Preflight was a portfolio review event for graphic design students in the region. The name of the event inspired imagery to convey how the review would aid in preparing the student’s portfolio for “flight” in the real world of graphic design.

Branch Out  Jumping
Preparation  Growth
Anticipation  Flight
New Heights  Thriving
Musical Inspiration

What is Preflight?
Preflight is an event designed to provide Graphic AdFed Design Students in Spokane with an opportunity to receive feedback from professional Designers and art directors in the region. It is open to Student Members of Spokane AdFed, Graphic Design Majors, and Graphic Design Professionals in the Inland Northwest.

Is this an interview or job fair?
No. The goal of the event is not to present...
- presenting your work
- explaining your work
- receiving constructive feedback
- networking

Registration Fee (Cash or Check Only)
Registration deadline is April 18, 2008
- Student Members $5
- Student Non-members $15

Sessions:
The event is split into two 90 minute sessions. Each session will be limited to 10 minutes per student. Each session will be limited to 10 participants.

Session 1:
8:00am - 9:30am
- Check in and orientation
- 9:30am: Review logos, notting promptly at 10:00am

Session 2:
10:30am - 12:00pm
- 10:30am: Check in and orientation
- 11:00am: Review logos, notting promptly at 12:30pm

What to bring:
A portfolio. Preflight can be a work in progress. Just bring your best work and be prepared to talk about your thought process.

What to expect:
- 1-2 pages of development stages are welcome and encouraged
- Show your self and speak for at least one piece to show your process
- You're presenting digital artwork on your personal laptop – remember to charge your laptop

Dress to impress. Treat the event as you would a real life business event (business casual recommended).

Thanks to our sponsors:
The Spokane AdFed would like to thank our sponsors for their generous contributions to the event:

- Spokane AdFed:
- Spokane Advertising Federation:
- Spokane Community College:
- Whilby-Whilby Design:
- Bluebird Design:
- Rok Rok Design:
- Tumble Design:
- Black Sheep Design:
- Design 123:
- Design 360:
- Design 500:
- Design 800:
- Design 990:
- Design 999:

For more information, visit the web site at www.spokaneadfed.com or call (509) 322-3425 or email info@spokaneadfed.com

Preflight
Student Portfolio Review
May 23rd, 2008
Presented by the Spokane Advertising Federation
Spokane Falls Community College
Downtown Spokane, which had been known to fall asleep when the sun set, is now staying awake into the wee hours, and doesn’t seem likely to rename its slumber anytime soon.

In recent years new restaurants and bars, spurred on by development activity in the city core, have been changing the landscape of the after-hours scene downtown. New venues, convenience stores, and convenience stores’ seas have been shaken up, and more people venture to the area, which creates an atmosphere where nightlife can thrive, downtown business representatives say.

"Five years ago, downtown rolled up at the clock," says Mary Destrom, president of the nonprofit downtown Spokane Partnership. Now, on any given night of the week, the streets are busy and people are rating downtown as fun and for strolling, dining in," Destrom says.

"Mainstream," owner of Riverfront Grill, at 522 W. F Ward, says he and other proprietors throughout the valley have been encouraged when developers such as Downtown First remain open and downtown itself near the start of the decade.

"Other big cities have worked in to have a nightlife every day of the week, and you couldn’t say that about Spokane a few years ago," Mainstream says. "It started with Walk and the Downtown director, and now it’s turned into a wonderful effect, because you see the local people making that kind of investment, it makes us more confident to do the things we’re doing now,"

Mainstream, who owns Bar, as well as Chef’s on the Hill, has Spokane South Hill, says the bar area to open up an upscale restaurant and be called the Five-O.

THE HOT SPOTS

- The Mix Bar
- 304 W. Main
- "Spokane’s top nightlife destination."
- Features live music, DJ sets, and a fun, lively atmosphere.
- Open daily.

- The Room
- 304 W. Main
- "Spokane’s top nightlife destination."
- Features live music, DJ sets, and a fun, lively atmosphere.
- Open daily.

- The Five-O
- 304 W. Main
- "Spokane’s top nightlife destination."
- Features live music, DJ sets, and a fun, lively atmosphere.
- Open daily.
The INBA directory highlights gay- and lesbian-friendly businesses in the region. I created this cover design by reinterpreting the rainbow symbol of the gay community. The interwoven design served to express the close-knit community of the INBA.
I designed this poster to inform high school students about a career fair for the visual arts. Russian Constructivism inspired the "text frame". A void in the center was left to pique curiosity and draw the viewer into the poster and thus the event.
The SFCC music concert series desired to distinguish itself as a major event for the Spokane community. I selected two simple symbols (the leaf and the note) to relay quickly to the viewer the type of event it was and in which season it would occur.