

CHS design students' posters promote Visiting Artists Series performances



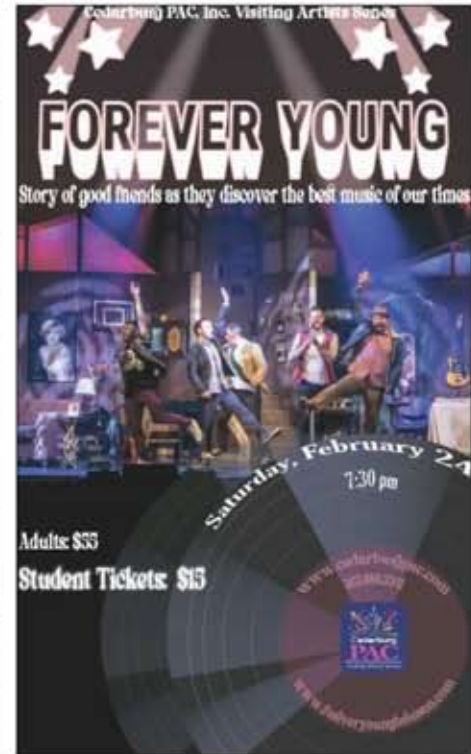
Ashley Commons



Emily Freymuth



Emily Freymuth



Jasmin Kraus

Posters displayed during the night of performance for audience to see

CEDARBURG — Students in Deb Mortl's college commercial art class at Cedarburg High School have been designing engaging posters to promote the Cedarburg PAC, Inc.'s Visiting Artists Series performances for more than 10 years.

According to Mortl, who has worked at the high school for 25 years, she tries to run the class with as much real-world experience as possible.

"And that includes doing design work for the community," Mortl said. "The students LOVE designing the posters for the Cedarburg PAC, Inc. When each visiting artist is announced, I play their music so the students get a feel for the kind of message their posters should convey. Color, font and graphic deci-

sions should all relate back to the music."

The students take the lessons very seriously, producing posters that reflect the style and sound of the artists, as well as the Visiting Artists Series brand.

"It's an incredible partnership," said Helen Lukas, Cedarburg PAC, Inc. marketing manager. "And, it's in keeping with our mission to enlighten, educate and entertain. We look forward to receiving each new batch of posters and marvel at the talent we see in these young people."

Technology continues to impact student creations.

"When I first started teaching this class, we were still using markers and illustration boards, and relying on tracing paper to

transfer text," Mortl said "Students today (using the Adobe programs) are coming in more comfortable with the technical aspects because they grew up with computers and devices for drawing."

Mortl said the students like the competitive nature of the assignment, and they get very excited when their poster is chosen as a winner for a specific performance.

The students receive a token gift card for their efforts. And, every participating student receives a printed version of their poster to include in their portfolio. Additionally, all of the posters are displayed at the Cedarburg PAC the night of the actual performance for audience members and artists to view during their visit.

This is just one way the Cedarburg PAC, Inc. works to accomplish its mission, according to Lukas. The organization also coordinates master classes, workshops, Q&A sessions, and on-stage collaborations with visiting artists.

Most recently, two members of Brass Transit, a nationally known touring group playing the songbook of Chicago, met with Cedarburg High School's band and choir students to discuss the music industry, their playing style and answer some questions.

Students participating in the CPAC, Inc.'s Visiting Artists Series posters this year are Ashley Commons, Claire Eckstrom, Emily Freymuth, Jasmin Kraus, John Kunz, Megan Lacke, Sarah Prom and Linda Vitols.



John Kunz



Megan Lacke



Sarah Prom



Linda Vitols