

**Publishing  
& Branding!**



## **Educating Minds and Hearts**

**A Developmental Studies Center Case Study**



## DEVELOPMENTAL STUDIES CENTER

Educating Minds and Hearts™

**Nonprofit. Mission Driven. Research Based. Since 1980.**

### Educating Minds and Hearts

'Berta came to Developmental Studies Center (DSC) at a critical juncture, when they were going through a lot of design and marketing changes. The organization had transitioned from a research, silo-based think tank to a publisher of K-12 classroom and after-school program materials. Previously, they lacked a design team with a knowledge of targeted marketing. Though there had been some attempt to make the marketing collateral they did have more appealing and "fun," more work needed to be done to successfully communicate in a visually appealing and branded way.

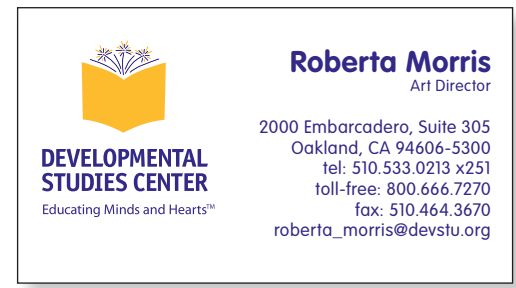
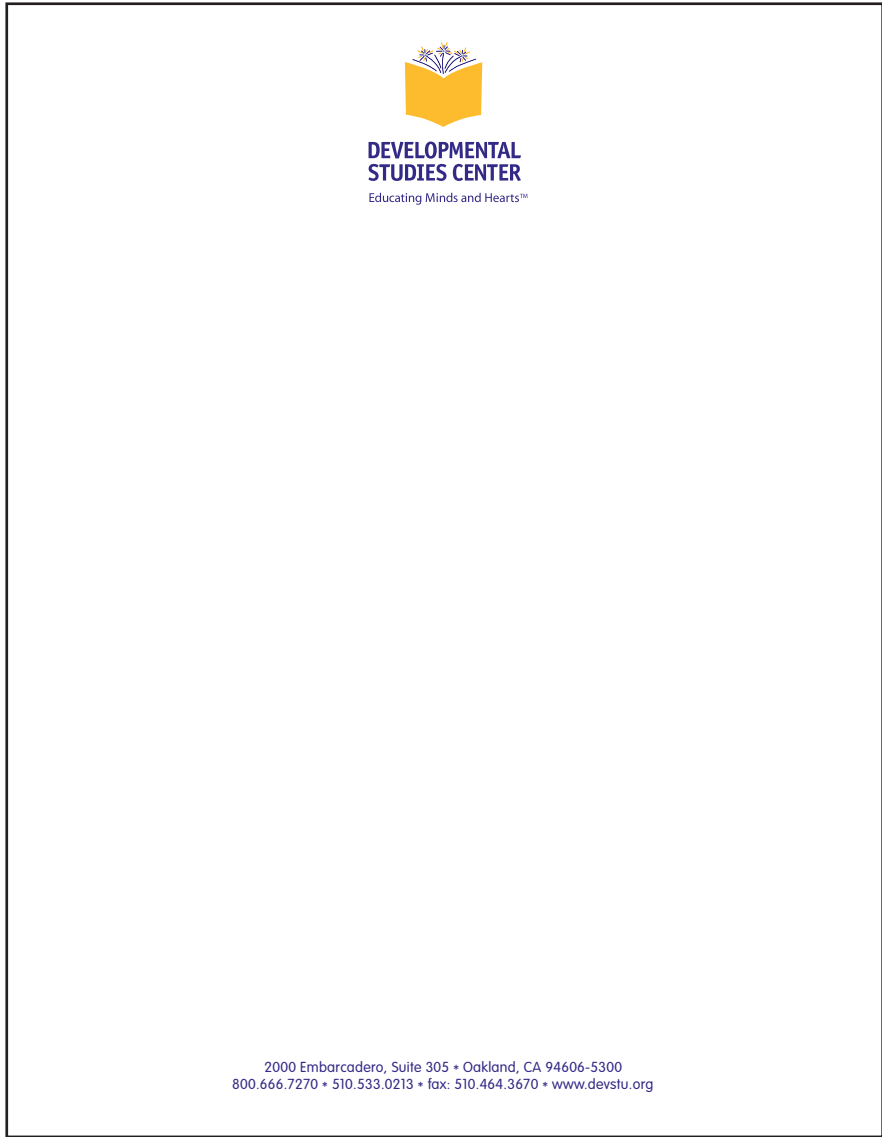
During the interview process, DSC asked 'Berta to evaluate their materials and give her opinion of them. Needless to say, she told them they needed to start over—from scratch—on everything from font choices to photography quality. Amazingly they agreed! As the Art Director, not only did 'Berta oversee the design of all marketing materials and company collateral, but she also did extensive analysis of DSC's product lines and proposed and executed extensive changes and/or complete redesigns of product covers, interiors, ancillaries, and packaging. In addition, she worked with the team to push forward DSC's web presence and social media campaigns. She also wrote the tagline: *Nonprofit. Mission Drive. Research Based. Since 1980.*

Though it was an uphill battle, the team created really nice, progressive creative to push the marketing of DSC's programs and services forward. In addition to the progress made in marketing materials, the program materials were redesigned to be more user-friendly and visually appealing for the teachers and students who use them every day, and for the decision makers who purchase for their schools and districts—all the while keeping the integrity of the programs' academic rigor front and center.

Some Highlights:

- DSC's products now have a cohesive family look.
- The award-winning product and marketing design stacks up against competitor's materials in the marketplace.
- DSC's various product brands are recognized for their quality of materials.
- 'Berta grew and nurtured a more respected view of design's role as a key team player within the company.
- As a result of DSC's unique pedagogy, and the new design and marketing efforts, the organization reached an operating goal of \$20 million in sales in 10 years, from a starting place of less than \$1 million!

Identity!



Client: Developmental Studies Center  
Project: Letterhead/identity package—logo, letterhead, business card, and envelope  
Description: Letterhead/identity package branded for a nonprofit educational publisher of primarily literacy materials



Folder!

Swag!



Client: Developmental Studies Center  
Project: Pocket folder—front and back panels  
Description: As part of the letterhead/identity package, this pocket folder was used to contain and present a variety of collateral and meeting materials

Client: Developmental Studies Center  
Project: Marketing campaign—giveaway items  
Description: DSC produced several logo-branded items for use by staff or marketing and sales reps. Some of these items included a lanyard, mug, and tote bag.



Client: Developmental Studies Center

Project: Signage—graphic wall

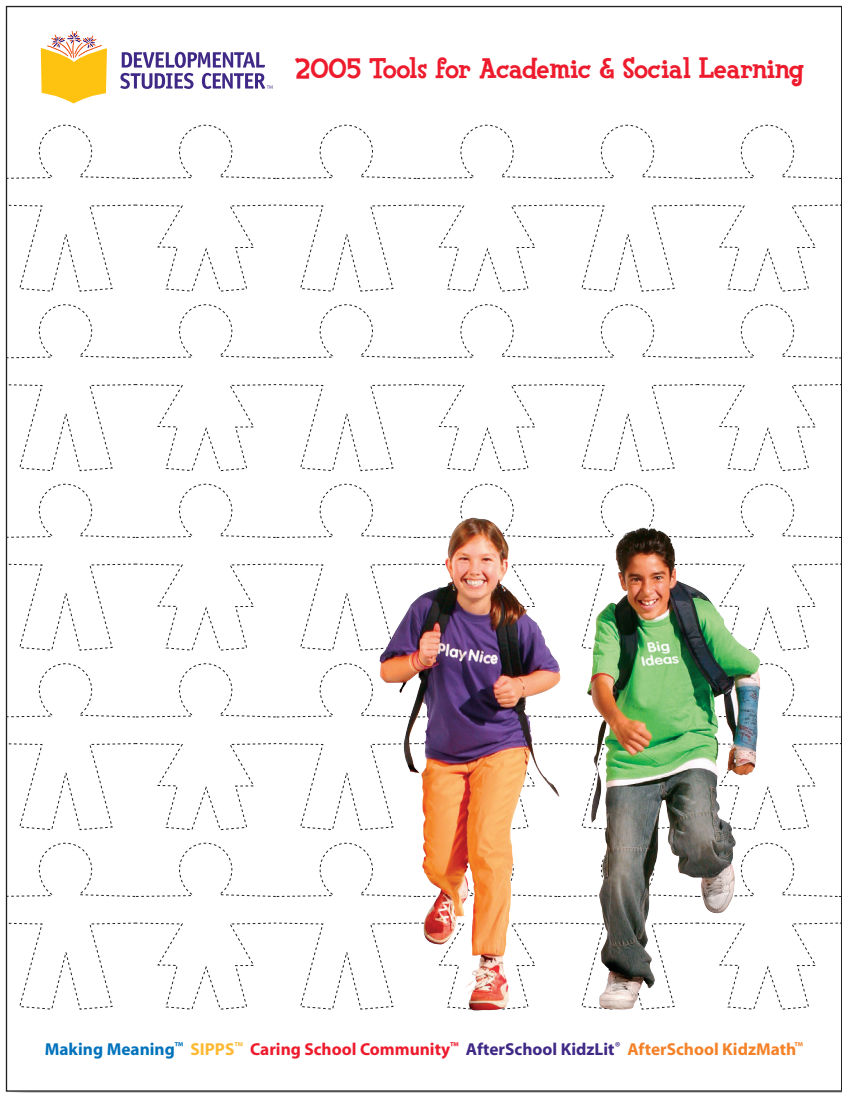
Description: When DSC relocated to a newly renovated office space, it was decided a nice graphical way to incorporate the company colors and brand into the space would be a giant feature wall.

Client: Developmental Studies Center

Project: Marketing signage—booth banners

Description: Bold, colorful trade booth banners showcasing the various literacy programs DSC produced


Campaign!



Client: Developmental Studies Center  
 Project: Marketing Campaign—catalog cover and T-shirts  
 Description: Marketing catalog design for nonprofit educational publisher of literacy and after-school products. This campaign featured DSC program buzz words printed on T-shirts worn by kids.



Campaign!





**DEVELOPMENTAL STUDIES CENTER**  
Educating Minds and Hearts™

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Literacy Community CSR Out of School Mathematics Professional Development

**Caring School Community**  
Also see:  
Making Meaning  
AfterSchool KidzMath  
AfterSchool KidzLit  
MathLinks  
Number Power



Literacy **DEVELOPMENTAL STUDIES CENTER**  
Educating Minds and Hearts™

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Programs that build community:  
> **Caring School Community**  
Making Meaning  
AfterSchool KidzLit  
AfterSchool KidzMath  
Number Power  
MathLinks

**Caring School Community™**  
A nationally recognized, research based K-6 program that builds community in the classroom, across grades, schoolwide, and with families. More about Caring School Community



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Client: Developmental Studies Center  
 Project: Marketing campaign—devstu.org website splash, home and sub pages  
 Description: Marketing website design for nonprofit educational publisher of primarily literacy programs, with after-school offerings as well. This design featured DSC program buzz words printed on T-shirts worn by kids.

## Have a Ball After School!

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**Use Stories to Build Literacy and Character**  
120 high interest trade books  
120 corresponding leader's guides



**Build Math Knowledge Through Fun and Games**  
50 Hands-on games with materials  
20 math-related trade books with activities



**Amazing Math for Middle School**  
23 Engaging math activities with all materials needed



**Explore the Science in Everyday Things**  
31 fun science experiments with all needed materials

Contact Megan Green, Manager of AfterSchool by e-mail at: [megan\\_green@devstu.org](mailto:megan_green@devstu.org) or call: 800.666.7270 ext. 289

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**DEVELOPMENTAL STUDIES CENTER.** Nonprofit. Research Based. Mission Driven. Since 1980.

Client: Developmental Studies Center  
 Project: Marketing campaign—HTML e-mail blast  
 Description: Marketing e-mail blast design announcing DSC's after-school offerings. This design featured DSC program buzz words printed on T-shirts worn by kids.

Campaign!



Client: Developmental Studies Center  
Project: Marketing campaign—T-shirt-shaped self-stick notes  
Description: Marketing giveaway item featuring DSC program buzz words printed on T-shirt-shaped self-stick notes

## A Special Invitation Introducing Making Meaning™ A Comprehension Solution

**Invited By** Ann Tuteur, Barbara Weinstein, and John Marshall  
A & B Educational Enterprises  
Developmental Studies Center, Oakland, CA

**Learn About** The Making Meaning program is a K–6 (soon to be K–8) read-aloud curriculum using carefully selected trade books. These books are chosen to explicitly teach comprehension strategies. The program is a sequential curriculum that teaches students to make sense of text, as well as to learn social and ethical skills. They become responsible partners who can support their own opinions, and appreciate and respect the ideas of others.

**Guest Speaker** Christine Venturis  
National Literacy Consultant

**Bonus** Complimentary one week sampler with appropriate grade-level lessons given to each invitational participant.

**When & Where** November 10, 2005  
Holiday Inn  
City Line Avenue  
Breakfast: 8:00 am  
Presentation: 8:30–10:00 am

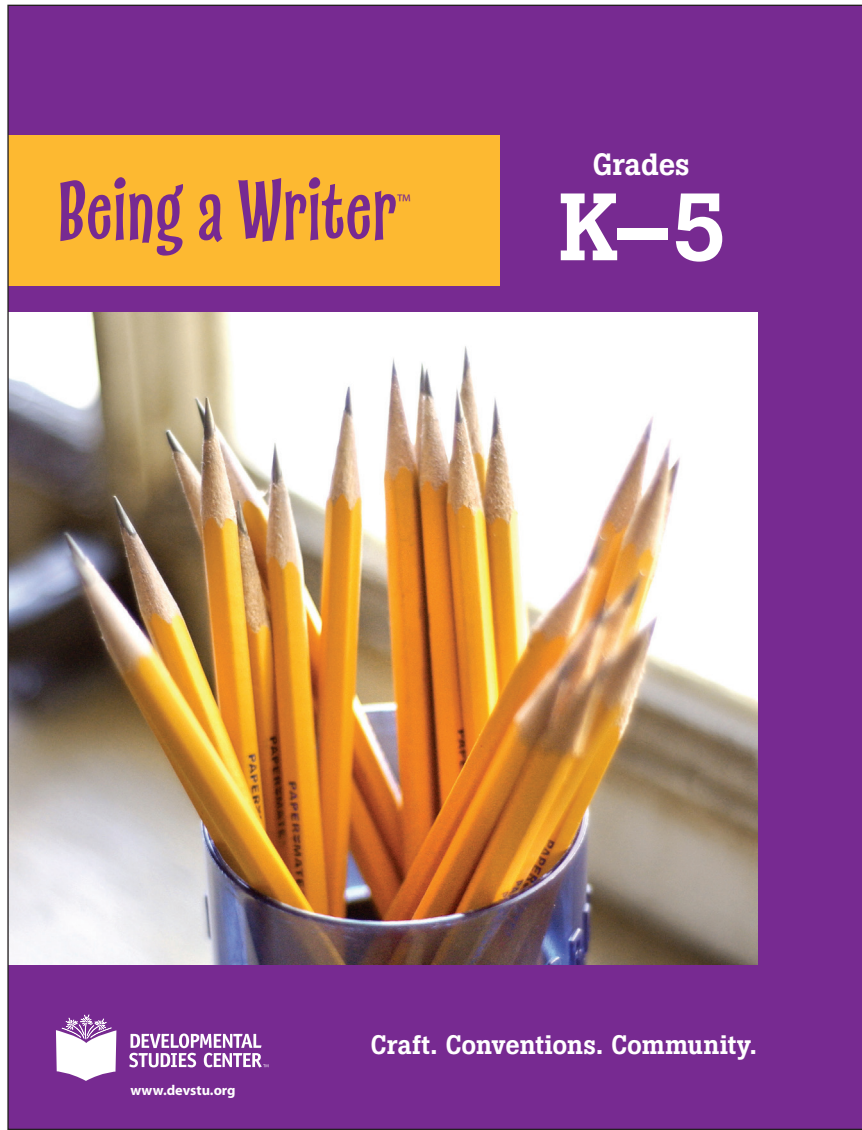
**RSVP or Questions** by October 31 to  
Alyssa Heenke  
tel: 215.283.0122  
fax: 215.283.0845  
aheenke14@comcast.net



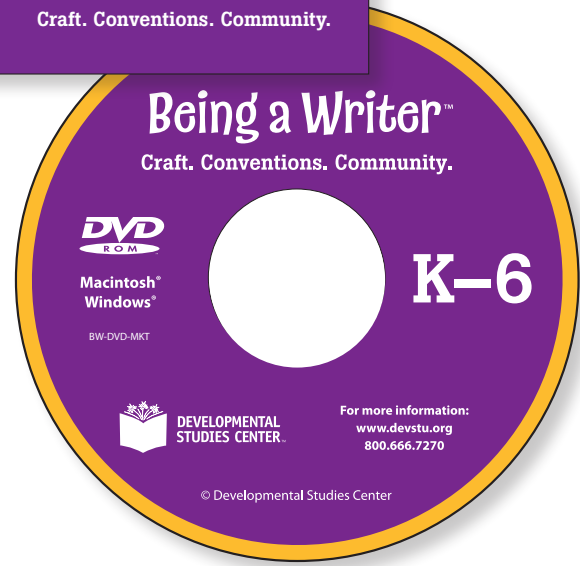
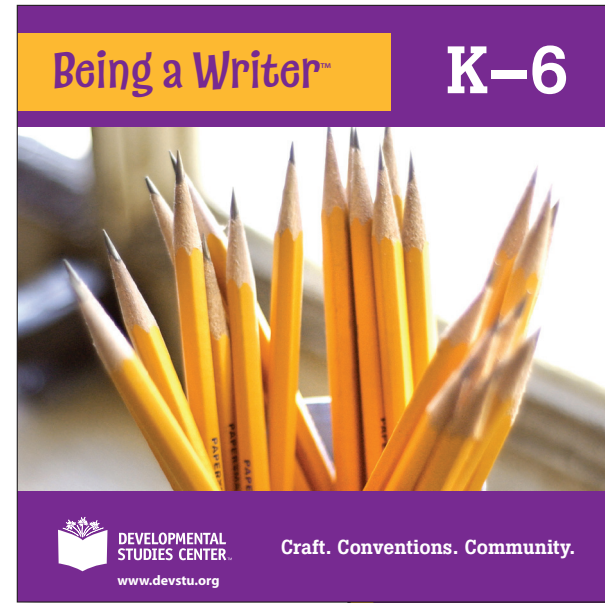
Client: Developmental Studies Center  
Project: Marketing campaign—event invite  
Description: Marketing event invitation leveraging the word-on-color-field concept featured on the T-shirts



Collateral!



Client: Developmental Studies Center  
 Project: Marketing brochure—cover  
 Description: Product brochure specific to the Being a Writer program, including information about this program such as product features, package contents, the research basis, sample lesson pages, and pricing. This same brochure template was re-purposed for all the various programs on offer.



Client: Developmental Studies Center  
 Project: Marketing DVD-ROM—cover and disc label  
 Description: Marketing DVD-ROM design featuring a campaign look and feel extending to all marketing pieces for that selling season. The classroom video footage includes students using the DSC programs during lesson time, as well as interviews

Publishing!



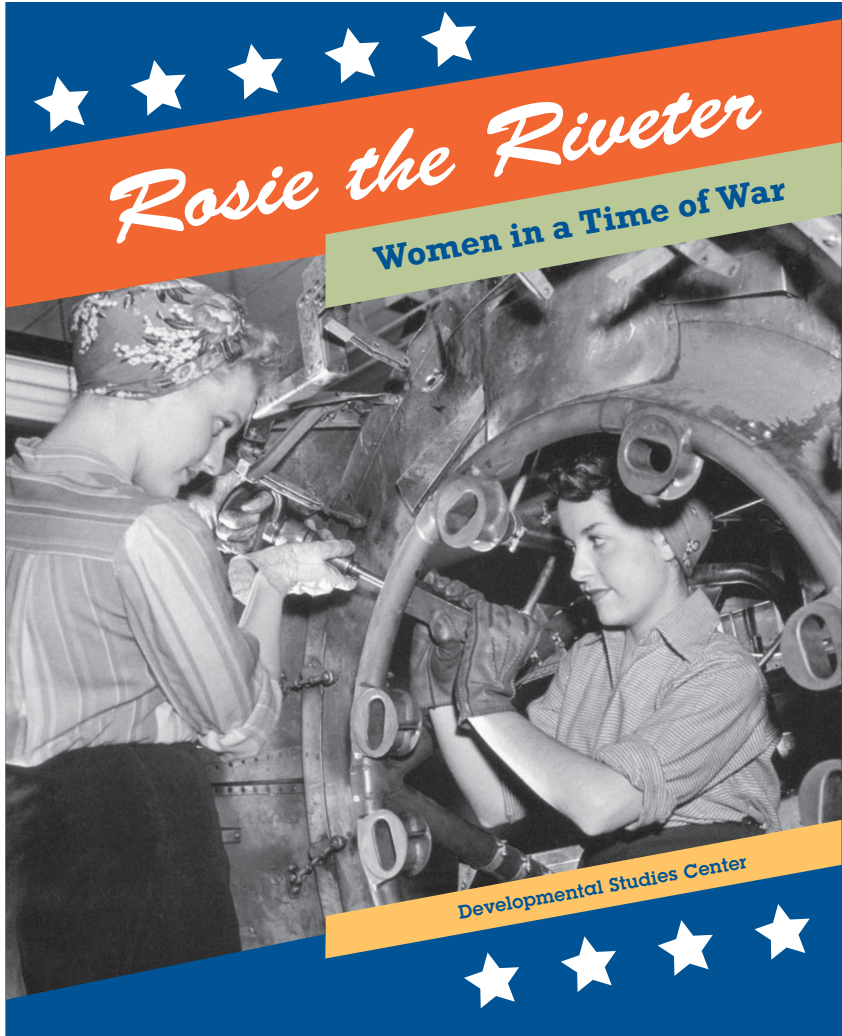
Client: Developmental Studies Center

Project: Making Meaning® 2nd Edition classroom teacher's package—boxed and exploded

Description: Interior and exterior packaging and print design for this grades K–8 reading comprehension program, featuring integrated academic and social learning.

Each package includes teacher's manuals, student books, assessment books, trade books, and orientation materials.

Publishing!



**2 Recruiting Women to the Workforce**

Though women were doing their part on the home front, it soon became clear that they would have to do even more to support the war effort. Millions of men were leaving their jobs to join the war, which created a severe shortage of workers at home. The only way that the U.S. could produce enough military equipment to win the war was to welcome women into the paid workforce, offering them jobs that had been considered, until that point, "men's work."

**PROPAGANDA: WOMEN CAN DO IT!**  
To attract women into the workforce, the government launched a propaganda campaign directed at them. The campaign was organized by the Office of War Information (OWI), a government agency created to keep people informed about the progress of the war. The OWI created propaganda posters and helped magazines and newspapers come up with ideas for articles and advertisements that would encourage women to go to work. War propaganda directed toward women included slogans such as, "Women in the War: We Can't Win Without Them" and "Count on Us! We Won't Let You Down!" These slogans were designed to appeal to women's love of country and sense of duty. They suggested that without women's efforts, the lives of their loved ones would be in danger. As a result, millions of American women entered the workforce. Women went to work in factories, offices, and stores. At least 6 million women entered the workforce for the very first time. As women went to work, they began to feel a sense of pride to be working for their country and supporting the soldiers on the battlefield. Many found that they enjoyed working with other people toward a common goal. Patricia Buls, a drafts person in the shipyards, explains:

*"I think most everybody who worked there felt that there was a job that had to be done. I mean, there was a war to be won, and everybody had a job to do to help win that war..."*

**PROPAGANDA**  
Propaganda is the spreading of ideas or information to further a cause or change people's opinions or behavior. Although propaganda can be true, information is often distorted or exaggerated in order to get a message across.

**YOUR SCRAP ...brought it down**  
**KEEP SCRAPPING**  
IRON AND STEEL - RUBBER  
ALL OTHER METALS - RAGS  
MOVE ALL SCRAP NOW!

**WAR GARDENS FOR VICTORY**  
GROW VITAMINS AT YOUR KITCHEN DOOR

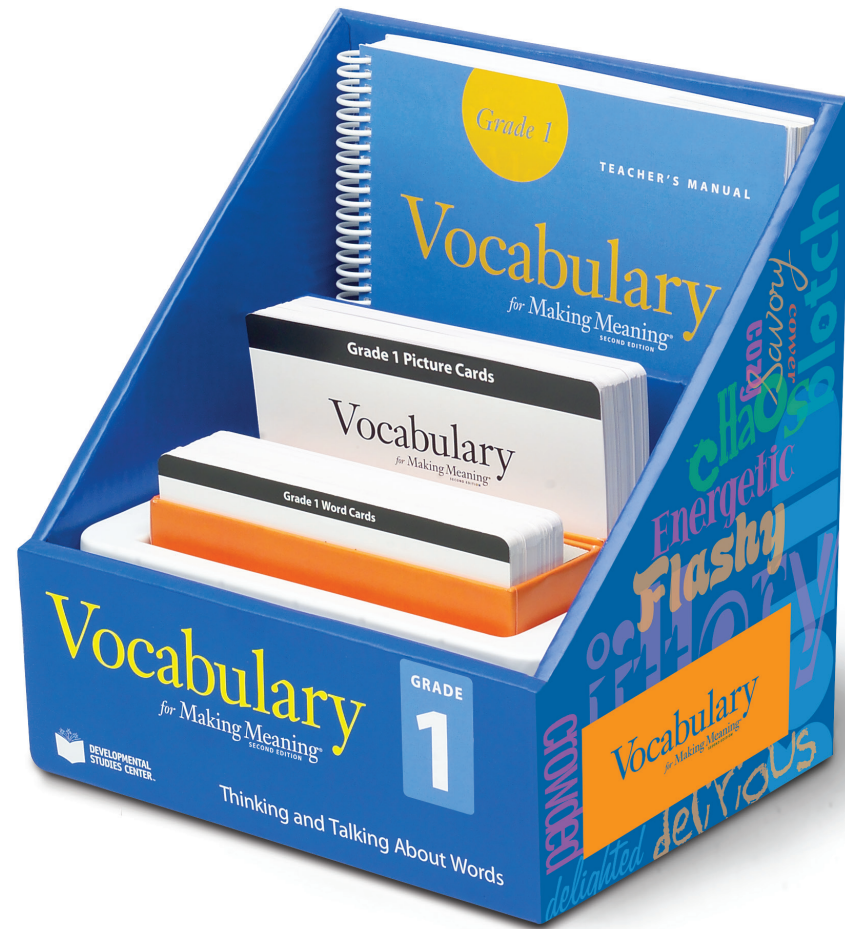
**SAVE SCRAP FOR VICTORY!**  
Save METALS  
Save PAPER  
Save RUBBER  
Save RAGS  
for disposal call Salvage  
LOC 7866

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Client: Developmental Studies Center  
 Project: Rosie the Riveter trade book—cover and spreads  
 Description: Written and published by DSC, this trade book is included in the Making Meaning® 2nd edition grade 5 teacher's package. The book tells the story of women in the workforce during World War II.

Publishing!



Client: Developmental Studies Center

Project: Making Meaning® Vocabulary teacher's package—boxed and exploded

Description: Interior and exterior packaging and print design for grades K–6 vocabulary support program to the main Making Meaning® program. Each package includes a teacher's manual, picture and word cards (word cards only for upper grades) and a wall chart.

Publishing!



Client: Developmental Studies Center  
Project: Guided Spelling™ classroom teacher's package—exploded  
Description: Interior and exterior packaging and print design for grades 1–6 spelling program, including a teacher's manual, student books, assessment book and illustrated wall cards or chart (upper grades)



Client: Developmental Studies Center  
Project: Being a Writer™ Support Kit for Pilots—handbook and CD-ROM  
Description: Facilitator's do-it-yourself professional development handbook and CD-ROM distributed by the Marketing team as a getting started tool for pilot schools using the Being a Writer program

Publishing!



Client: Developmental Studies Center  
Project: Lesson Study Support Kit facilitator's and teacher's kits—bagged and exploded  
Description: Interior and exterior packaging and print design for Lesson Study kits that support educators in collaborative lesson planning and peer-to-peer feedback. Each tote bag contains a Facilitator's Kit and/or a grade-level Teacher's Kit(s) that include handbooks, Blackline Master CD-ROMs, an instructional DVD, trade books, padded forms and welcome materials.

Publishing!



Client: Developmental Studies Center

Project: AfterSchool KidzLit® set—boxed and exploded

Description: Interior and exterior packaging and print design for grades K–8 after-school literacy program, featuring read-alouds, independent reading and activities that reinforce the stories. Each set contains a CD-ROM and Quick Tips Plus getting started handbook, along with trade books and accompanying guides.

Publishing!



Client: Developmental Studies Center  
Project: AfterSchool KidzMath™ Story Guides and Games—boxed and exploded  
Description: Completely refreshed exterior packaging design for grades K–5 after-school math program, featuring activities that reinforce math concepts such as multiplication, fractions, geometry, etc. Each kit contains all the materials needed to do the activities, and leader’s guides to assist in instruction.



Publishing!



Client: Developmental Studies Center

Project: AfterSchool KidzScience™ Life Science series

Description: Interior and exterior packaging and print design for grades 3–5 science series for after school. Each series features kits on various themes (Life Science, Green Science and Physical Science). Each kit contains experiment materials, printed material for the leader (handbooks, guides, question cards), and ancillaries that vary by kit (posters, games, photo cards, etc.)



Client: Developmental Studies Center

Project: AfterSchool KidzScience™ Colors in Nature kit (from the Life Science series)

Description: Interior and exterior packaging and print design for grades 3–5 science kits for after school. Kits feature experiments on various aspects of the series theme (Colors in Nature, Predators and Prey, Exploring Habitats and Beach Science). Each kit contains experiment materials, printed materials for the leader (handbooks, guides, question cards), and ancillaries which vary by kit (posters, games, photo cards, etc.)

