

For Immediate Release
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Contact Bill Taylor, Asst. Director, News Services
taylorb@ferris.edu, (231) 591-2065 or 591-5604

Ferris students design 2005 Fifth Third River Bank Run identity

BIG RAPIDS – Senior students in the Ferris State University Visual Design and Web Media Program, working with Loren Creative and the Fifth Third Bank Marketing Group of Grand Rapids, have designed and developed the 2005 Fifth Third River Bank Run identity and communications materials.

In their Design Application class, Ferris seniors work in teams on real projects. They meet with clients to discuss project criteria, design and develop several proposals which respond to these criteria, work within given budget and deadline constraints, and participate in the production process. These experiences provide the students with first hand knowledge of the professional world.

Students involved in the 2005 River Bank Run project were: Carrie Arthurs from Gaylord, Allison Blanshan from Mt. Pleasant, Nick Huttema from Grand Rapids, Jill Jeziorski from Roscommon, and Nickie Mersino from Lapeer. The young designers worked under the creative direction of Barbara Loveland and Linda Powell, professors in the University's visual design program.

Components of the 2005 River Bank Run communications program designed by the Ferris students included the race theme; the 2005 theme logo; identity standards including colors, typography and logo use; training apparel; application booklet; billboard; and race day shirt. Grand Rapids' Fifth Third River Bank Run is the largest 25K race in the nation with more than 10,000 participants annually.