

EDUCATIONAL OPPORTUNITY PROGRAM

Campaign Review Book

Version 2

Eric Bryden

Designer. Founder. Musician. Gamer.

Three directions: Open Pathways / Shared Support / Forward Progress

Current concept sheets assembled for review — October 2026

AI-assisted imagery and sketch concepts; program details and audience assumptions need validation.

Independent portfolio exploration. Institutional approval is not claimed.

Reading Guide

The book follows the design process. Sheet numbers record the order the concepts were created.

03	Complete Campaign Vision	11	Print Materials and Outreach
	Sheet 16		Sheet 10
04	Audience and Message Strategy	12	Digital Content and Video Concepts
	Sheet 14		Sheet 07
05	Freehand Concept Exploration	13	Website Design Concepts
	Sheet 01		Sheet 08
06	Concept Development	14	Brand Standards Concepts
	Sheet 02		Sheet 09
07	Three Directions Mood Board	15	Front and Back Cover Concepts
	Sheet 03		Sheet 11
08	Concept Refinement	16	Brand Trust Principles
	Sheet 04		Sheet 13
09	Epic Logo Exploration	17	Creator Reflection
	Sheet 05		Sheet 12
10	Campaign Applications	18	Campaign Evaluation Plan
	Sheet 06		Sheet 15

Sheet 04 is an intermediate exploration; Sheet 05 introduces the stronger epic direction.

16 — The Complete Campaign Vision

Educational Opportunity Program • Purpose, Identity, Experience

More Than a Logo.

I am developing a connected EOP campaign that brings purpose, messaging, visual identity, and audience experience together.



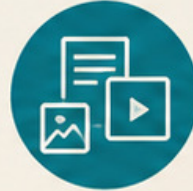
PURPOSE & AUDIENCE

Communicate opportunity, belonging, and progress to students, families, and supporters.



IDENTITY DIRECTIONS

Open Pathways • Shared Support • Forward Progress



CAMPAIGN MATERIALS

Campaign book • Print outreach • Social content • Website concepts • Video storyboards



TRUST & EVALUATION

Verify information, respect people, review feedback, and refine the work.

MY DESIGN APPROACH



Research



Sketch



Explore



Refine



Apply



Evaluate

Eric Bryden | Independent EOP redesign | AI-assisted layout | Version 2

14 — Audience & Message Strategy

Educational Opportunity Program • Proposed Campaign Audiences

STUDENTS



INFORMATION NEED

Understand EOP and find a clear next step.

MESSAGE DIRECTION

Explore the possibilities ahead.

CONTENT APPROACH

Clear introductions, resource links, and accessible formats.

FAMILIES



INFORMATION NEED

Understand the program and where to find reliable information.

MESSAGE DIRECTION

Learn about the support connected to EOP.

CONTENT APPROACH

Plain-language explanations and links to official information.

SUPPORTERS



INFORMATION NEED

Understand the campaign purpose and appropriate ways to get involved.

MESSAGE DIRECTION

Connect with a purpose that matters.

CONTENT APPROACH

Verified program context and authorized involvement links.

MESSAGE BEFORE MEDIUM

Match the message to the audience, then choose the platform and format.

Eric Bryden | Proposed audience strategy | AI-assisted layout | Version 2

These are DESIGN HYPOTHESES for campaign development, not interview findings, observed audience data, actual official EOP admissions/eligibility requirements.

01 — Freehand Concept Exploration

Educational Opportunity Program • Campaign Redesign • Version 2

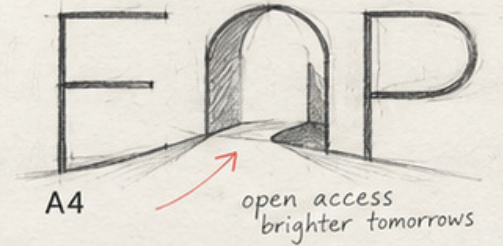
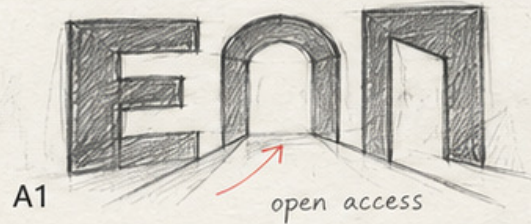
PURPOSE

Opportunity.
Belonging.
Progress.

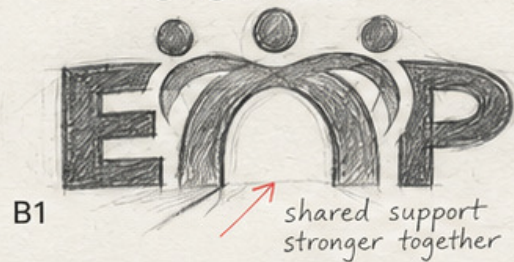
AUDIENCE

Students •
Families •
Supporters

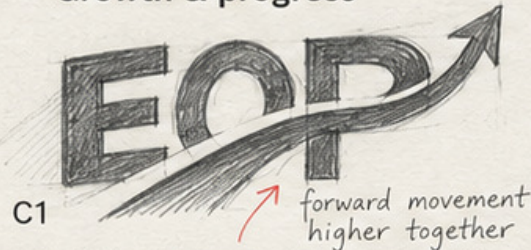
A — Open pathways



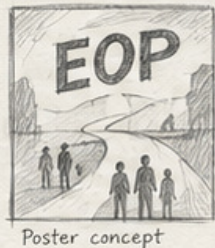
B — Belonging & support



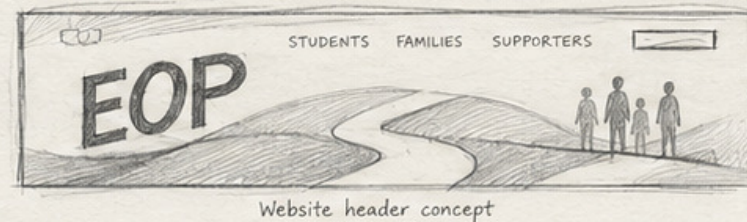
C — Growth & progress



CAMPAIGN APPLICATIONS (EXPLORATORY)



DIFFERENT
PATHS
BRIGHTER
POSSIBILITIES



People
Pathways
Progress



OPPORTUNITY
BELONGING
PROGRESS

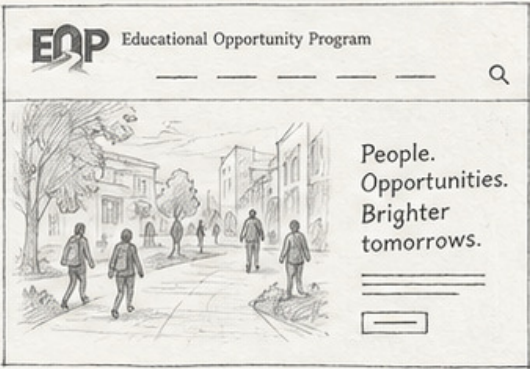
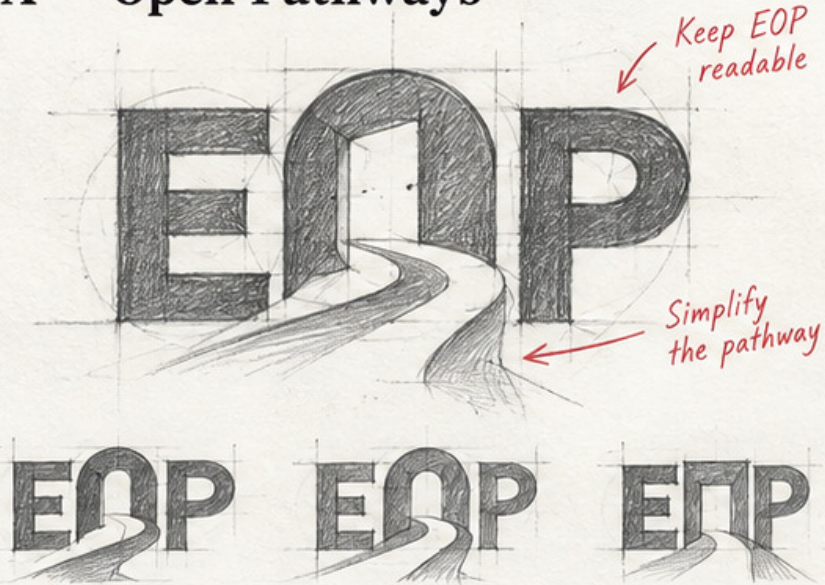
Explore first.
Refine after critique.

Eric Bryden | AI-assisted concept sketches | 2026

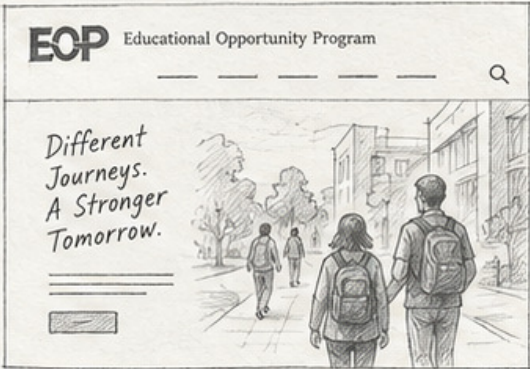
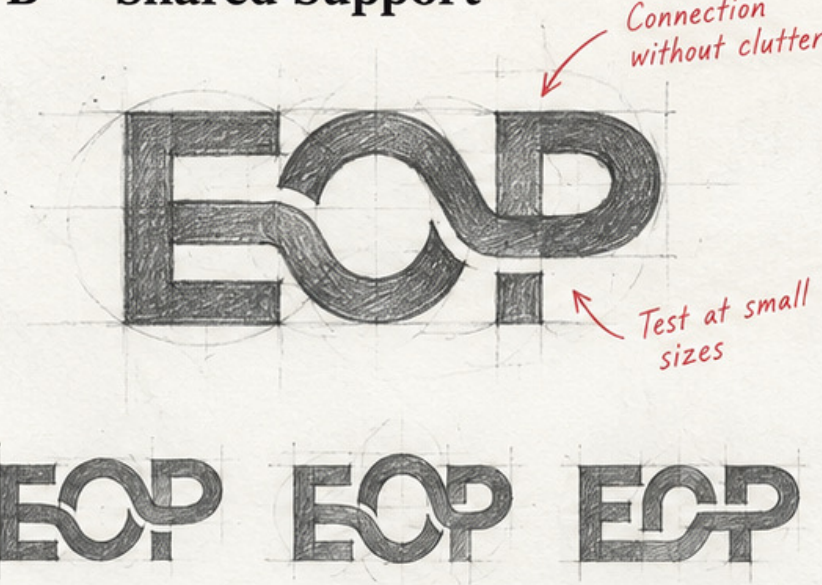
02 — Concept Development

Educational Opportunity Program • Campaign Redesign • Version 2

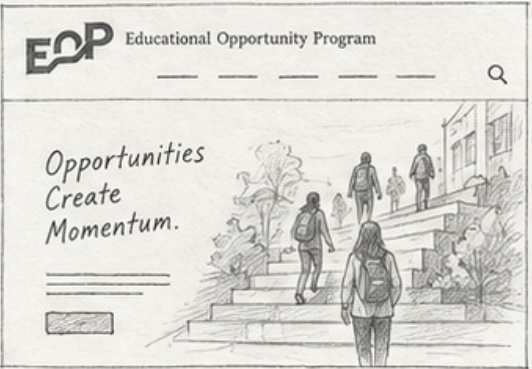
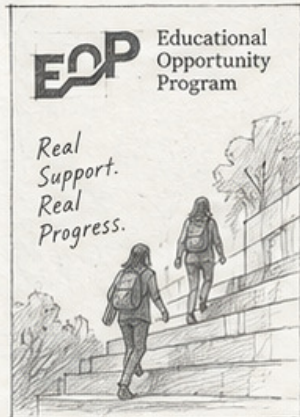
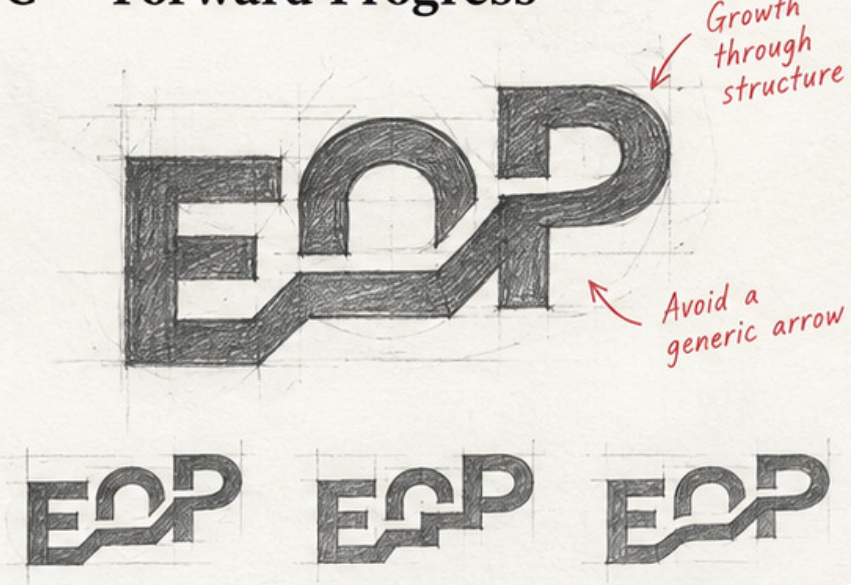
A — Open Pathways



B — Shared Support



C — Forward Progress



CRITIQUE CHECKPOINT

Does it express opportunity?

Is EOP easy to recognize?

Does it work in one color?

Can it support the whole campaign?

Eric Bryden | AI-assisted concept sketches | 2026

03 — Three Directions, One Purpose

Educational Opportunity Program • Visual Mood Exploration

A — Open Pathways

Access • Possibility • Welcome



CONCEPT PHOTOGRAPHY

Welcoming environment
Diverse perspectives
Forward-looking
Inclusive spaces



POSTER SKETCH



WEBPAGE SKETCH

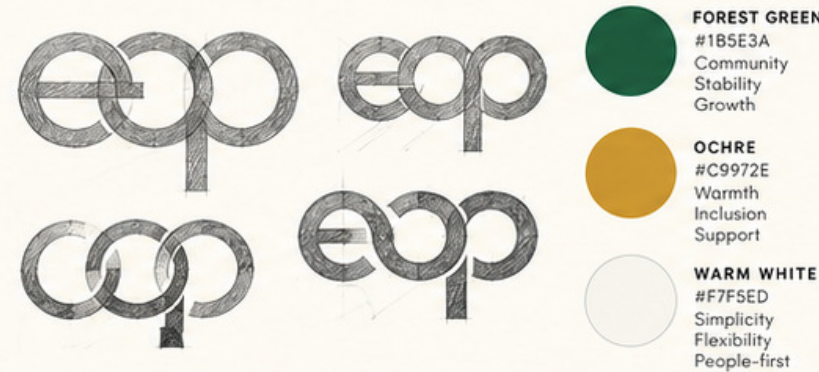


VISUAL ELEMENTS



B — Shared Support

Connection • Belonging • Community



CONCEPT PHOTOGRAPHY

Collaborative and supportive
Equal participation
Diverse perspectives
Belonging in action



POSTER SKETCH



WEBPAGE SKETCH



VISUAL ELEMENTS



C — Forward Progress

Growth • Confidence • Momentum



CONCEPT PHOTOGRAPHY

Moving forward together
Confidence and opportunity
Diverse perspectives
A positive next step



POSTER SKETCH



WEBPAGE SKETCH



VISUAL ELEMENTS



SHARED BRAND FOUNDATION

Clear information • Respectful stories • Consistent identity • Accessible communication

Eric Bryden | AI-assisted visual exploration | 2026

04 — From Sketch to Refined Concept

Educational Opportunity Program • Three directions in development

A — Open Pathways

EXPLORATION SKETCH (THUMBNAIL)



REFINED CONCEPT



Educational Opportunity Program

Simplify the pathway.

APPLICATIONS



Educational Opportunity Program



Educational Opportunity Program



Educational Opportunity Program

B — Shared Support

EXPLORATION SKETCH (THUMBNAIL)



REFINED CONCEPT



Educational Opportunity Program

Keep each letter distinct.

APPLICATIONS



Educational Opportunity Program



Educational Opportunity Program



Educational Opportunity Program

C — Forward Progress

EXPLORATION SKETCH (THUMBNAIL)



REFINED CONCEPT



Educational Opportunity Program

Balance the rising rhythm.

APPLICATIONS



Educational Opportunity Program



Educational Opportunity Program



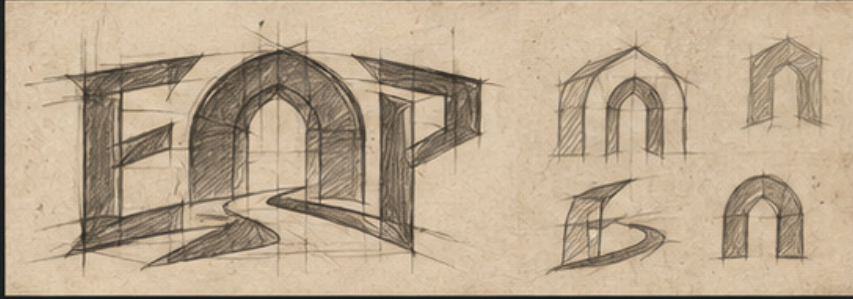
Educational Opportunity Program

NEXT: TEST BEFORE FINALIZING

Recognition • Small-size readability • One-color reproduction • Campaign consistency

Eric Bryden | AI-assisted design exploration | 2026

EOP — EPIC IDENTITY EXPLORATION



A / OPEN PATHWAYS



Educational Opportunity Program



Educational Opportunity Program



B / SHARED SUPPORT



Educational Opportunity Program



Educational Opportunity Program



C / FORWARD PROGRESS



Educational Opportunity Program

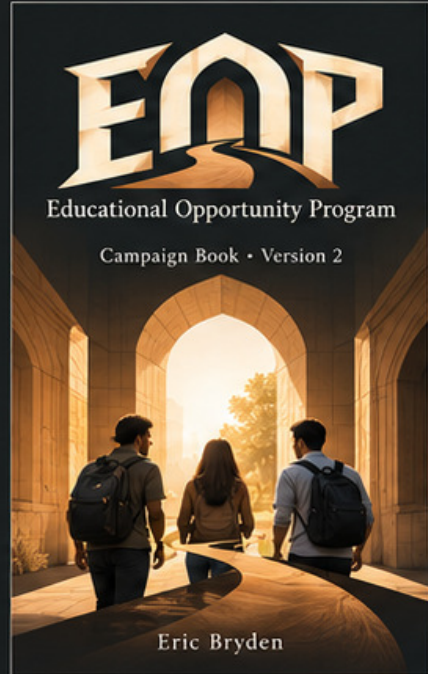


Educational Opportunity Program

Eric Bryden | AI-assisted concepts | Version 2

06 — Campaign Applications

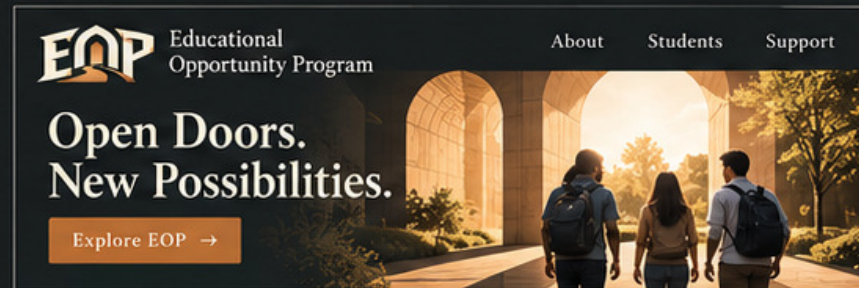
A — Open Pathways



BOOK COVER CONCEPT

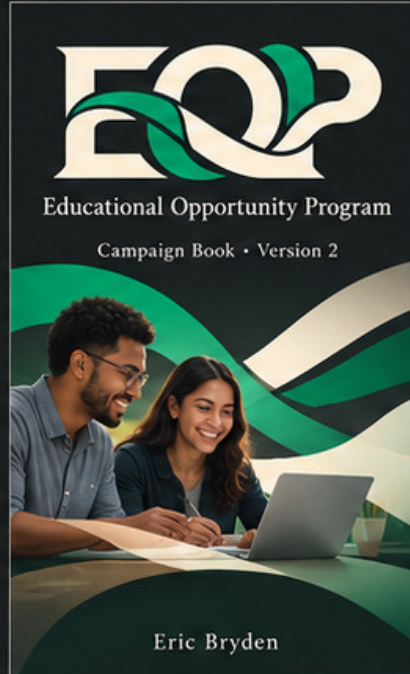


POSTER CONCEPT



WEBSITE HEADER CONCEPT

B — Shared Support



BOOK COVER CONCEPT

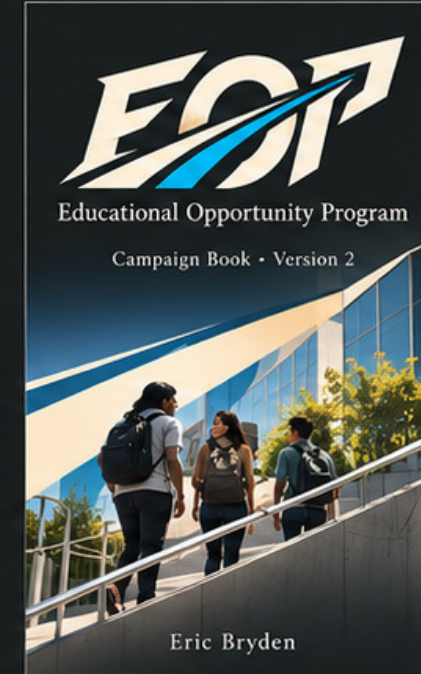


POSTER CONCEPT

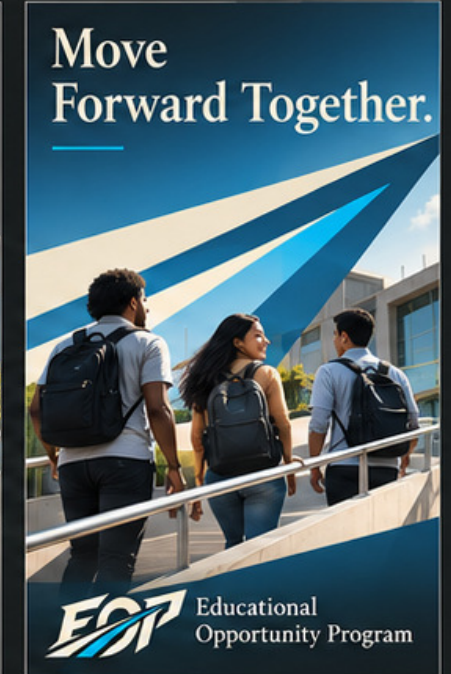


WEBSITE HEADER CONCEPT

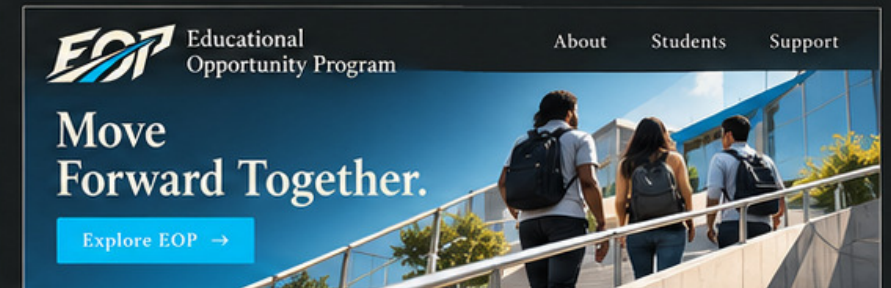
C — Forward Progress



BOOK COVER CONCEPT



POSTER CONCEPT



WEBSITE HEADER CONCEPT

One identity system across print and digital.

Eric Bryden | AI-assisted campaign concepts | Version 2

10 — Print Materials & Outreach

Educational Opportunity Program • Coordinated Print • Concepts

A — OPEN PATHWAYS

TRI-FOLD BROCHURE CONCEPT (OPENED FLAT)



OUTREACH FLYER



INFORMATION CARD

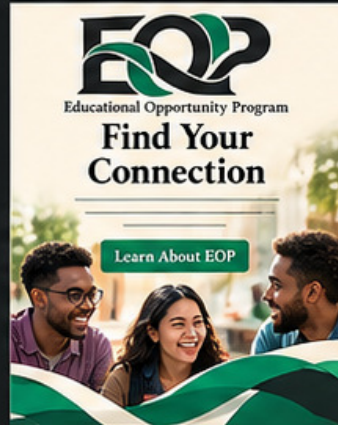


B — SHARED SUPPORT

TRI-FOLD BROCHURE CONCEPT (OPENED FLAT)



OUTREACH FLYER



INFORMATION CARD

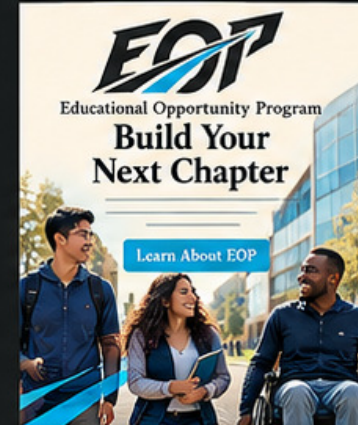


C — FORWARD PROGRESS

TRI-FOLD BROCHURE CONCEPT (OPENED FLAT)



OUTREACH FLYER



INFORMATION CARD

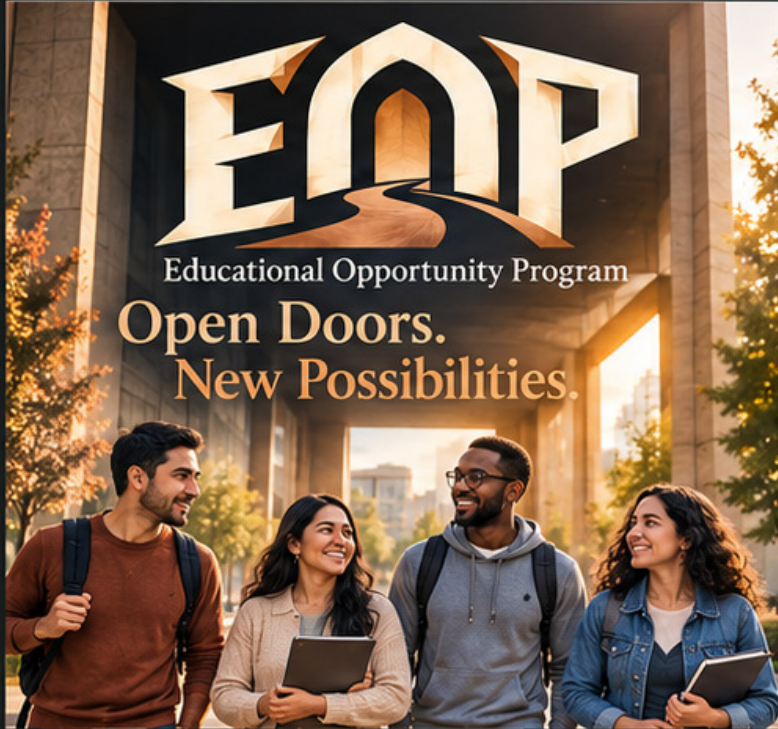


PRINT PRODUCTION CHECKS | Proofread copy • Confirm contact details • Set bleed • Check color proofs

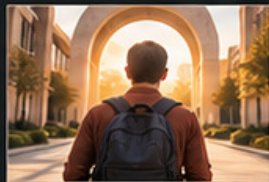
Eric Bryden | AI-assisted print concepts | Version 2

07 — Digital Content & Video Concepts

A — OPEN PATHWAYS



VIDEO STORYBOARD — 15 SECONDS



0–5s
A new path



5–10s
Explore possibilities



10–15s
Explore EOP

B — SHARED SUPPORT



VIDEO STORYBOARD — 15 SECONDS



0–5s
Start a conversation



5–10s
Build connections



10–15s
Explore EOP

C — FORWARD PROGRESS



VIDEO STORYBOARD — 15 SECONDS



0–5s
Take the first step



5–10s
Move forward together



10–15s
Explore EOP

PLAN FOR PRODUCTION | Captions • Readable overlays • Licensed audio • Clear call to action

Eric Bryden | AI-assisted digital concepts | Version 2

08 — Website Design Concepts

Educational Opportunity Program • Desktop & Mobile Exploration

A — OPEN PATHWAYS



Consistent identity

B — SHARED SUPPORT



Clear navigation

C — FORWARD PROGRESS



Responsive layout

DESIGN FOR USE

Readable text • Keyboard navigation • Image descriptions • Reduced motion

Eric Bryden | AI-assisted website concepts | Version 2

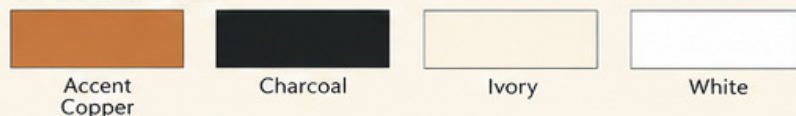
09 — Brand Standards Concepts

Educational Opportunity Program • Three identity systems in development

A — Open Pathways



COLOR ROLES



TYPE HIERARCHY

Opportunity starts here.

Clear information. A useful next step.

LOGO HANDLING



Keep breathing room around the mark.

VISUAL LANGUAGE



IMAGE DIRECTION Welcoming spaces



B — Shared Support



COLOR ROLES



TYPE HIERARCHY

Opportunity starts here.

Clear information. A useful next step.

LOGO HANDLING



Keep breathing room around the mark.

VISUAL LANGUAGE



IMAGE DIRECTION Connection in action



C — Forward Progress



COLOR ROLES



TYPE HIERARCHY

Opportunity starts here.

Clear information. A useful next step.

LOGO HANDLING



Keep breathing room around the mark.

VISUAL LANGUAGE



IMAGE DIRECTION Progress together



SHARED COMMUNICATION PRINCIPLES

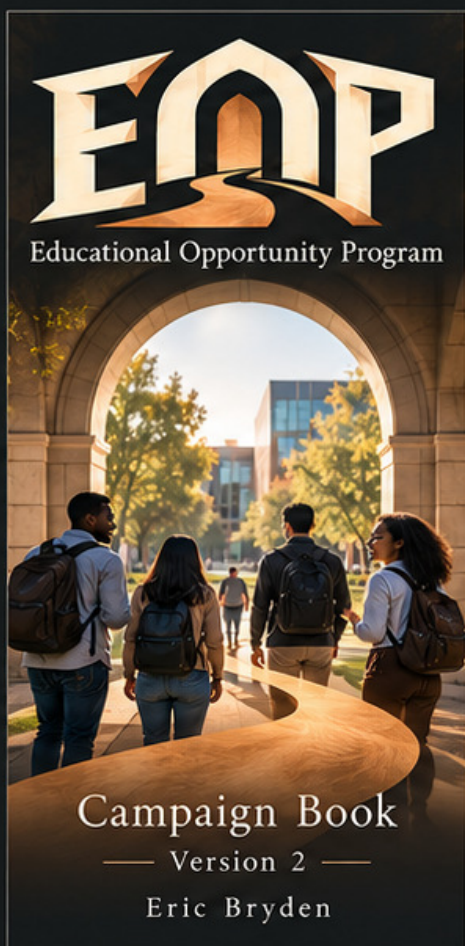
Accurate claims • Respectful representation • Clear language • Consistent presentation

Eric Bryden | AI-assisted standards concepts | Version 2

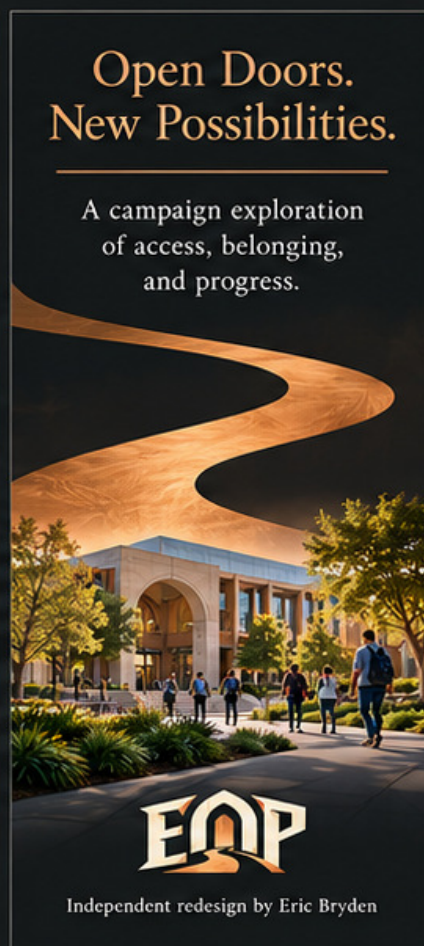
11 – Front & Back Cover Concepts

Educational Opportunity Program • Campaign Book • Version 2

A – OPEN PATHWAYS



FRONT COVER



BACK COVER

B – SHARED SUPPORT



FRONT COVER



BACK COVER

C – FORWARD PROGRESS



FRONT COVER



BACK COVER

Eric Bryden | AI-assisted cover concepts | 2026

13 — Building a Brand People Can Trust

Educational Opportunity Program • Brand Principles

Trust grows from what a brand *does*.

I want my EOP campaign to communicate opportunity with honesty, clarity, and respect.



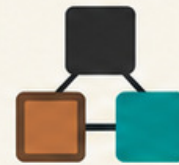
Purpose

Make the mission clear and give people a useful next step.



Accuracy

Verify program information before making public claims.



Consistency

Keep the message, identity, and experience connected.



Respect

Represent students with dignity and obtain permission for real stories.



Transparency

Credit sources and explain how AI supports the work.



Follow-Through

Keep information current and respond to questions.

MY CREATIVE STANDARD

Across DRC, DRM, and DRG, I want my design, music, and gaming presence to reflect the same values I bring to this campaign.

Eric Bryden | Proposed brand principles | AI-assisted layout | Version 2

12 — The Creator Behind the Campaign

Eric Bryden • Designer • Founder • Musician • Gamer

One Creator. Connected Identities.

My EOP redesign connects my design background with the creative identity I am building today.



DRC

Draconic Realms Creations

As founder and creator, I connect purpose, design, and storytelling.



DRM

Draconic Realms Music

As a musician, I bring my voice and emotion into my creative work.



DRG

Draconic Realms Gaming

As a gamer, I explore identity, imagination, and community.



MY COM-540 CONNECTION

I can express different sides of myself while keeping my values consistent: authenticity, integrity, creativity, and respect.

EOP is the campaign subject. DRC, DRM, and DRG identify my creative roles.

Eric Bryden | AI-assisted reflection layout | Version 2

15 — Campaign Evaluation Plan

Educational Opportunity Program • Test, Learn, Refine

A strong design needs a clear purpose.

I will compare all three directions through feedback and practical checks before choosing a final identity.



Open Pathways • Shared Support • Forward Progress

01



Recognition

Can viewers read EOP and connect it with Educational Opportunity Program?

02



Message Clarity

Can students, families, and supporters understand the message and next step?

03



Practical Use

Does the identity stay clear on a phone screen, printed page, and one-color version?

04



Audience Feedback

What feels welcoming, memorable, confusing, or difficult to use?



EVIDENCE TO COLLECT

Feedback notes • Readability observations • Link checks • Revisions

MY COM-540 REFLECTION

I will explain what I changed, why I changed it, and how the evidence supports my decisions.

Eric Bryden | Proposed evaluation plan | AI-assisted layout | Version 2

From Concepts to Production

Identity

Redraw each selected logo as a clean vector and check lettering, spacing, and small-size use.

Campaign book

Complete research, source citations, program context, and final editable page layouts.

Print outreach

Build separate editable brochures, flyers, and cards; add verified copy and print specifications.

Social content

Export individual posts, write captions, credit imagery, and document actual publication.

Website

Build responsive pages with real text, verified links, keyboard access, and image descriptions.

Video

Produce the storyboard sequences with narration, captions, audio, and appropriately cleared assets.

Evaluation

Collect real feedback and evidence before writing conclusions about effectiveness.

COM-540: this supporting case study complements the required cited papers and presentations.