



Spotlight on Excellence: Folk Festival 2018 Poster Competition

TO: Dr. Salah E. Khelifaoui, Superintendent of Schools

FROM: Robin Desmond, Assistant Superintendent Curriculum, Instruction & Assessment *R. Desmond*

DATE: June 11, 2018

RE: *Spotlight on Excellence* – Folk Festival Foundation 2018 Poster Competition

The Spotlight on Excellence presentation for Wednesday, June 20, 2018 will feature the Folk Festival Foundation 2108 poster competition.

The Folk Festival Foundation partnered with Lowell High School's Graphic Design Program in 2015 to create a publicity poster competition. In class, students focus on visual strategies to promote the Folk Festival's key themes: Listen, Eat, Play, & Discover. This project provides the students with a unique, real life design experience as they work to meet the needs of a client with a specific objective, and it promotes connections between the student and his/her community.

This year, sophomore, Aileen Yim is the first place winner and her design will be used throughout the Merrimack Valley to publicize the 2018 Folk Festival. Aileen has been featured in the LPS City Wide art show at the Whistler house where she won first place for a digital artwork and she was featured in a revolving exhibit at the Jeanne D'arc Credit Union in Lowell. Aileen plans to continue her design studies next year in Advanced Graphic Design and Dual Enrollment Graphic Design courses.

I would like to thank Faye O'Leary, Graphic Design teacher, for providing the information for this report.