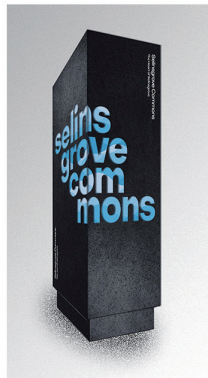


In collaboration with the Hamer Center for Community Design and the Stuckeman School's Department of Graphic Design, students from *GD304: Practical Communications* were tasked to design and develop a signage and wayfinding package that creates a sense of entry with major gateways into downtown Selinsgrove.

Graphic design students explored an array of traditional design disciplines (such as user experience, industrial design, and behavioral design) to create a signage and wayfinding package that better represents the history, usage, and needs of the surrounding community and its members. Additionally, through cohesive brand packages and promotion, students explored opportunities to further integrate and engage with events taking place in Selinsgrove Commons—for example, the farmer's market.

Elinor Franklin and Samantha Chung

"We were inspired by small town farmer's markets and the way they can bring communities together, so when finding our solution we wanted to focus on that aspect of the commons. Additionally, we were inspired by Mondrian grid systems and felt they could bring a modern touch to the town of Selinsgrove without branching too far from the small-town feeling. Using the Mondrian aesthetic, the structure's block elements map out a bird's-eye view of the commons' most prominent features."

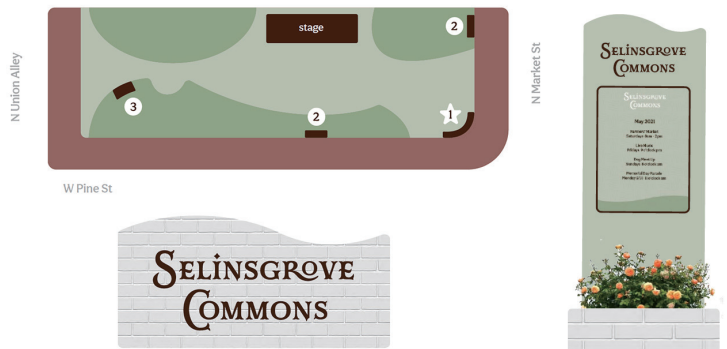


Connor Schwenk and Alex Rupp

"Our solution was inspired by the town's namesake, Captain Anthony Selin, and the town's geographical location along the Susquehanna River. Captain Anthony Selin emigrated from Switzerland, which has a very rich typographic and design history. Our approach to typography and layout was heavily influenced by the Swiss International Style. The various shades of blue we employed in our color scheme are to allude to the town's identity as a river town. Overall, our refreshingly contemporary solution will improve visitation to the Selinsgrove Commons by creating a striking and distinct visual identity for the area."

Megan Skosnick and Cameron Soravilla

"Our solution for the Selinsgrove Commons focuses on small-town traditions and the practicality of the signage use. Using hanging planters and signage, we were able to optimize as much space as possible within the commons while also matching surrounding storefronts. The green wave pattern on the back of our signage gives the space its own identity while also referencing the Susquehanna River."





Anna Gumaer and Liliana Golden

"We drew most of our inspiration from the information in the Selinsgrove Master Plan. After learning about the town's history and needs, we decided to create an archway that welcomed guests and residents into the space—as the town lacked a gateway into downtown. Being from small towns ourselves, we valued the importance of community traditions, and we strived to maintain the small-town charm that is so prevalent in Selinsgrove."

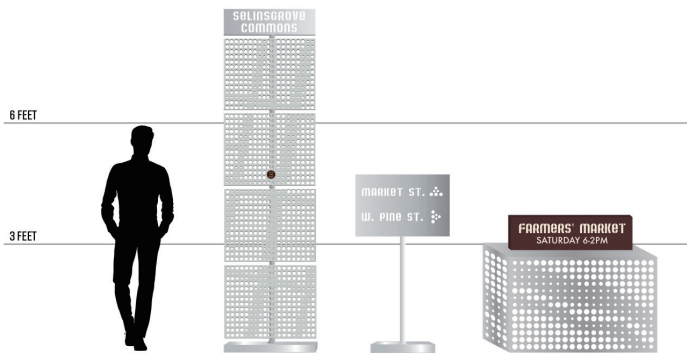
Phoenix Chan and Kristen Campion

"Our solution for the Selinsgrove Commons includes a primary sign inspired by the dynamic energy that is experienced within the commons. The bright colors help add to the outdoor space while still staying cohesive with the colors of downtown Selinsgrove. The space hosts community events, so our sign allows users to come up to the sign, read facts about the town, and explore the streets of Selinsgrove. The design decisions were all made to reflect the small-town charm and create a welcoming and lively environment."



Rebecca Larson and Mackenzie Henry

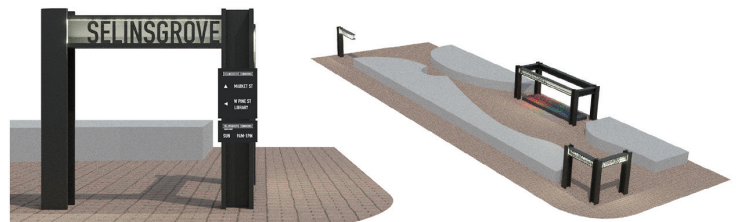
"For our solution for the Selinsgrove Commons we created a system made from aluminum and red-tinted wood designed with abstract holes. Because of a limited amount of space, we thought it would be wise to make the corner piece tall and skinny to make sure it didn't make the commons feel claustrophobic. As for the hole design, we made the holes see-through to go alongside our idea of making the space more open. We designed abstract patterns to represent the area of Selinsgrove and make the system more a part of the area."



SELINGSGROVE COMMONS

Lucas Sterret

"Selinsgrove, Pennsylvania, which sits on the edge of the Susquehanna River, was a major part of the railroad revolution in the United States. Using steel I-beams as a foundation material not only creates a strong, lasting structure but is inspired by the rich history of river towns and their role in the development of the modern world."



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