



industry work + descriptions

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ropermountain.org

Company

Roper Mountain Science Center

Medium

Branding

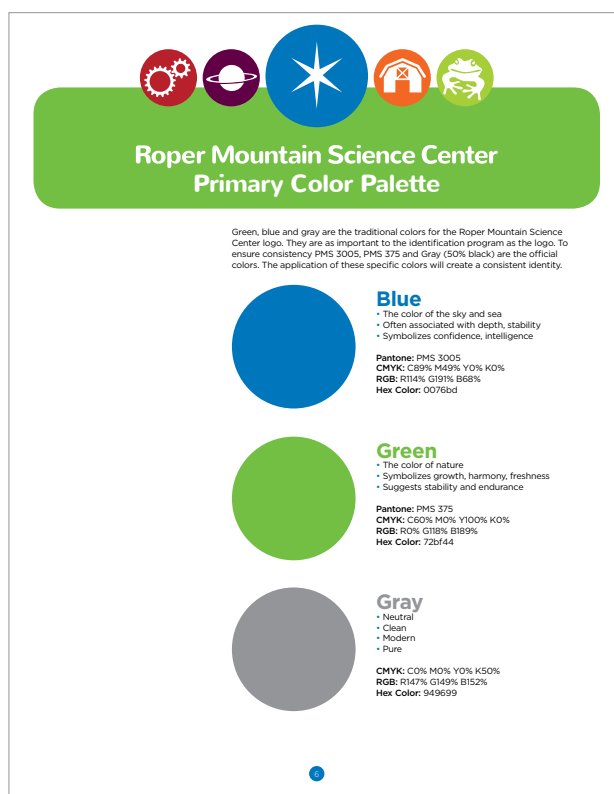
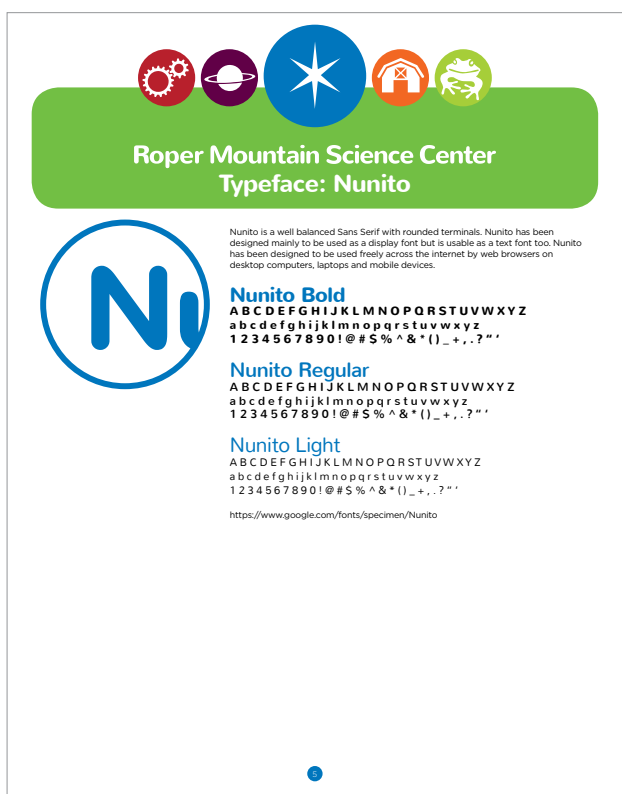
Background

In summer 2014, RMSC approached me head the creative department and spearhead an update to their outdated brand. I'm working extensively with the administrative team to set the creative philosophy and ensure their brand reflects RMSC's vitality and energy. I'm responsible for all creative aspects of design, branding and advertising reaching from traditional print and responsive web-based to social media and environmental solutions. My proven expertise in these varied consumer touch points ensures RMSC's communications encourage a consistent and engaged dialogue with the consumer no matter the medium.

Dean James Ballas

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ropermountain.org

Interactive

Includes utilizing the most innovative digital technologies (e.g. responsive interactive design, HTML5 and CSS3), mobile, social, presentations, UX, etc.

The screenshot displays the Roper Mountain Science Center website with a blue navigation bar containing links: Home, Educators, Public Programs, What's Here, How To, Support, and About. The main content area features several promotional tiles:

- 2015 Summer Exploration Camps:** Activity-based camps that mix learning and fun! (Accompanied by a smiling sun icon wearing sunglasses).
- 2nd Saturday - STEM Fest 2015:** February 14, 2015, 9:00 a.m. - 1:00 p.m. As part of Engineering Day 2015, RMSC will showcase local industry and education STEM partners. Each year Engineering Day reaches over 1,400 visitors. Join us in celebrating STEM in our community! View the poster. Get tickets on-line!
- Friday Starry Nights:** "Perfect Little Planet" 7:00 p.m. Fridays. "Extreme Planets" 8:30 p.m. Fridays. Click here for show information and to download the Friday Starry Nights flyer. Get tickets on-line!
- Connect With Us!** Social media icons for Facebook and YouTube, a "Get Email Updates" section with an email address field and a "JOIN" button.
- Donate Now:** Invest in innovative science, STEM, and social studies education for our children. (Accompanied by a green dollar sign icon and a "GO" button).
- Summer Explorations:** More than 90 camps this summer means something for everyone! Click here to see our full schedule of camp offerings.
- 2014-2015 Educator's Directory:** Learn about the unique, hands-on, and standards-based offerings by clicking on the link. Educator's Directory Registration Form.
- Friday Starry Nights Planetary Shows:** 7:00 p.m. & 8:30 p.m. Tickets Include: Feature Show, Live Sky Talk, Mars Rollercoaster, Telescope Viewing. Fees: \$5 Adults & Teens; \$4 Sr. Ctz. & children ages 5-12; FREE for RMSCA Members and children under age 5.
- Science on Wheels:** Bring a Roper Mountain science presentation directly to your site. We can visit your library, camp, school family night or other public event. For school programs click here. For public programs click here.
- The Spirit of Einstein Awards!** Celebrate innovative science education and achievement! Enjoy the Spirit of Einstein Awards, comedy, science demonstrations, live auction and more. March 14, 2015. Join us!
- 2nd Saturdays:** February 14, 2015 STEM Fest 2015. March 14, 2015 Nanotechnology & Pi Day. Fees: \$6 Adults & Teens; \$5 Sr. Ctz. & children ages 5-12; FREE for RMSCA Members and children under age 5.

A smartphone in the bottom left corner displays the mobile version of the website, showing the Roper Mountain Science Center logo and a "Menu" button. The footer of the website includes a search bar, contact information (355.8900, 664.355.8948), and a "Policies" link.

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ropermountain.org

Customer Relationship Management: Email

Continually formulate ways to cut cost, connect with people, increase efficiency, drive content, and elicit customer response.

- Designed for default images off so message still comes across without images.
- Purpose-built emails: read me, buy me, or join me categories.
- Join me emails depend on good copywriting (concise, easy to read), low number of images, and 16+ point size typography.
- Contains mobile-friendly and responsive email attributes following the mantra “one eyeball, one thumb, and arm’s-length.”



Blueberry Festival

Blueberry Festival Sponsored by Whole Foods

Blueberry Lane
Located on the walkway between the Hall of Natural Science and the Living History Farm, this is your place to purchase all things blueberry!

Vendors include:

- Whole Foods
- Bruster's Real Ice Cream
- Gentry Farms
- Great Harvest Bread Company
- Hardy Berry Farm
- Henson Plants
- Marvelous Pies
- Red Clay Goat Farm
- and More!

Fun For The Whole Family!

Harrison Hall of Natural Science

- **Discovery Rooms:** Blue-tiful butterfly craft and blueberry dissection
- **Rainforest:** Blueberry bubblegum blowing contest at 10:00 a.m.
- **Ecology Lab:** Use blueberry paint to create fruit-i-ful pictures.
- **Marine Lab:** View and touch live animals.

History Farm

- Traditional Indigo dying
- Blueberry crafts and contests
- American traditions in cooking presented by Slow Food Upstate.
- Greenville Woodworkers Guild lathe turning demonstration.

Baking Contest
Sign up at 11:30 a.m. in front of the Kitchen Cabin on the Living History Farm. Sign up at the Kitchen Cabin by 11:15 a.m. Contestants are selected to participate by random.

Site Links

- Home
- Educators
- Public Programs
- What's Here
- Support
- How To
- Contact Us
- Acceptable Use Policies
- Copyright Policy
- Privacy Policy

Roper Mountain Science Center

Greenville County Schools
Where Enriching Begins!

Roper Mountain Road Greenville, SC 29615 P 864.355.8900 F 864.355.8948

RoperMountain.org

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Customer Relationship Management: Email

Continually formulate ways to cut cost, connect with people, increase efficiency, drive content, and elicit customer response.

- Designed for default images off so message still comes across without images.
- Purpose-built emails: read me, buy me, or join me categories.
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- Contains mobile-friendly and responsive email attributes following the mantra "one eyeball, one thumb, and arm's-length."

Friday Starry Nights

Now Showing in the Giant Dome Theater & Planetarium




New Planetarium Shows begin July 10

Feature Show: Cowboy Astronomer
7:00 p.m. – 8:00 p.m.

We will learn about motion in the heavens, unseen wonders in the sky and the seasonal nature of the heavens with a delightful cowboy tale. Recommended for all ages.

Feature Show: Sunstruck
8:30 p.m. – 9:30 p.m.



Discover the wonders of our sun. Its incredible energy has supported life on earth for millennia, but is now threatening our technology and way of life. Travel to the distant future to discover our sun's connection to the universe's cosmic cycle of life and death. Recommended for Ages 10 – Adult. Sponsored by RMSC Association.

Full-Dome Planetarium and Observatory

for a night under the stars!

the 50' giant dome as we immerse you in a Full-dome movie with 360 degree views and amazing sound. Then join our astronomer as we explore our "Carolina Skies" and learn about spot planets, bright stars and constellations. Conclude your shows with the popular "ride" on Jupiter's moon, Europa. After the shows, join our Astronomers in the Observatory for a spectacular view through the 23 inch refractor telescope.

Site Links

- Home
- Educators
- Public Programs
- What's Here
- Support
- How To
- Contact Us
- Acceptable Use Policies
- Copyright Policy
- Privacy Policy

Roper Mountain Road Greenville, SC 29615 P 864.355.8900 F 864.355.8948

RoperMountain.org



ropermountain.org

Customer Relationship Management: Membership

Continually formulate ways to cut cost, connect with people, increase efficiency, drive content, and elicit customer response.

Partner with business leaders and individuals who believe in the importance of STEM education for all ages, and who value having a superior Science Center in our community.

RMSC is uniquely positioned as a public-private partnership (affiliated with Greenville County Schools) to offer engaging and informative programs for visitors, memorable field trips for students and state-of-the-art training for teachers.



**Roper Mountain
Science Center**

Give Them Something Extraordinary!
Purchase a gift membership to Roper Mountain Science Center

RoperMountain.org

Roper Mountain

**Individual, family or
membership, receive:**

— entertaining events showcasing

— Hooper Planetarium shows and
Daniel Observatory viewing weekly Jan. - Nov.

- Free membership in the Association of Science-Technology Centers
Passport Program for admission to over 350 science centers and museums
- Early notice and discounts on Summer Science Camps

For more information, call Diane at 864.355.8902

Purchase at RoperMountain.org



Complimentary Pass

Admit One Free

January — November Only

Program Information: 355.8900 or RoperMountain.org
Expires 11/20/15

Pass can be used for entrance into one show only!



**The Spinx Company
Community Partner**

Admit One Free

January — November Only

Program Information: 355.8900 or RoperMountain.org
Expires 10/30/15

Friday Starry Nights



**Roper Mountain
Science Center**

RoperMountain.org



**Roper Mountain
Science Center**

**Second Saturday
RoperMountain.org**

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ropermountain.org

Advertising Promotion

This design example utilizes an all-encompassing, holistic communication approach that integrates print, digital, social, and environmental mediums.



Space Day!

LOCKHEED MARTIN

9:00 a.m. – 1:00 p.m.

Meet NASA Astronaut Roger Crouch!
Space Day is an award-winning educational initiative that seeks to advance science, technology, engineering, and mathematics education. It also helps to inspire young people to realize the vision of our space pioneers.

Program details
Admission: \$6 for adults and teens, \$5 children 5-12 and seniors.
There is no admission charge for children under 4 or for members of the RMSC Association.

Contact: vmosher@greenville.k12.sc.us


Roper Mountain Science Center
2ND SAT
Second Saturday
Saturday May 9, 9:00 a.m. – 1:00 p.m.
RoperMountain.org

GREENVILLE COUNTY SCHOOLS
Where Enriching Begins

Space Day!

Saturday May 9 | 9:00 a.m. – 1:00 p.m.
RoperMountain.org

Outdoor Signage



Join us to
Flip the Switch
to start up our new solar panels!

Wednesday, November 19
3:30 p.m. – 4:00 p.m.
Roper Mountain Science Center
Symmes Hall of Science

The Solar Panel Project turned on —

- See 84 solar panels at work
- Watch the data-monitoring dashboard for output
- Observe students in a new hands-on STEM lab activity
- Hear about the learning potential in Greenville and beyond

Roper Mountain Science Center Association
A 402 Roper Mountain Road
Greenville, SC 29615
P 864.355.8900 F 864.355.8948
RoperMountain.org

GREENVILLE COUNTY SCHOOLS
PALMETTO CLEAN ENERGY
LOCKHEED MARTIN
DUKE ENERGY



2ND SAT
Second Saturday
When In Rome
September 13, 9:00 a.m. – 1:00 p.m.

Roper Mountain Science Center will be conquered by the VI Roman Legion!
Re-enactors from one of the greatest and most advanced civilizations that the world has ever known will share the military might, engineering genius, and ancient technology of the Roman Empire.

Visitors can enjoy costumed Roman soldiers demonstrating the drilling, combat techniques and military devices that enabled them to conquer a vast empire. Furthermore, while at the military camp, you can learn about the catapult, the "scorpion", and swords used for conquest. Aside from the military aspects of ancient Rome, the advanced engineering techniques will also be showcased.

In the Harrison Natural Science building guests can meet and hold snakes, spiders, insects, and learn about the Hercules beetle. Discover how to write as the Romans did on papyrus with reed pens and make your own bookmark. In addition, guests can watch the FIRST LEGO League kick off challenge in the Symmes Hall of Science between 10 a.m. – 1 p.m.

Program details
Admission: \$6 for adults and teens, \$5 children 5-12 and seniors. There is no admission charge for children under 4 or for members of the RMSC Association. Roper Mountain Science Center is owned and operated by Greenville County Schools as an educational resource for teachers, students, and families.

Roper Mountain Science Center
A 402 Roper Mountain Road
Greenville, SC 29615
P 864.355.8900 F 864.355.8948
RoperMountain.org

GREENVILLE COUNTY SCHOOLS
Where Enriching Begins

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ropermountain.org

Event Invitation

This design example utilizes an all-encompassing, holistic communication approach that integrates print, digital, social, and environmental mediums.

Celebrate innovative science education and achievement with the Spirit of Einstein Awards!

On Einstein's Birthday
Saturday, March 14, 2015
Reception 6:00 p.m., Dinner 7:30 p.m.
Fluor Cafeteria

Comedy, science demonstrations and live auction
Have fun while you support our kids!
Business attire • Lab coats optional and welcomed

Proceeds benefit over 50,000 children from our public, private and home schools for hands-on, real-world learning in STEM (science, technology, engineering, math) and SC history.

Purchase a table for 8 with preferred seating for \$1,000 or individual tickets for \$100 at RoperMountain.org

For more information, go to
RoperMountain.org or call 864.355.8902

Roper Mountain Science Center
402 Roper Mountain Road
Greenville, SC 29615

It's relative!
Happy Birthday Einstein!

A Relatively Atomic Einstein Event!

FLUOR **GREENVILLE HEALTH SYSTEM** **GREENVILLE JOURNAL**

Roper Mountain Science Center

Invitations and postcards

Home Educators Public Programs What's Here How To Support About

Roper Mountain Science Center

It's relative!
Happy Birthday Einstein!

Celebrate the Spirit of Einstein Awards!
Saturday, March 14, 2015

2nd Saturday - STEM Fest 2015
February 14, 2015
9:00 a.m. - 1:00 p.m.

As part of Engineering Day 2015, BMSC will showcase local industry and education STEM partners. Each year Engineering Day reaches over 1,400 visitors. Join us at celebrating STEM in our community! View the poster.

Get tickets on-line!

Friday Starry Nights
"Perfect Little Planet" 7:00 p.m. Friday
"Extreme Planets" 8:30 p.m. Friday

Click here for show information and to download the Friday Starry Nights Flyer!

Get tickets on-line!

BLAST!

Registration for BLAST! is now open.
Click here to select your school.

The Spirit of Einstein Awards!

Celebrate innovative science education and achievement! Enjoy the Spirit of Einstein Awards, comedy, science demonstrations, live auction and more. March 14, 2015. Join us!

Friday Starry Nights
Planetary Show:
7:00 p.m. & 8:30 p.m.

Tickets Includes:
• Feature Show
• Live Sky Talk
• More Fun Activities!

Connect With Us!
Facebook Twitter
Get Email Updates
Email Address JOIN

Donate Now
Invest in innovative science, STEM, and space studies education for our children.

Home Educators Public Programs What's Here How To Support About

Roper Mountain Science Center

You are Invited to Celebrate Einstein's Birthday!

Join us to celebrate innovative science education and achievement on Albert Einstein's birthday. Honor the recipients of the Spirit of Einstein Awards and have fun while supporting our children. At this relatively atomic Einstein event, laugh at comedy, be awed by science demonstrations, glimpse incredible STEM learning, bid at the live auction.

This evening will bring together business and community leaders, outstanding educators, generous supporters and Roper Mountain volunteers to celebrate one of the world's most renowned scientists in support of our region's foremost entity focusing on STEM (science, technology, engineering, math) education for our children. Proceeds benefit over 50,000 children from our public, private and home schools for hands-on, real-world learning.

Saturday, March 14, 2015 - Reception 5:00 p.m., Dinner 7:30 p.m. - Fluor Cafeteria
100 Fluor Dental Drive, Greenville, SC 29637 (main entrance from Mall Connector Rd.)
Business attire - Lab coats optional and welcomed

Tickets and Sponsorships

- Individual Tickets - \$100 per person
- Spokes Table Sponsor - \$1,800
- Relativity Sponsor - \$2,000
- Big Bang Sponsor - \$5,000
- Sponsorship details

Purchase your individual tickets, table or sponsorship online using Visa, Mastercard or Discover or in person at Roper Mountain Science Center Association, 402 Roper Mountain Rd., Greenville, SC 29615. For more information about individual tickets, call 255.8902; for more information about sponsorships, call 255.8837.

Big Bang Sponsors
FLUOR **GREENVILLE HEALTH SYSTEM** **GREENVILLE JOURNAL**

Roper Mountain Science Center

Schools
K-12 Schools

Site Links

- Home
- Educators
- Public Programs
- What's Here
- Support
- How To
- Contact Us
- Acceptable Use Policies
- Copyright Policy
- Privacy Policy

Connect With Us!
Facebook Twitter
Get Email Updates
Email Address JOIN

A 402 Roper Mountain Road, Greenville, SC 29615 P 864.355.8900 F 864.355.8906

RoperMountain.org

Interactive/Social promotion

Dean James Ballas

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deanballas@yahoo.com | 404.217.9018 | dezinroque.com

ropermountain.org

Program Promotion

This design example utilizes an all-encompassing, holistic communication approach that integrates print, digital, social, and environmental mediums.



Roper Mountain Science Center

2015 Summer Adventures
June - August programs offered ONLY on dates listed on page 2
For Groups and Individuals

GIANT DOME THEATER AND HOOPER PLANETARIUM

SYMMES HALL OF SCIENCE

Our 50-foot Dome Screen = Awe-inspiring Shows Every Tuesday and Wednesday!
Featuring a Thrilling Full-immersion image with Surround Sound. Each show includes the popular "Rollercoaster."

Astronaut
What does it take to become an astronaut? The exploration of space is the greatest endeavor that humankind has ever undertaken. Take part in this incredible journey!

Cowboy Astronomer
We will learn about motion in the heavens, unseen wonders in the sky and the seasonal nature of the heavens with a delightful cowboy tale.

Dark Star Adventure
Join a cast of animated characters for an engaging "lost in space" storyline, roller coaster ride special effects, and a winning combination of science and entertainment.

Enchanted Reef
Journey to an endangered reef whose colorful inhabitants live in peace until a volcano erupts and threatens to destroy the magic. Now it's up to our heroes to save the reef.

Flight Adventures
How has NASA's research and advancements made space travel possible? This multimedia show explores the science, technology, and history of flight.

Force 5
Feel the fury as we experience extreme weather with the greatest storms on earth and our solar system.

Little Star
Follow Little Star in his search for planets of his own to protect and warm. Along the way, he meets other stars and learns what makes each star special. Recommended for younger audiences.

Oasis In Space
Journey with us on a startling and beautiful voyage through our universe, galaxy, and solar system in search of water and water worlds like Earth.

Perfect Little Planet
Imagine the ultimate space vacation! Discover our solar system through a set of new eyes - an animated family from another star system seeking the perfect vacation spot.

Science comes to life on **Thursdays** in our 300 seat Hipp Auditorium with engaging, fun, and interactive programs including:

All New Exciting Stage Shows!

Castaway!
Oh no! The **Nutty Professor** is stranded on a deserted island. Help him use science to learn to survive.

Fun Mission to Space
Blast off with the **Nutty Professor** on an exciting journey to the planets. Explore our solar system with chilling and peculiar demonstrations.

Ice Age
Journey through the enchanted forest of Merlin the Wizard with our **Nutty Professor**. We'll make murky mists and have other icy adventures.

It's a Breeze
Be amazed by the power of air pressure. These experiments are guaranteed to BLOW the audience away!

Science Magic
Abracadabra! It may look like magic, but it's really science. Can you trust your eyes? We'll help you find out...

Super Cool Science!
Witness the effects of extremely low temperatures on different states of matter and explore the changes that these super cool substances can cause!

Power Up!
Experience the power of electricity and light using the high frequency Tesla coil, Jacob's ladder, Van de Graaff generator, and extremely amplified lasers!

Show schedule dates and times are listed on page 2!

Dean James Ballas

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Editorial Design

This design example utilizes an all-encompassing, holistic communication approach that integrates print, digital, social, and environmental mediums.



Summer Exploration Camps
Roper Mountain Science Center

Look for the icon to see the latest camp offerings for your age group.

Register Online at RoperMountain.org

Members only online registration Monday, February 16 through Wednesday, February 18

Monday, February 16 is online member registration only, beginning 7:00 a.m. No walk-in registration.

Public registration opens online Thursday, February 19 at 8:00 a.m.

New Summer Adventure Programs

Hooper Planetarium and the Symmes Hall Auditorium

See pages 18 and 19 for information.



Summer 2015
Activity-based camps that mix learning and fun!

RoperMountain.org

 **Greenville County Schools**
Where Enrichment Begins!

Completed Grades 2-3

Zip, Zap, Zoom

This camp will have children flying high as we explore a range of air and flight activities such as balloons, airplanes, kites, parachutes, and straw rockets! Campers will learn that from the smallest grnat to the largest aircraft, all things that fly obey the same science principles. Students will also investigate parameters that could make their aircraft better!

Session: 1
Dates: June 8 - June 12
Times: 9:00 a.m. - 12 noon
For Completed Grades: 2 and 3
Instructor: Latangia Pepper
Location: Symmes Hall Lab 10
Cost: \$109

Session: 2
Dates: June 13 - June 17
Times: 1:00 p.m. - 4:00 p.m.
For Completed Grades: 2 and 3
Instructor: Latangia Pepper
Location: Symmes Hall Lab 10
Cost: \$109

Science Through Art

Use a variety of art media to capture your observations of the worlds of science and nature. Experiment with sketching, pastels, photograms, sunprints, found object sculptures, mud paintings on fabric, and fish printing! Each project will excite the creativity and increase observational skills of campers.

Session: 1
Dates: July 27 - July 31
Times: 9:00 a.m. - 12 noon
For Completed Grades: 2 and 3
Instructor: Beth Dunlap
Location: Earth Science Lab
Cost: \$109

Magical Tree House Adventure FULL DAY

Go back in time or to distant lands with Jack and Annie! We'll go on magical journeys to faraway lands and ages past: Ancient Greece, Japan and to the moon! Explore the Amazon Jungle, the life of Pirates, Ancient Rome and more through hands-on activities, discovery and imagination! We can hardly wait for our next mission!

Session: 1
Dates: June 15 - June 19
Times: 9:00 a.m. - 4:00 p.m.
For Completed Grades: 2 and 3
Instructor: Lisa Shelhorse
Location: Explorer Lab
Cost: \$259

Zip, Zap, Zoom

This camp will have children flying high as we explore a range of air and flight activities such as balloons, airplanes, kites, parachutes, and straw rockets! Campers will learn that from the smallest grnat to the largest aircraft, all things that fly obey the same science principles. Students will also investigate parameters that could make their aircraft better!


Session: 1
Dates: June 8 - June 12
Times: 9:00 a.m. - 12 noon
For Completed Grades: 2 and 3
Instructor: Latangia Pepper
Location: Symmes Hall Lab 10
Cost: \$109

Session: 2
Dates: June 13 - June 17
Times: 1:00 p.m. - 4:00 p.m.
For Completed Grades: 2 and 3
Instructor: Latangia Pepper
Location: Symmes Hall Lab 10
Cost: \$109

Science Through Art


Use a variety of art media to capture your observations of the worlds of science and nature. Experiment with sketching, pastels, photograms, sunprints, found object sculptures, mud paintings on fabric, and fish printing! Each project will excite the creativity and increase observational skills of campers.

Session: 1
Dates: July 27 - July 31
Times: 9:00 a.m. - 12 noon
For Completed Grades: 2 and 3
Instructor: Beth Dunlap
Location: Earth Science Lab
Cost: \$109



Summer 2015
Activity-based camps that mix learning and fun!

RoperMountain.org

 **Greenville County Schools**
Where Enrichment Begins!

Completed Grades 2-4

Junior Master Gardener FULL DAY

What is growing, green, budding and fun? Come to the Junior Master Gardener camps and find out!

Week 1: Investigate earthworms with "The Worm Lady," prepare your own treats with products from the garden, and experiment with isagna gardening. We'll take a great field trip to a local farm!

Week 2: Create "Grow Greeting Cards," make a "Load Abode," and go on an insect scavenger hunt with tools you made! We'll take a fun field trip to one of Greenville's beautiful public parks for a fun service project.

Session: 1
Dates: June 22 - June 26
Times: 9:00 a.m. - 4:00 p.m.
For Completed Grades: 2, 3, 4
Instructors: Greenville Master Gardeners
Location: Station 1A and Gardens
Cost: \$179

Session: 2
Dates: July 6 - July 10
Times: 9:00 a.m. - 4:00 p.m.
For Completed Grades: 2, 3, 4
Instructors: Greenville Master Gardeners
Location: Station 1A and Gardens
Cost: \$179

Attend both weeks to become a certified Jr. Master Gardener, and receive a discount.
Session 1 and Session 2: \$299

Engineer It! FULL DAY

By building a variety of structures, girls and boys will explore the history and engineering of bridges, towers, houses, skyscrapers, dams, domes, and more. Campers will build a variety of models out of paper and blocks and construct a city out of various-sized boxes as they discover what makes buildings stand. They will also design and build a bridge and then test its strength. We will take hikes around Roper Mountain and the Living History Farm to see shapes in nature. This is a chance to learn about amazing structures from all over the world!

Session: 1
Dates: July 6 - July 10
Times: 9:00 a.m. - 4:00 p.m.
For Completed Grades: 2 and 3
Instructor: Susan Shaw
Location: Paleo Lab
Cost: \$259

Session: 2
Dates: July 13 - July 17
Times: 9:00 a.m. - 4:00 p.m.
For Completed Grades: 2 and 3
Instructor: Susan Shaw
Location: Paleo Lab
Cost: \$259

Letterboxing

Journey throughout the Roper Mountain campus and follow clues over the hills and through the woods on a series of modern day treasure hunts. We will design and make our own letterbox stamp and journal and explore modern methods of geocaching. We will also investigate some current local letterboxes and use what we've learned to make our own hunt and record it online with a national letterboxing or geocaching organization.

Session: 1
Dates: June 22 - June 26
Times: 10:00 p.m. - 4:00 p.m.
For Completed Grades: 2 and 3
Instructor: Leslie Bailey
Location: Explorer Lab
Cost: \$109

Session: 2
Dates: July 6 - July 10
Times: 10:00 p.m. - 4:00 p.m.
For Completed Grades: 2 and 3
Instructor: Leslie Bailey
Location: Explorer Lab
Cost: \$109

Microscopic Adventures

Ever wished you could look at something one hundred times its actual size? Microscopes can open your eyes to a whole new world! Come discover hidden features of cash and coins. Catch and find out what's really living in pond water. View the parts of a plant up close, and even examine your own hair or fingernails.

Session: 1
Dates: July 13 - July 17
Times: 9:00 a.m. - 12 noon
For Completed Grades: 2 and 3
Instructor: Kyle Rollins
Location: Ecology Lab
Cost: \$109

Session: 2
Dates: July 20 - July 24
Times: 9:00 a.m. - 12 noon
For Completed Grades: 2 and 3
Instructor: Kyle Rollins
Location: Ecology Lab
Cost: \$109

Members Receive a 10% Discount!

Looking for LEGO Robotics?
See Pages 16-17

ropermountain.org

Large Format Exterior Science Information and Wayfinding Signage

Instrumental in positioning RMSC for successful joint ventures with community partners such as Cabela's Incorporated, a specialty retailer of outdoor recreation merchandise.

Pond Ecosystem

All Ecosystems Include These Three Groups of Organisms:

Producers
Plants are the producers, converting the sunlight into food through photosynthesis.

Consumers
Animals are the consumers, needing to eat other organisms for food to grow.

Decomposers
Microorganisms, mostly bacteria, are the decomposers that get their energy by breaking down dead plant and animal material.

Bacteria are too small to be seen, but can you spy any producers or consumers of our pond?

Sponsored by *Cabela's*

Dean James Ballas

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Roper Mountain Science Center

GREENVILLE COUNTY SCHOOLS
Where Enlightening Strikes!

▲ RESTROOMS

■ PICNIC AREAS

--- NATURE TRAIL

○ SHUTTLE STOP

TH TREEHOUSE

Map details include: ENTRANCE AND EXIT, GATE HOUSE, MAIN PARKING, ROPER MOUNTAIN ROAD, TO DOWNTOWN GREENVILLE, INTERSTATE 385, SYMMES HALL OF SCIENCE, SHUTTLE STOP 1, SHUTTLE STOP 2, SHUTTLE STOP 3, GIANT DOME THEATRE AND HOOPER PLANETARIUM, DANIEL OBSERVATORY, WILKINS CONFERENCE CENTER, HARRISON HALL OF NATURAL SCIENCE, PARKING, NATURE TRAIL, BUTTERFLY GARDEN, WILDLIFE POND, COLE CABIN, HERB GARDEN, BARN, SCHOOL HOUSE, LIVING HISTORY FARM AND SCHOOLHOUSE, PARKS-OWINGS CABIN, ARBORETUM, OAK FOREST LOOP, and NATURE TRAIL.

get READY girls! identity

Company

get READY girls!

Medium

Visual Identity

Company Background

get READY girls identity. As a get READY girl you are a woman who has unlimited spirit, is ready for the unknown and can be any age you want... there are no limitations. You flaunt your spirit through fashion and style. Whether in high school, college or an alumni rooting for your team get READY girls helps you sport your true colors. get READY girls! runs a mail- and Web-order catalog selling misses apparel and accessories. All items can be customized with the buyer's choice of school logo and colors.



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get READY girls! website: designroque.com/grg

International MarCom Awards — Gold Winner — get READY girls! Website Design

American Design Awards — get READY girls! Website Design

Medium
Website

Concept

The site where everyone has the same goal and zest for life. The experiences you create and the conversations you engage in build your spirit.



get READY girls! product catalogs

The New Big Book of Layouts — get READY girls! Product Catalog Featured

Book features more than 750 outstanding, rarely seen examples of how the world's best designers create the world's best layouts.

Medium

Product Catalogs

Concept

get READY girls' catalogs introducing the new identity and product offerings.



get READY girls! product catalogs

The New Big Book of Layouts — get READY girls! Product Catalog Featured

Book features more than 750 outstanding, rarely seen examples of how the world's best designers create the world's best layouts.

Medium

Product Catalogs

Concept

get READY girls' catalogs introducing the new identity and product offerings.



voice systems engineering (vse, inc): vseinc.com

Company

Voice Systems Engineering (VSE, Inc)

Medium

Website

Company Background

Voice Systems Engineering (VSE, Inc) builds communities via communication platforms: voice-based telephone systems, web and mobile platforms, advisor-supported communities and support services. They have the capabilities to provide full-service solutions to businesses that utilize these communications platforms.

VSE, Inc approached dezinroque to spearhead a complete overhaul/redesign of their digital presence. For a company that promotes technology innovation, their web and mobile presence was antiquated. An exercise in minimal design, this forward thinking company's brand and visual voice now reflect it's energy, excitement and unique service offerings.

Dean James Ballas



the little lady website: dezinroque.com/littlelady/index.html

Company
The Little Lady

Medium
Website

Company Background

The Little Lady is a unique, custom built, blonde brick, terracotta and copper roof, Italian villa-style home known as one of the cherished “Romberger Homes” in Allentown’s Historic West End. The house’s mixture of detailed cast stone, Moravian tile, travertine marble and iron work give it a Mediterranean look and the copper roof French door enclosed sunroom adds to the old world charm. Created as a wedding present for the builder’s daughter in 1924, the home has an enduring value almost 90 years since its construction.



Dean James Ballas

“words to design by” poster series
procrastination is the grave in which opportunity is buried

Background

Working with my creative teams, I often catch myself repeating tried and true design mantras. The “words to design by” poster series brings these motivating words of wisdom to life through the union of type and image.

Continually refine your time management skills. Doing so not only ensures you can successfully balance the myriad of challenges this industry throws your way (numerous projects at the same time, requests from clients, tight project deadlines, edits and additional changes), but also allows you to tackle any unexpected surprises with dignity and grace! A good designer is an organized and prepared designer. Does procrastination allow you to be proactive or reactive?



“words to design by” poster series
the science of design: the rorschach inkblot test

42nd Creativity Print & Packaging International Awards — Gold Winner — in Poster Campaign Category

Background

Working with my creative teams, I often catch myself repeating tried and true design mantras. The “words to design by” poster series brings these motivating words of wisdom to life through the union of type and image.

What do you want your audience to see? Remember, we interject personal life experience into every piece of visual communication we encounter. This idea is supported by the Rorschach inkblot test inspired imagery. The Rorschach technique is a psychological test in which subjects’ perceptions of inkblots are recorded and then analyzed. While I embrace happy accidents throughout the creative process, I stress there must be purpose, strategy and intent behind every mark we make.

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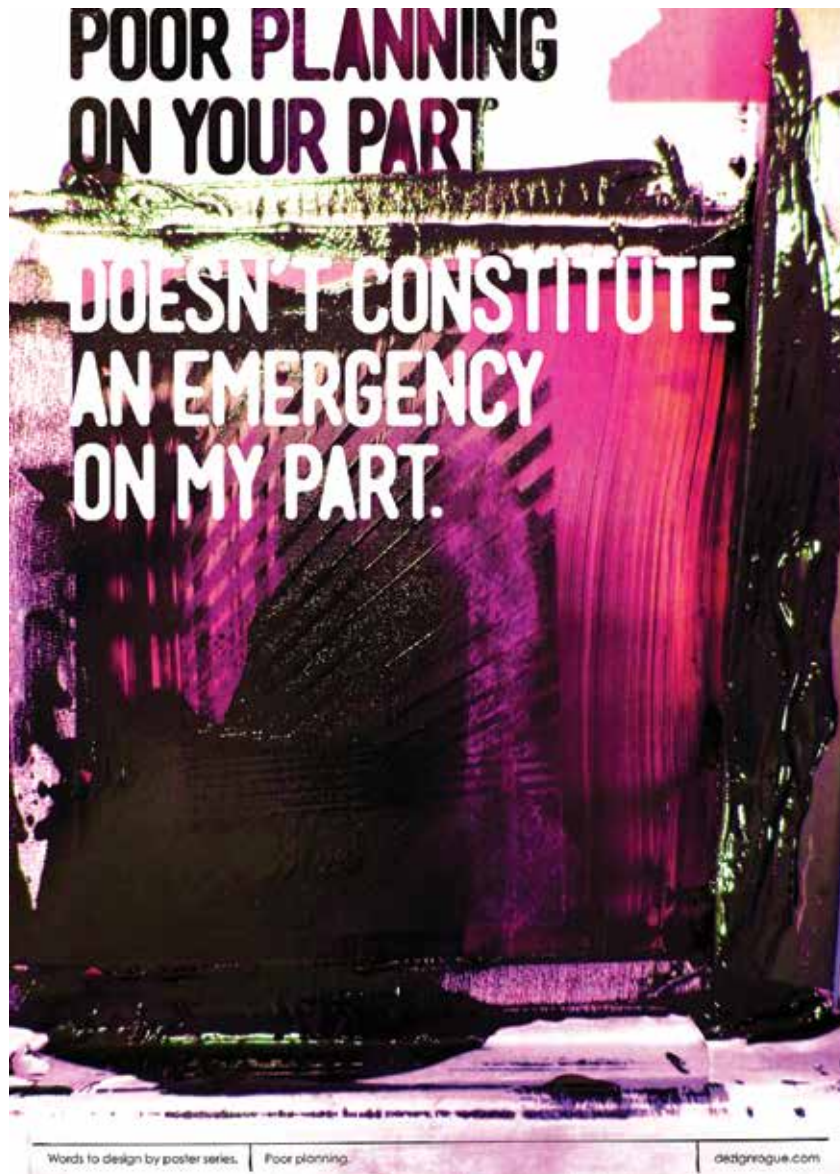


“words to design by” poster series
 poor planning on your part doesn't constitute an emergency
 on my part

Background

Working with my creative teams, I often catch myself repeating tried and true design mantras. The “words to design by” poster series brings these motivating words of wisdom to life through the union of type and image.

A coworker has a last minute request; you alter your schedule to accommodate their appeal only to discover you're left with a chaotic mess of project deadlines and added stress. (This angst is emoted through the distressed imagery and degraded typography.) Some requests are entangled in situations that can't be avoided, but I'm certain many can be with some planning. Planning is a vital skill that must be integrated into every visual communicator's creative process.



Dean James Ballas

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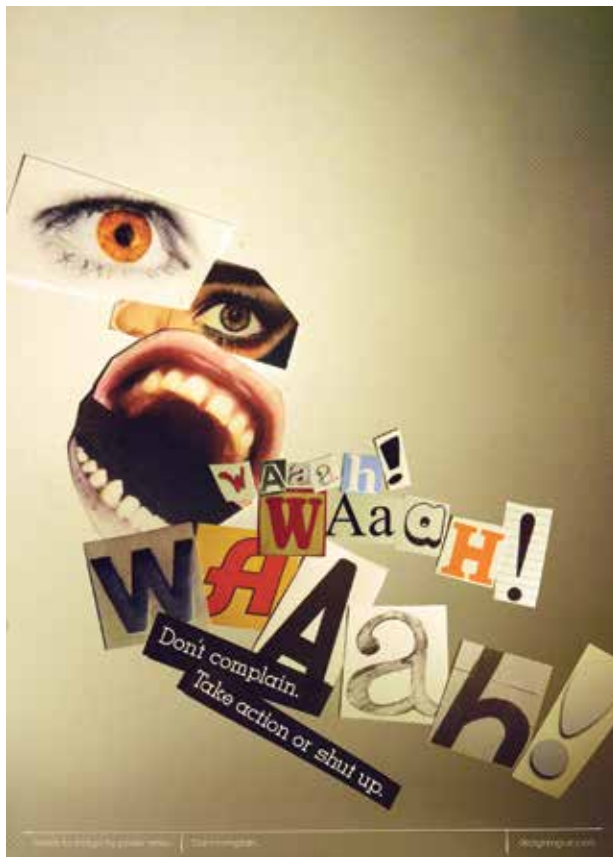
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“words to design by” poster series
don't complain: take action or shut up

Background

Working with my creative teams, I often catch myself repeating tried and true design mantras. The “words to design by” poster series brings these motivating words of wisdom to life through the union of type and image.

Don't complain. Take action or shut up. We all vent on occasion but there comes a point where you must admit you're simply avoiding action. If it bothers you do something about it. If you don't and continue to complain, you're well on your way to annoying those around you.

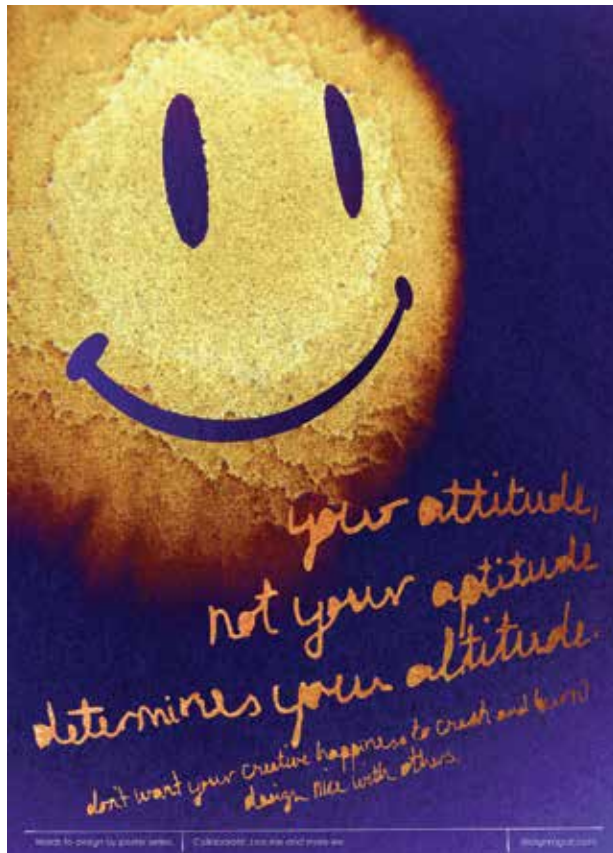


“words to design by” poster series
collaborate: less me and more we

Background

Working with my creative teams, I often catch myself repeating tried and true design mantras. The “words to design by” poster series brings these motivating words of wisdom to life through the union of type and image.

There are few symbols that so fully embody the spirit of happiness as the smiley face. A smiley face is often represented by a round lighthearted cartoon-like image, often a black face superimposed on a background of yellow. In this poster series the smiley face signifies our creative bliss. Each poster features a smiley face crashing and burning for the team members don't place value on collaboration. Learn to “design nice with others” or your creativity and the final design solution will suffer.

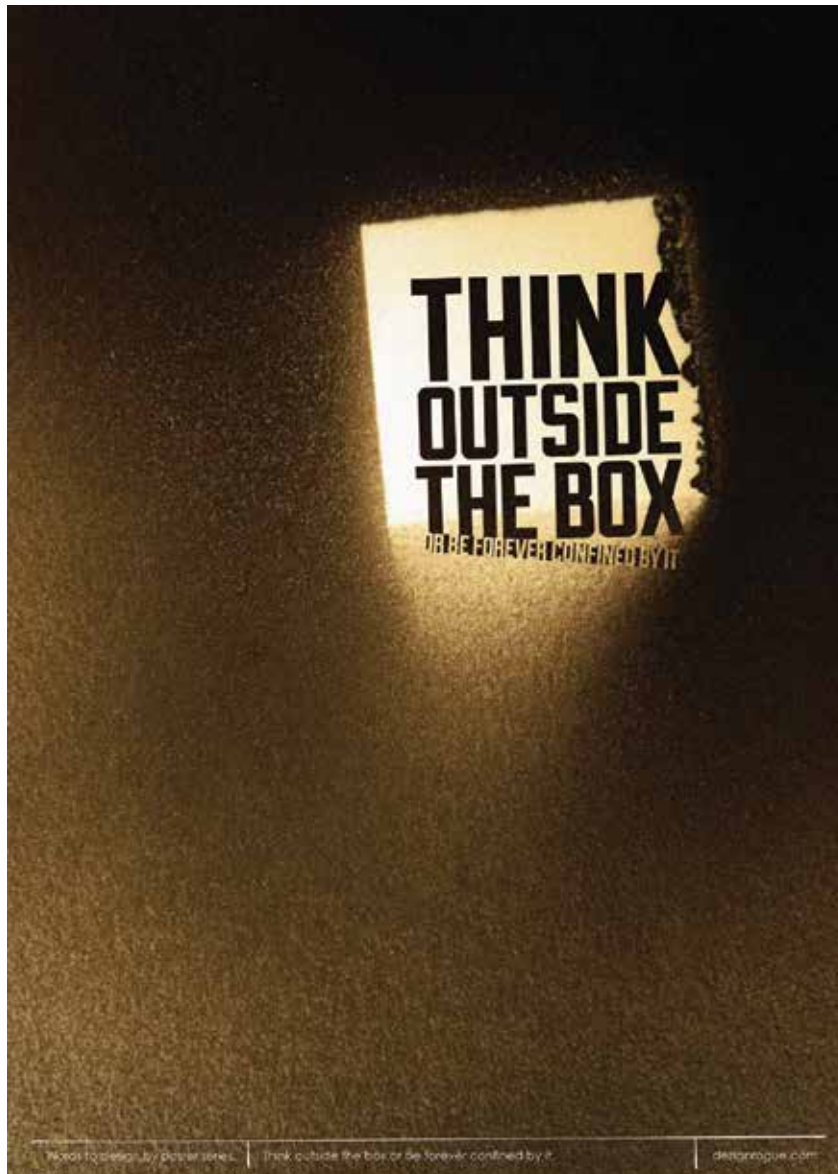


“words to design by” poster series
think outside the box or be forever confined by it

Background

Working with my creative teams, I often catch myself repeating tried and true design mantras. The “words to design by” poster series brings these motivating words of wisdom to life through the union of type and image.

If graphic communication is expected, it is boring. If it is boring, no one pays attention to it. If no one pays attention, you have not communicated anything. If 9 out of 10 designers come up with the same solution, it's too obvious. Push your solution beyond the typical and expected.



“words to design by” poster series
if you’re comfortable, you’re not sticking your neck out far
enough —
take creative risks

Background

Working with my creative teams, I often catch myself repeating tried and true design mantras. The “words to design by” poster series brings these motivating words of wisdom to life through the union of type and image.

A bit of advice given to a young Native American at the time of his initiation: “As you go the way of life, you will see a great chasm. Jump. It is not as wide as you think.” — Joseph Campbell

Push yourself beyond what you think you’re capable of. Be a creative explorer and don’t settle for the expected or predictable. Go against the grain and march to the beat of a different drummer. Remember, without risk, there is no reward.

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gl advertising campaign

International Hermes Creative Awards — Gold Winner — “I Want It!” Ad Campaign

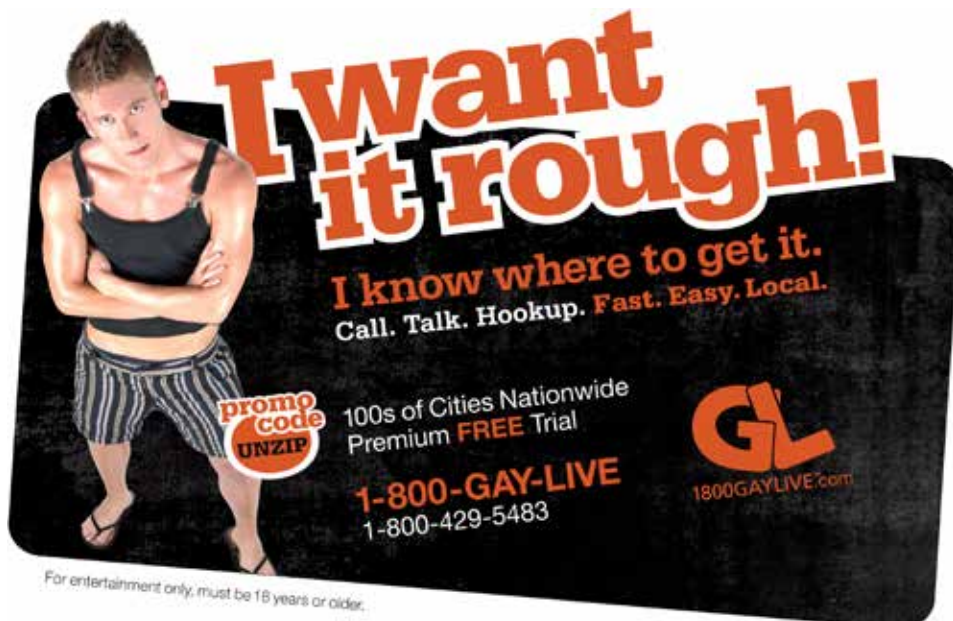
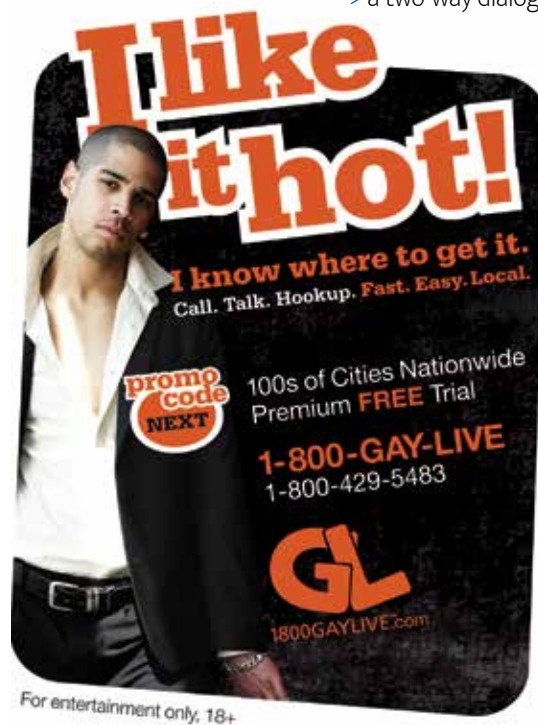
Company
Gay Live

Medium
Advertising Campaign

Company Background

A social networking brand focused on communicating to and building instant connections with gay, str8, curious and bisexual men through:

- > shareable, community focused content
- > a two-way dialogue



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potion I spell campaign

Company

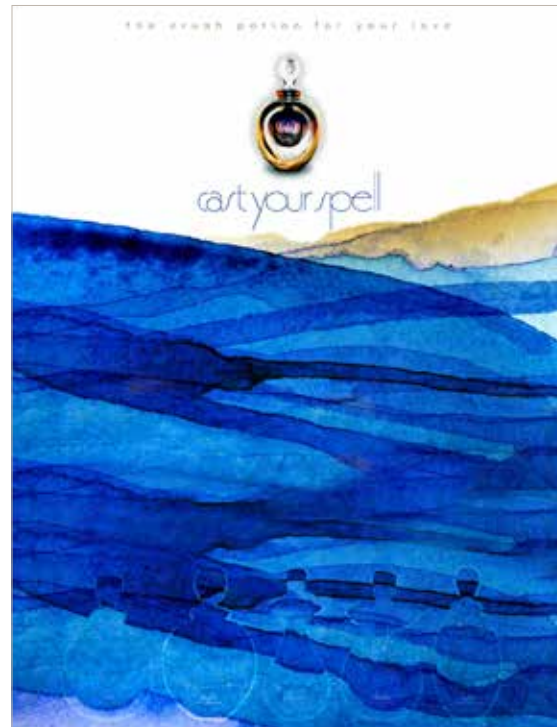
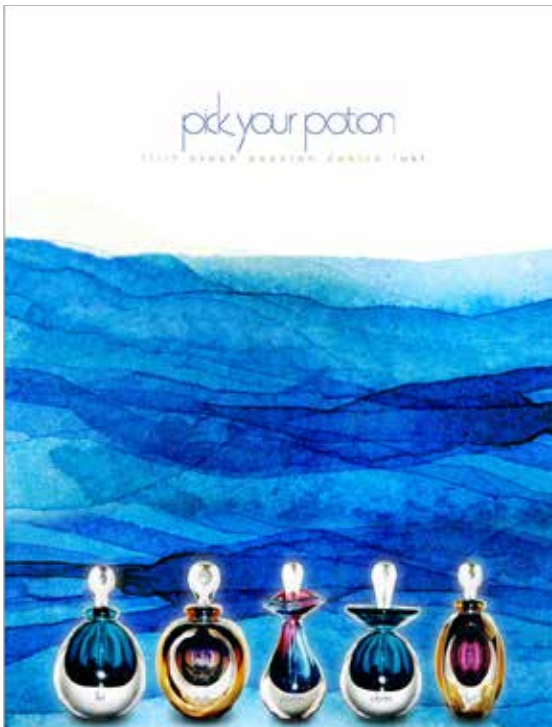
pick your potion

Medium

Visual Identity

Company Background

Alluring, mysterious, impassioned, intimate. Descriptives for how this love potion campaign was introduced. The water, the champion element tying the campaign together (inspired by the modernist painter Morris Louis) is companioned with the introduction of 5 illustrated bottles representing different levels of love (flirt, crush, passion, desire, lust). The premise... Pick your potion. Cast your spell.



mannequin poster series

American Advertising Federation Addy award recipient — Gold Winner — Self Promotion Poster Series

Medium

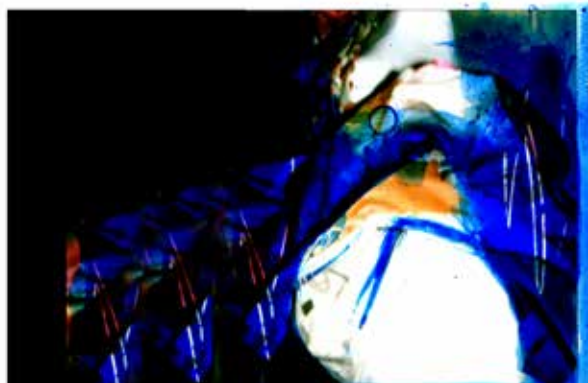
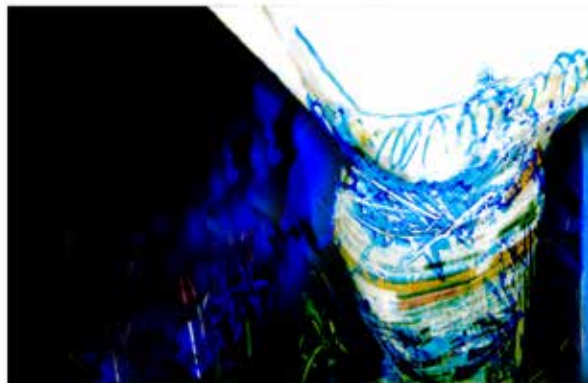
Self Promotion/Poster Design Series

Background

This series of 11"x22" posters was developed through the inspiration of the fashion students attending Miami International University of Art and Design. They had been given an assignment to make evening gowns entirely out of the Miami Herald newspaper. I photographed the gowns and began incorporating the photography into a design. Experimentation guided the work and the result. Curious to find where this kind of creation process would take my work, I found more interest in the forms of the mannequins rather than the gowns themselves. I reworked the pictures with ink and paint to bring out the form and recess the gowns. This series of posters is a perfect example to exhibit how different areas of fine art influence us as visual thinkers.

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miami 54th street plexi panels

Company

miami 54th street

Medium

Visual Essay

Background

Carrying my camera with me, I capture little moments of inspiration as they catch my eye. Intimate, subtle moments, given the attention they deserve, can become beautiful elements of communication. The image that struck me in this example was the architecture I viewed while riding the bus in Miami. I had just moved from New York City to begin grad school and was taken back by the bold use of color and typography painted on the buildings: funky script fonts dating from the 1950s.

Each of the stripes and images are printed on separate panels of glass 8ft.w x 20ft.h. These transparent panels slide back and forth at different rates allowing the viewer to experience the design in transforming motion. Passersby can walk in between the panels inviting them to become part of the piece.

Dean James Ballas



spa promotional materials

Company

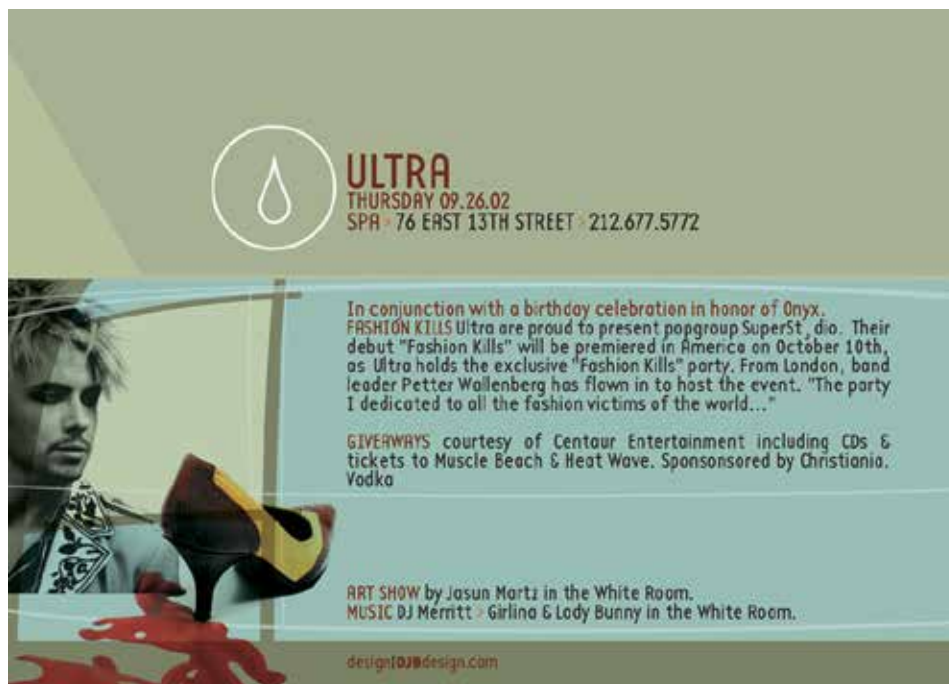
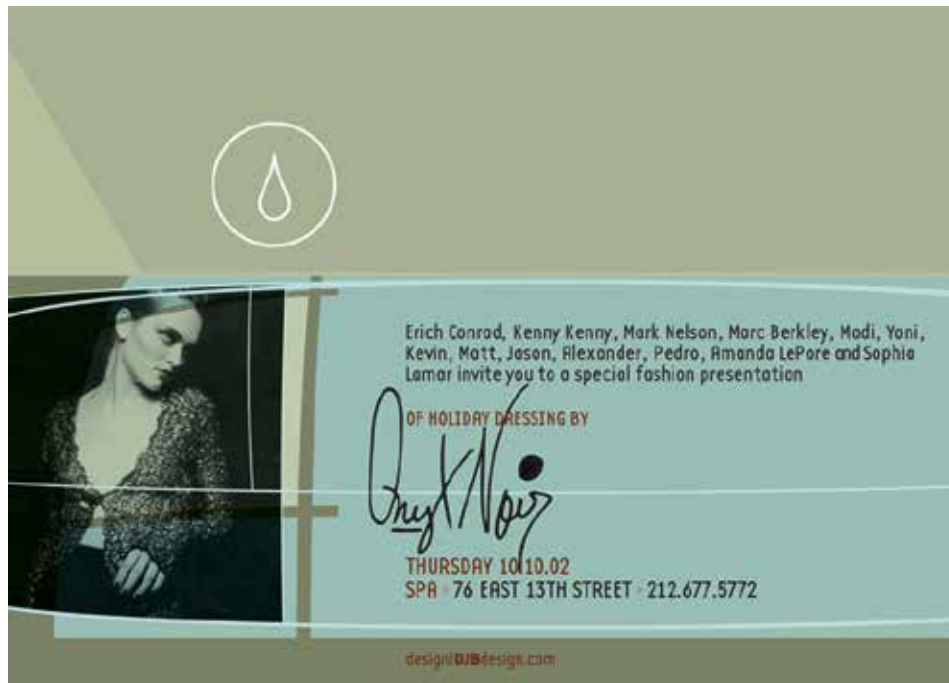
Ultra | SPA Nightclub

Medium

Advertising Campaign

Company Background

SPA Nightclub in New York City has a vast mix of clientele from musicians, models, and actors, to club kids and fashion mavens alike. The campaign designs reflect the modern, upbeat, fresh, funky and clean style SPA emanates. Incorporation of a subdued color pallet and the repetition of simple, overlapping arched lines help identify all promotional materials as coming from SPA.



spa promotional materials

Company

Ultra | SPA Nightclub

Medium

Advertising Campaign

Company Background

SPA Nightclub in New York City has a vast mix of clientele from musicians, models, and actors, to club kids and fashion mavens alike. The campaign designs reflect the modern, upbeat, fresh, funky and clean style SPA emanates. Incorporation of a subdued color pallet and the repetition of simple, overlapping arched lines help identify all promotional materials as coming from SPA.



alexander isley promotion kit

Company
Alexander Isley

Medium

Self Promotional Materials

Background

An “idea tool kit” featuring Alexander Isley’s text focused creative process. Within the tool kit are elements that Mr. Isley would use to inspire one to be creative such as a dictionary, thesaurus, pencils, paints... Incorporated throughout the idea tool kit are Mr. Isley’s design samples: not only samples of his designs, each sample contains stick on letters to help the viewer create with words. Playing off of the circular Alexander Isley, Inc. logo, faces were developed. Character is introduced into the faces by integrating the Alexander Isley Inc. logo as an eye or mouth. Mr. Isley’s wit is always present in his work. Portraying this wit, the faces in on the secret of the idea tool kit are winking. With the kit in hand, the recipient has endless creative possibilities at their fingertips. Other faces throughout, not knowing about the idea tool kit have a shocked “Uh-oh, I’m in trouble” expression.

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michael osborne of modsf poster

Company

Michael Osborne of MODSF

Medium

Promotion/Poster Design Series

Background

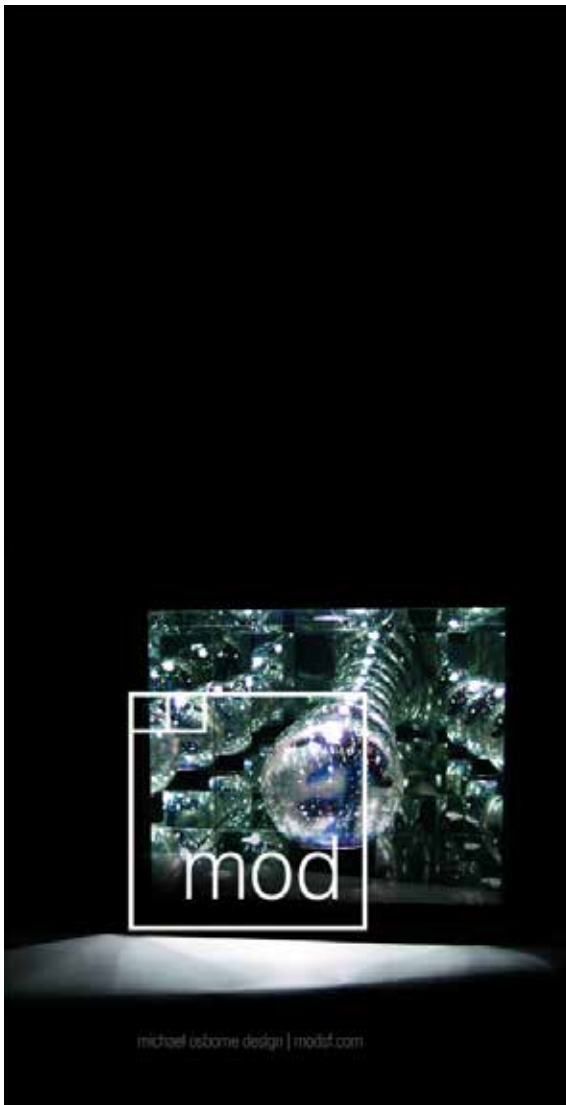
Design influenced by the works of glass-blower Josiah McElheny. The piece is a glass box consisting of 4 mirrored walls. The facade facing the viewer is a one way mirror allowing the viewer to see inside the glass box. Contained within the box is a glass and resin spherical globe. The dimensional piece was created as promotion for Michael Osborne of MODSF.

He visualizes a sphere containing his design researched elements/goals and develops varied approaches aimed to collide with the sphere at different points. The solutions developed will be a direct hit for each solution addresses the same researched elements contained within the sphere.

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pop-up postcards direct mail series

Medium

Pop-Up Postcards Direct Mail Series

Background

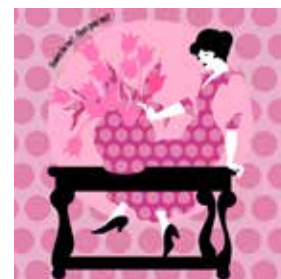
This series was inspired by the paintings and illustrations of Henri de Toulouse-Lautrec (1864-1901) and Coles Phillips (1880-1920). Toulouse-Lautrec, the bohemian artist of the Moulin Rouge, captured the spirit and emotion of the belle époque through his posters and prints of Paris during the late 19th century. Coles Phillips developed a technique combining foreground and background elements of the same color, creating his own type of illustrative style.

The result of this union is a whimsical series of postcards in fresh colors and toned with punchy dialogue. Cute phrases like “How do I look?” and “I’m a very stylish gurl!” cater to the playful character of the imagery. Each card has an element of interaction with pop-up mechanization to support the fun theme.

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announcement + identity system

1000 More Greetings: Creative Correspondence Designed for All Occasions — Chief Petty Officer, Charles T. Crawford's Military Service Retirement Announcement Featured.

Book features examples of 1000 inspirational examples of invitations, announcements, greetings, and self promotions are created using unique materials and expressive treatments.

Company

Chief Petty Officer, Charles T. Crawford

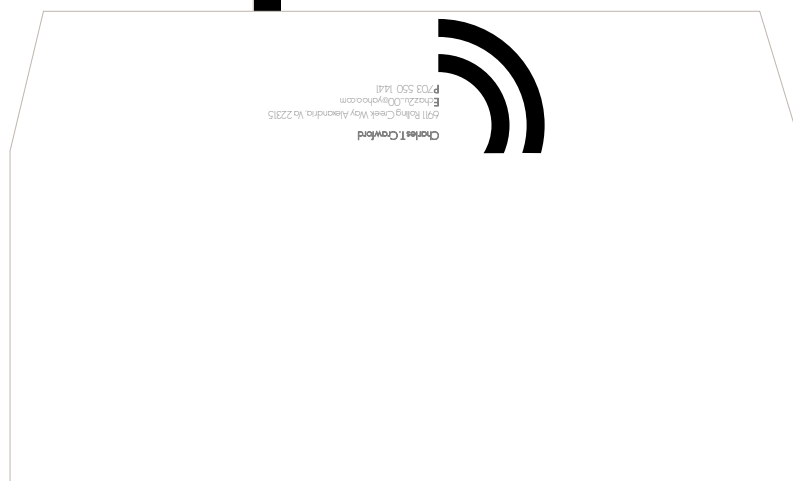
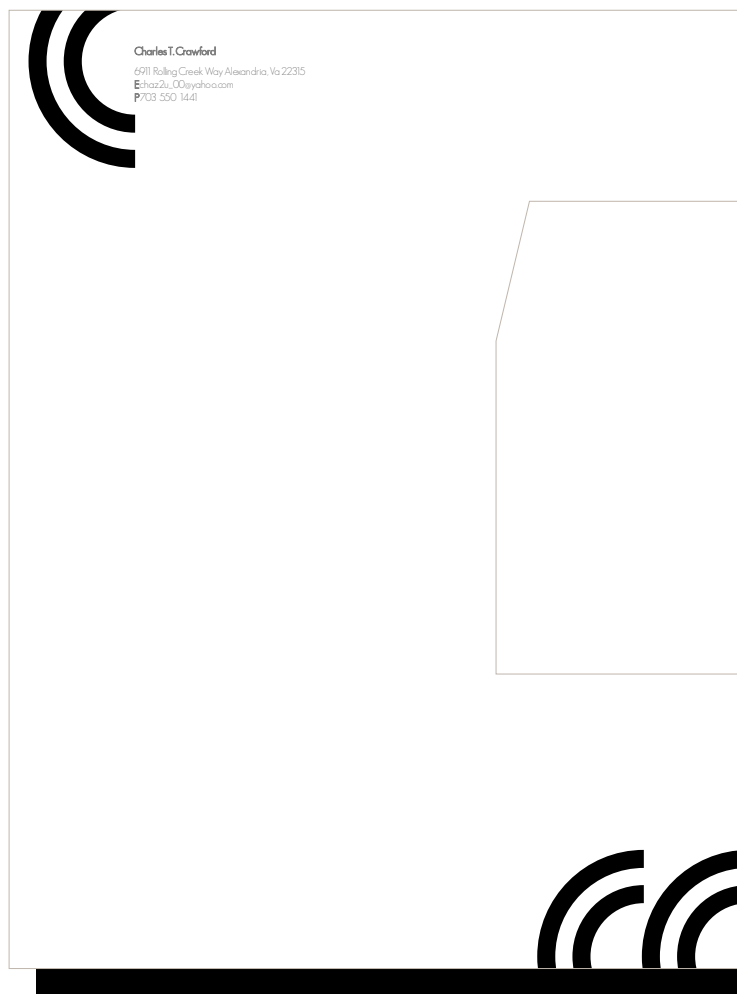
Medium

Announcement + Identity System



Dean James Ballas

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game day girls visual identity

The New Big Book of Layouts — game day girls Product Catalog Featured

Book features more than 750 outstanding, rarely seen examples of how the world's best designers create the world's best layouts.

Company

game day girls

Medium

Visual Identity

Company Background

With a wink of your eye, a smile on your lips and a wave of your hand you'll feel flirty, fun and fierce in game day girls cosmetics. The game day girls fashion-forward lip, eye and nail colors are what happens when college team spirit meets style.

