Academy of Art University Announces Branding Campaign for SFFD 150th Anniversary

School of Graphic Design students created campaign that will be part of all SFFD anniversary events and programming

San Francisco, CA (PRWEB) March 29, 2016 -- Academy of Art University today announced the branding campaign and official logo for the San Francisco Fire Department's historic 150th Anniversary. The campaign was created by Academy graphic design students and will be an integral part of all SFFD anniversary events and programming held this year.

Two classes of students in the School of Graphic Design competed with each other to create a unique branding campaign for the anniversary. To develop their campaigns, the students immersed themselves in the fire department's history to become experts in all things SFFD. In addition, they interviewed fire fighters, and they rode fire engines and the fire boat to gain first-hand knowledge about the men and women who dedicate their lives to helping the community.

The scope of the branding campaign was large. The winning Academy student team designed marketing materials, website templates, branding guidelines, promotional materials, commemorative items and merchandise.

In return, Academy students gained invaluable, real-world experience that mirrored the professional design and branding process. Every student now has an incredible work product they can include in their portfolios and show to potential employers. Indeed, the partnership with SFFD dovetails with the Academy's mission to prepare its students well for careers in creative fields.

In addition to SFFD's outstanding guidance on the branding project, the Guardians of the City provided invaluable knowledge and support for the final product.

"It was an honor and privilege to work with the San Francisco Fire Department and help them celebrate their historic achievement," said Academy President Dr. Elisa Stephens. "Academy of Art University strongly believes in supporting local institutions and organizations that provide essential, life-enhancing services that benefit the entire San Francisco community."

For more information about the SFFD 150th Anniversary, go to http://sffd150.org/

About Academy of Art University

Academy of Art University is the largest accredited private art and design university in the nation. Founded in 1929, the school offers accredited AA, BA, BFA, BS, B.Arch, MA, MFA, and M.Arch degree programs in 30 areas of study, as well as continuing art education, pre-college art experience programs, certificates and teacher grants. Classes are available in Acting, Advertising, Animation & Visual Effects, Architectural Design, Architecture, Art Education, Art History, Art Teaching Credential, Automotive Restoration, Costume Design, Fashion, Fashion Journalism, Fashion Styling, Fine Art, Game Development, Game Programming, Graphic Design, Illustration, Industrial Design (Transportation & Product Design), Interior Architecture & Design, Jewelry & Metal Arts, Landscape Architecture, Motion Pictures & Television, Multimedia Communications,

Music Production & Sound Design for Visual Media, Photography, Studio Production for Advertising & Design, Visual Development, Web Design & New Media, and Writing for Film, Television & Digital Media. Students can also enroll in flexible online degree programs in most areas of study.

Academy of Art University is an accredited member of WSCUC, NASAD, CIDA (BFA-IAD, MFA-IAD), NAAB (B.Arch, M.Arch) and CTC (California Teacher Credential). For more information, visit academyart.edu or call 1.800.544.2787 (U.S. only) or 415.274.2200.

Media Contacts:

Mark Veverka/Sitrick And Company, mveverka(at)sitrick(dot)com (415) 999-9634
Wendy Tanaka/Sitrick And Company, wtanaka(at)sitrick(dot)com (424) 255-0482

Contact Information
Wendy Tanaka
Academy of Art University
+1 (415) 369-8447

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