

### War and Peace on film



Azle Malinao-Alvarez Emerald

Students stop and look at a photographic display in the EMU Amphitheater sponsored by the Japanese Student Organization. The photos show the atrocities of war and will be exhibited again today as the JSO's War and Peace Ceremony continues. Rob Proudfoot, a University professor in international studies, will speak tonight at 8:30 in the amphitheater. For more information or questions, contact the JSO at 346-4389.

## Ad students team up on design

■ The 2000 Eugene Celebration poster logo is the fruit of an ad class campaign project

By Kristy Hessman  
Oregon Daily Emerald

In the past, committees, contests and advertising agencies have been used to create the theme for the annual Eugene Celebration, but not this year.

A group of University advertising students created this year's theme, "Northwest of Normal."

Through a class in the journalism school called Advertising Campaigns, Kim Sheehan, assistant journalism professor, said the students design an ad campaign for a particular client.

“The theme was brought to our studio and I tried to conceptualize something that would feel like Eugene.”

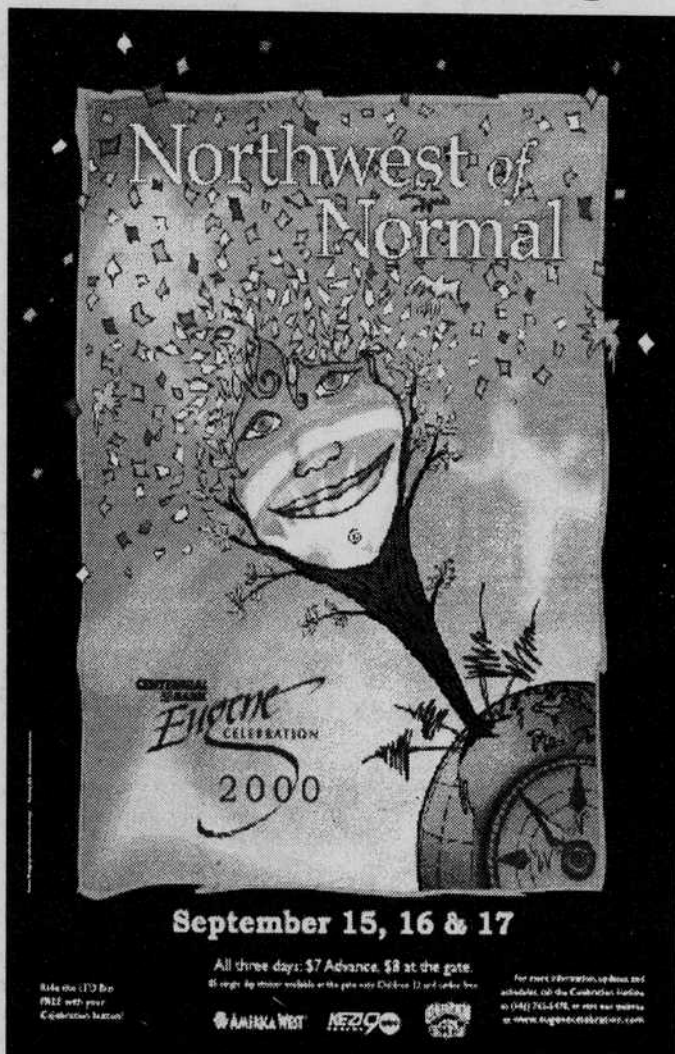
Jennifer Andrews  
poster designer

This spring, the class chose Downtown Events Management, Inc., the Eugene Celebration organizers.

“When Kim asked me if I would be interested in her class preparing ads for us, I said ‘fabulous’,” said president and managing director of DEMI, Steven Remington. “I’ve had positive experiences with students from other universities with similar projects, so I thought it was a great idea.”

Seven teams worked on the campaign, which involved creating themes and poster designs.

In the end, the A team’s project won out with its “Northwest of Normal” design, which Remington said reflects the distinct per-



Courtesy of Downtown Events Management, Inc. The poster is a compilation of ideas from the Advertising Campaigns class.

sonality of Eugene residents. “They’re Northwesterners, but they’re not your average person,” he said.

The poster design also reflects the feel of the Northwest.

“The theme was brought to our studio and I tried to conceptualize something that would feel like Eugene,” poster designer Jennifer

Andrews said. “I played off the trees in our state, as well as the party feel and face painting of the Eugene Celebration ... [we used] something to attract children and families.”

The poster will be displayed as the logo for this year’s Celebration, which takes place Sept. 15-17 in downtown Eugene.

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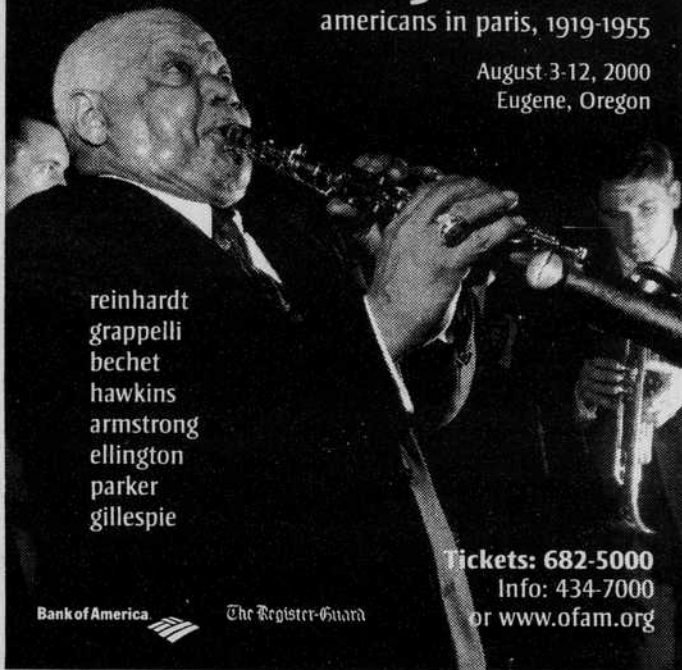
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