

2019 Research Week Abstract

Abstract

Title - Cali Centered Publication: Exploration of California's Central Coast

Program of Study – Residential Undergraduate SADA

Presentation Type: Juried Art: Graphic Design

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Abstract: This publication explores California's Central Coast by providing images, studies, and interviews of specific cities and areas of the Central Coast. The audience for this publication is for conservationists, nature lovers, and younger adults who are interested in exploring different areas around them. The goal of this publication is to cultivate a personal magazine that provokes the audience to go out and explore, connect, and save parts of every area of the world. This specific area was chosen because California plays a big part in leading other states and cities in the United States as a role model for being good stewards of the Earth and has a personal connection to the student because it is their hometown. The student asked themselves what makes the Central Coast important, why they were passionate about it, and went around San Luis Obispo County taking pictures and interviewing locals and businesses to help gain better research and understanding for the magazine. Each month there would be a different issue of the magazine which focuses on different areas of the Central Coast. The focus of this month's publication is San Luis Obispo County, which is known for its unique qualities and tight-knit community that is always willing to help make their community a better place through enriching their lives and providing conservation to the wildlife. There are five large counties that make up California's Central Coast. The publication is also made up of three main sections which are called "Habitat," "Enrich," and "Conserve" which go over different and interesting aspects of the focused county. "Habitat" focuses on the things to experience in nature in the area, such as the best hiking trails and beaches to go visit. "Enrich" focuses on the things to experience in the

community, such as important landmarks or the local's favorite places to go shop or eat. Lastly, "Conserve" focuses on the conservation and preservation side of the community and how the community helps out to protect endangered species and native wildlife.