Northwest Education Services

Formerly Traverse Bay Area Intermediate School District

1101 Red Drive, Traverse City, MI 49684
231.922.6200 TEL tbaisd.org WEB

For Immediate Release

Northwest Education Services Graphic Design Students Create Anniversary Logos for Local Trout Unlimited Chapter

TRAVERSE CITY, Mich. – Dezerahe Tubbs doesn't mind fishing as a fun activity, but admits that her knowledge in the watery recreational sport is limited.

"If you were to ask me to identify species of fish, I think the only one I'd be able to tell you is a salmon," she said. But that didn't stop her from drawing up an award-winning brook trout.

Tubbs, who attends Alba Public School, is a student in the Graphic Design & Promotional Media program at the Northwest Education Services *(formerly TBAISD)* Career-Tech Center in Traverse City.

Students in the program created new logos for the Adams Chapter of Trout Unlimited to recognize the group's 25-year anniversary. Of the 25 student-designed submissions, Tubbs's was the one chosen by the Adams Chapter Board as the winner during the group's meeting earlier this spring.

"I wanted to do something simple and easy and not too complex," Tubbs said. "Looking at the logo they currently had, it was very busy, had lots of colors and things going on, so I wanted to keep it clean and eye-catching."

For winning the class competition, she was awarded a $300 prize, while the second and third place finishers earned $200 and $100, respectively. All students who participated in the contest got a $20 gift card to Michaels, while the top five finishers also received a $50 gift certificate to The Northern Angler, a fly-fishing store in Traverse City.

The top-five finishers are:

- Winner ($300): **Dezerahe Tubbs**, senior, Alba Public School
- Second Place ($200): **Talula Foote**, senior, Grand Traverse Academy
- Third Place ($100): **Kalisto Groesser**, senior, Alba Public School
- Fourth Place: **Caleb Lesinski**, junior, Kalkaska Public Schools
- Fifth Place: **Monica Templeton**, junior, Traverse City West Senior High School

"As a board of individuals with diverse professional experience, we were amazed at the quality of work, communication skills, and creativity of the CTC students," said Cory Golden, president of Adams Chapter Trout Unlimited. "It is a fair assessment to say that we had a difficult time selecting a design because of the overall outstanding body of work presented by the students. It is encouraging to see Northwest Education Services successful in fostering talent and profitable skills for the next generation in our community."

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The Graphic Design & Promotional Media program, taught by Julie Orr, at the Career-Tech Center (CTC) provides students with hands-on experience using traditional and non-traditional methods to create materials in support of marketing efforts, brand recognition and other communications applications. The program prepares students for careers in graphic design, advertising and marketing, photography and more.

"This logo design project is a great example of students getting hands-on experience working with a client, and we're grateful for Adams Chapter of Trout Unlimited providing that opportunity," Orr said. "Besides showing an exceptional amount of creativity in their designs, all of the students were respectful and professional when communicating their ideas with the chapter's board members, and those are also skills employers are looking for."

The CTC serves around 1,000 students each year from regional school districts. With nearly two dozen programs from Culinary Arts and Construction Trades, to Early Childhood Education and Mechatronics, students have the ability to choose from a wide variety of focus areas, allowing them to gain experience and skills many employers are looking for.

"We regularly review our programs and refine them based on input from industry leaders and community partners so that we are teaching our students the latest techniques and best practices used by employers," said Pat Lamb, assistant superintendent of Career and Technical Education. "CTC is a regional hub that gives students a hands-on education in many high-demand, high-wage career paths and provides them with the knowledge they need to either pursue employment immediately after graduation or apply their experiences in a higher educational setting. We appreciate the relationships we've built with area businesses and organizations like the Adams Chapter of Trout Unlimited, which support our students with on-the-job experiences like this."

For more information on CTC programs and opportunities for students, visit its website or call 231.922.6273.

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Editor's Note: Photos of students attached and identified by last name. Please credit Northwest Education Services *(formerly Traverse Bay Area Intermediate School District)*.