▲ Animated title graphic

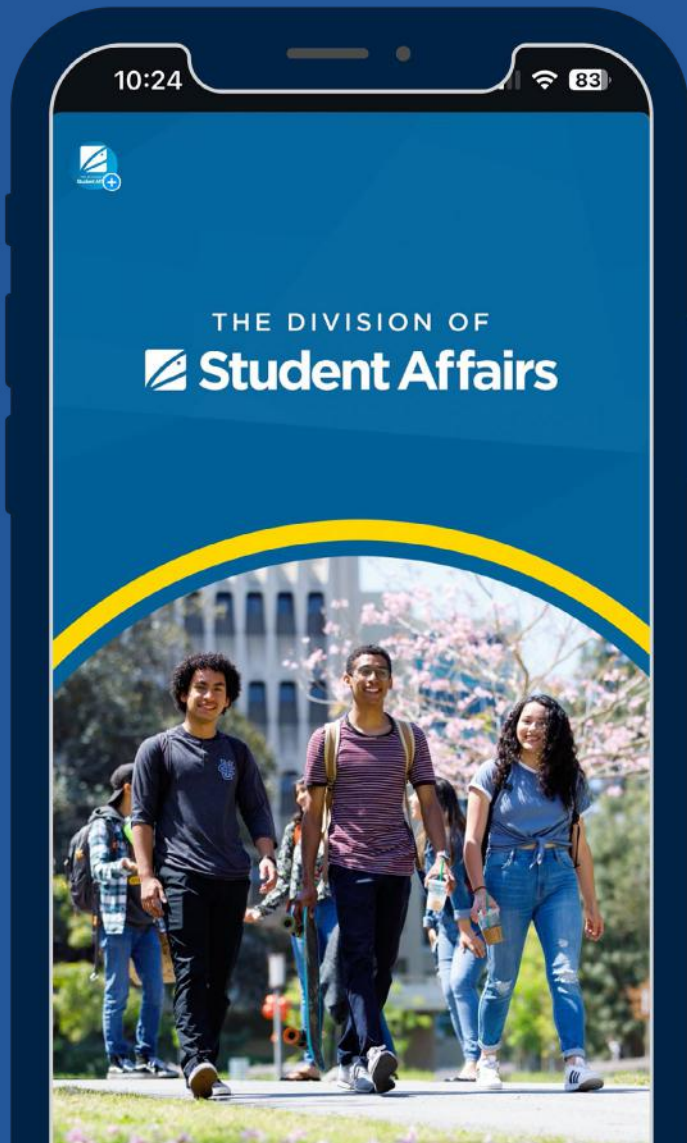


◀ The video features photo collages of VC Banks and Student Affairs staff



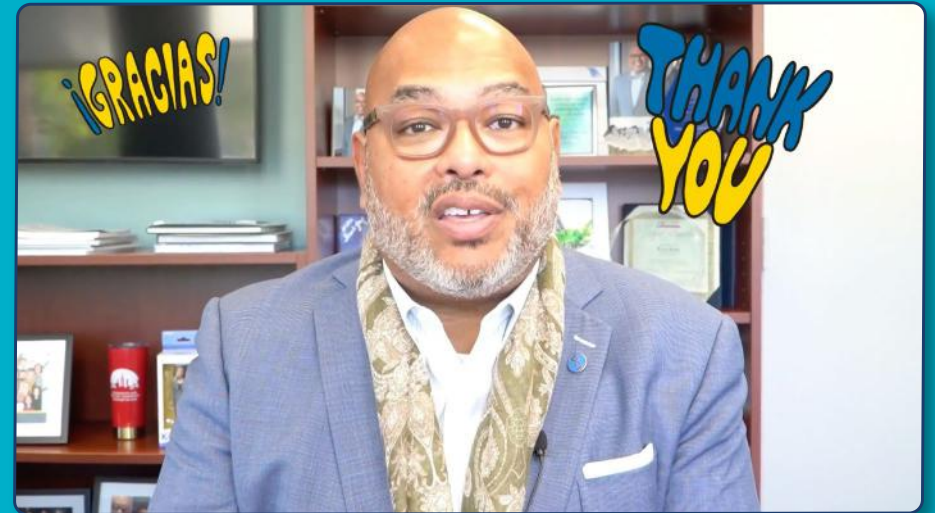
2024 Giving Day

We filmed and edited an Instagram reel announcing Giving Day 2024. Dr. Banks provided a friendly message encouraging others to support fundraising efforts for Student Affairs programs.



2023 Staff Appreciation Week

We filmed and edited Vice Chancellor Banks's message of gratitude to Student Affairs staff.



Fun animations pair with VC Banks's thank you message



THE DIVISION OF
 **Student Affairs**



@ucistudentaffairs



UC Irvine Student Affairs



UCI Student Affairs



Visit our website »