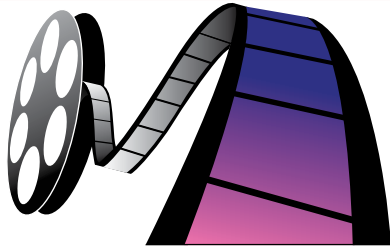


JLS Case Study: Penn State University



LIGHTSCAMERA LEADERSHIP

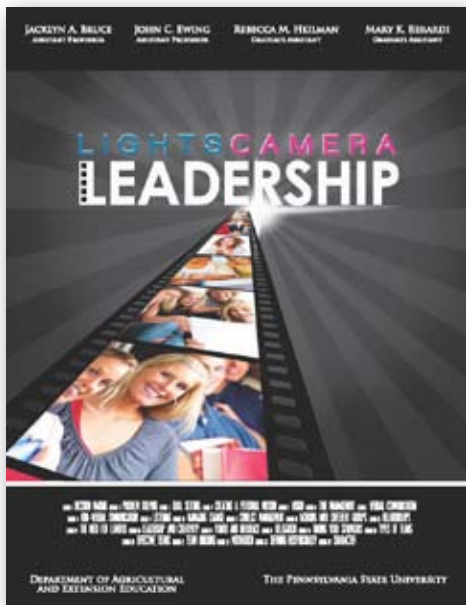


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Services provided: Lights, Camera, Leadership is an award-winning curriculum contracted for design, editing and layout to JLS by a group of Penn State University Students. The goal of the student-created curriculum is to help educators use pop culture within lesson plans. JLS Creative Solutions was retained to design a logo, layout 26 lesson plans, set up the printing and produce a multimedia presentation to be used for presenting the new curriculum.

Justin Shaner is the founder and chief creative officer at JLS.

“We were very excited to get the opportunity to work with Penn State University staff on this project and produce a curriculum that really caught everyone’s attention,” Shaner said. “We went with the movie poster theme for the front cover to emphasize the title of the course. The most important thing to me is the fact that we surpassed our client’s expectations on this project and that they were very happy with the final product,” Shaner said.

Results generated: The completed curriculum won a Platinum MarCom award. The MarCom Awards is a prestigious annual ceremony that recognizes marketing and advertising firms for excellence. John Ewing, PhD is an assistant professor, agricultural and extension education at Penn State. He helped the students manage the selection of an agency to complete the project.

“We needed a curriculum that would be usable by teachers and extension educators. JLS took our input and created the product, which we have been getting positive feedback from teachers at both the university and secondary levels.”

Both the students and Ewing were very happy with the completed curriculum.

“The final product — both the curriculum and the power point presentations— were of very high quality,” Ewing said. “The layout and photos were eye-catching and easy to follow. JLS was very open during the entire process. I appreciated their input and honesty.”

