

#DesignForSocialGood // BRIDGEGOOD.org

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Inspire Oakland: 2024 Design Challenge Handbook

Preparing student Creatives for meaningful design & tech careers.

INSPIRE OAKLAND.

InspireOakland.com Opens:

Mon, January 22, 2024

Artwork Due Date:

Fri, April 12, 2024 @ 11:59pm

Top 20 Finalists Notified:

By Fri, April 19, 2024

Top 20 Presentation Ceremony:

Tue, May 7, 2024 from 1pm to 3:30pm



Created to support the digital and visual arts among diverse designers in the Bay Area and Northern California community. Presented by the 501(c)(3) nonprofit organization BRIDGEGOOD (bridgegood.org), Inspire Oakland is open to all creative students ages 18+.



Entries must be submitted digitally at inspireoakland.com with the specified dimensions and requirements listed on the Google form. Feedback from the client (BRIDGEGOOD) is provided through in-person and virtual open labs at bit.ly/bridgegoodvip.

Submissions are evaluated on Oakland Centricity, Professionalism, Visual Hierarchy, Mission Alignment, Conciseness, Engagement, Originality, and Feasibility.



The creative prompt is “*What about Oakland inspired you?*” While open ended, your design should capture the creativity, uniqueness, and/or resilience of the Oakland community. Let your inspiration soar.



Design challenge closes on Friday, April 12 at 11:59pm PST. Details and submission form are available online at www.inspireoakland.com. Entries will only be accepted via Google form.



Finalists receive notification via email. On Tuesday, May 7, 2024, the top 20 designers will showcase their work to a panel of industry professionals and receive certificates celebrating their achievements. The presentation ceremony is open to family, friends, and the general public.

The top 6 designers will have their artwork featured on at least (1) of the following commercial platforms: 48-foot bulletin, 60-foot LED display, and/or 6-foot Bus Bench advertisement. Generously sponsored by BRIDGEGOOD, the total retail value of the media secured amounts to \$40,000.

Get to know BRIDGEGOOD.

We are a 501(c)(3) nonprofit organization.

We operate a community design studio.

We are supported by Google + Adobe + Warriors.

We are here to provide real-world opportunities.

INSPIRE OAKLAND.

BRIDGEGOOD is searching for an iconic design that answers, "*What about Oakland inspires you?*"

Create an original design that inspires Bay Area residents and the Art Community using your vision of inclusiveness and spirit of creativity.

The ultimate goal of our 15th annual region-wide campaign is to provide students with real-world experience while jump-starting their careers.

Opportunity is open to all backgrounds.

EXAMPLE | Inspire Oakland Bulletin by Rodrigo C.



DESIGN BY RODRIGO C.
BRIDGEGOOD.COM/RANDRESCV

SAN PABLO AVE & 33RD ST
#INSPIREOAKLAND
#DESIGNFORSOCIALGOOD

#InspireOakland // BRIDGEGOOD.org



1) RESEARCH & BRAINSTORM
your Inspire Oakland theme



2) SKETCH
at least (3) Inspire Oakland concepts



3) GET FEEDBACK AT OPEN LABS
and consolidate feedback to develop 1
concept (signup at bit.ly/bridgegoodvip)



4) DIGITIZE YOUR DESIGN
with your preferred software



5) FORMAT TO SPECS
provided in this handbook



6) UPLOAD DESIGN FILES
to inspireoakland.com by Friday,
April 12, 2024 @ 11:59pm PST



7250 x 3060, 300dpi, CMYK

1 & 2. “BULLETIN” BILLBOARD

7250 x 3060px, 300ppi (for Print), CMYK

(Save as PDF Format & Native File)



4752 X 1728, 300dpi, CMYK

3. “BUS BENCH” ADVERTISEMENT

4752 x 1728px, 300ppi (for Print), CMYK

(Save as PDF Format)



496 X 208, 72dpi, RGB

4. “LED” DIGITAL DISPLAY

496 x 208px, 72ppi (for Web), RGB

(Save as JPG Format)



1000 X 1000, 72dpi, RGB

5. “IN-APP” ADVERTISEMENT

1000 x 1000px, 72ppi (for Web), RGB

(Save as JPG Format)

DO

- **Conduct research** about the cultural significance of Oakland and BRIDGEGOOD (*the client of this project*).
- **Start your design with sketches** (*ideally hand drawn on paper*) and focus on solidifying a unique and specific theme before jumping to a digital format.
- **Be open to feedback and critique.** Attend Open Labs at <https://bit.ly/bridgegoodvip>.

DO NOT

- **Don't take feedback personally!**
- **Don't use clipart and/or copyright images.** This will result in automatic disqualification. Only original artwork will be accepted (*logos included*)
- **Previous Inspire Oakland winners and/or program graduates may not participate.**



OAKLAND CENTRIC

focus on a specific topic and/or theme



PROFESSIONALISM

follow spec requirements and guidelines



VISUAL HIERARCHY

clearly organized and prioritized



MISSION ALIGNED

focus on social good and/or community



CONCISENESS

design make sense in 2-4 seconds



ENGAGEMENT

encourages audience to take action



ORIGINALITY

showcases unique talent and perspective



FEASIBILITY

would you invest \$5K into your design?

AWARDS



1. Build industry experience
(real-world project with commercial specs)
2. Receive certification
(Top 20 designers get a certificate of recognition)
3. Commercial placement
(Top 6 designs receive billboard, LED display or bus benches)

Final **IN-PERSON** student presentations will take place on Tuesday, May 7th @ 1pm. Details will be emailed to the Top 20 finalists.

Watch the 2022 Inspire Oakland Finalist Presentations at bit.ly/2022inspireoakland



EXAMPLE | Inspire Oakland LED Display by Mateo M.



BRIDGEGOOD.com/mateomedina91 #InspireOakland



#InspireOakland // BRIDGEGOOD.org

EXAMPLE | Inspire Oakland Bulletin by Mateo M.



BC

DESIGN BY MATEO M.
BRIDGEGOOD.COM/MATEOMEDINA91

INTERNATIONAL BLVD + 46TH AVE
#INSPIREOAKLAND
#DESIGNFORSOCIALGOOD

#InspireOakland // BRIDGEGOOD.org

BRIDGEGOOD WILL...

BRIDGEGOOD

- Conduct class visits to Northern California schools led by Team BRIDGEGOOD (1-3 members).
 - Educate and inform students about professional opportunities (e.g., *overview of design jobs: UX, UI, Visual Design*), introduce building an online presence, and discuss the importance of participating in meaningful opportunities (e.g., *Inspire Oakland*).
- Provide Top 6 designers of Inspire Oakland with prizes including commercial placement of billboards totaling up to \$50K in ad space.
 - Be supportive of participating instructors, students, and schools/organizations.
 - Provide support for students including open lab hours, career exposure, professional development, and online tools (e.g., bit.ly/bridgegoodvip at no cost to student).

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EXAMPLE | Inspire Oakland LED Display by Ashley S.



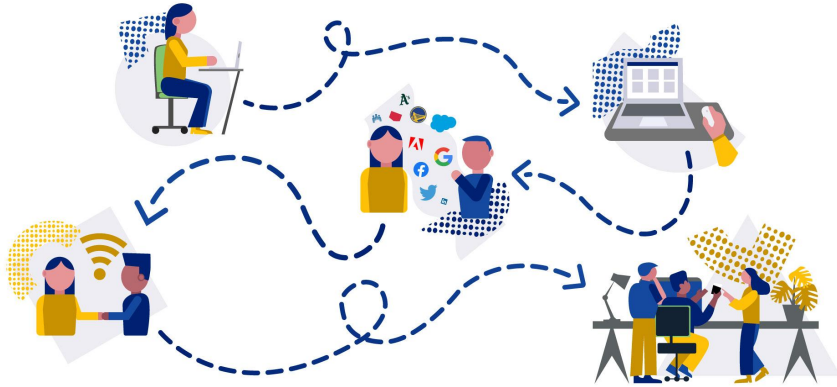
BRIDGEGOOD.com/ashleyseto #InspireOakland

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EXAMPLES | Inspire Oakland Bus Benches by Luis R. & Elvia G.



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ATTEND IN-PERSON & VIRTUAL OPEN LABS

Sign up to gain access to the **BRIDGEGOOD Community Studio** in Jack London Square, **Google Community Space and Wells Fargo Connections Space in San Francisco**. We also offer virtual open lab hours with like-minded creatives.

LEARN FROM THE PROS

Visit bit.ly/bridgEGOODvip and register for sessions with designers from Adobe, Google, and Salesforce. Learn directly from working professionals and level up with exclusive career-building opportunities.

Inspire Oakland design feedback at an Open Lab

The screenshot displays a Zoom meeting interface. The main window shows the Adobe Illustrator 2020 workspace. The top toolbar includes options like 'No Selection', 'Stroke: 1 pt', 'Uniform', '5 pt. Round', 'Opacity: 100%', 'Style', 'Document Setup', and 'Preferences'. The central canvas features two illustrations. The top illustration is a hand-drawn sketch of two people holding drinks, with the text 'INSPIRE OAKLAND' written above them. The bottom illustration is a more polished, colorful version of the same scene, featuring two women holding drinks, a 'Webster' sign, and a storefront labeled 'INSPIRE OAKLAND'. The right sidebar contains the 'Transform' and 'Align' panels, followed by the 'Stroke' and 'Gradient' panels, and the 'Layers' panel. The 'Layers' panel shows a hierarchy of layers including '<Path>', '<Gro...>', 'clothes', 'drinks', 'skin', 'hair', 'figure (bac...', 'milk tea', 'Inspire Oak...', and 'Layer 3'. The bottom of the screen shows the Zoom meeting controls, including a microphone icon, a red mute button, a video camera icon, and a grid of participant video feeds. The participants are labeled 'Carissa', 'Kaitlyn', 'Tiffany', and 'You'.

Adobe Illustrator 2020

Layout Search Adobe Stock

No Selection Stroke: 1 pt Uniform 5 pt. Round Opacity: 100% Style Document Setup Preferences

Tiffany-Zhu-Inspire-Oakland.ai @ 5.36% (CMYK/GPU Preview)

Webster

INSPIRE OAKLAND

Layers

- <Path>
- <Path>
- <Path>
- <Gro...
- clothes
- drinks
- skin
- hair
- figure (bac...
- milk tea
- Inspire Oak...
- Layer 3

7 Layers

Carissa Kaitlyn Tiffany You

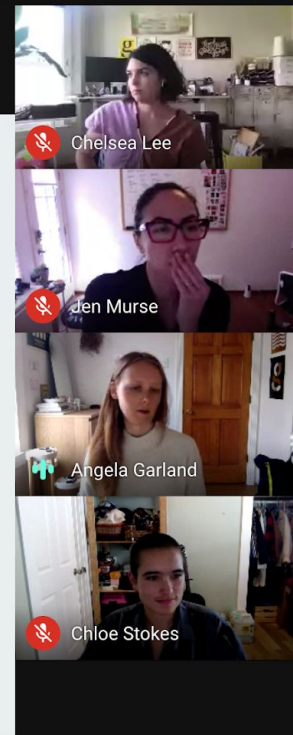
Work Session led by designers from Square



Chelsea Lee is presenting

Employee Resource Groups

Square Communities are employee-founded, self-organized resource groups. They are an essential part of advancing belonging and inclusion for Squares of all backgrounds.



BRIDGEGOOD/Square virtual v... ^



Turn on captions



Chelsea Lee
is presenting





×

BCG

Work Session led by designers from Meta / Facebook



WORK SAMPLES

Web & wikis

Keynote
Illustrator
Photoshop
After Effects
Premier
Sketch

The Creative Department

<https://diversity.fb.com/read-report/>

<https://peoplepractices.fb.com/>

https://www.internalfb.com/intern/wiki/Wiki_Styling/

Ali Cottrell

Yudy | BRIDGEGOOD

BJ

Jonathan Barnhardt

Lorelle Strange

Finley Wise

Justin Petrola

Koka Yamamoto

alize fletcher-carrillo

Gaspar

Kyle Perey

Raymond Timoteo

Carissa Yao (she/her)

Adisa Sefic

Mariya Ostapchuk

1/2

1/2



BRIDGEGOOD Community Studio in Oakland's Jack London Square

DESIGNER(S) WILL...



- Be open minded to challenges and new opportunities.
- Follow instructions provided, meet deadlines, and act professionally.
- Participate in tech and design opportunities outside of school hours.
- Be supportive of classmates and other Creatives while respecting their artistic expression and unique perspectives.

INSTRUCTOR(S) WILL...

- Help provide students with new opportunities within the design and tech industry.
- Help facilitate engagement(s) between BRIDGEGOOD team members, students, and colleagues prior, during, and after class visits (e.g., *help students format their billboard designs to meet specifications*).

- Motivate and support students and their professional journey with BRIDGEGOOD.
- Champion and help promote the partnership between your class/school and BRIDGEGOOD. Please share success stories that emerge as a result of our collaboration. Spread the word and the #DesignForSocialGood movement.

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bridgegood.org

 Inspire Oakland Design Challenge
inspireoakland.com

 UX Design Apprenticeship
uxapprenticeship.info

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Where BRIDGEGOOD Graduates Work



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