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Design Portfolio

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4

GRAPHIC
DESIGN

7

EDUCATION
POLICY

10

TRADITIONS
BOOK

13

PROJECT
MANAGEMENT

16

SOCIAL MEDIA
STRATEGY

19

MAGAZINE
DESIGN

22

INFOGRAPHIC
DESIGN

Table of Contents

4

GRAPHIC
DESIGN

7

EDUCATION
POLICY

10

TRADITIONS
BOOK

13

PROJECT
MANAGEMENT

16

SOCIAL MEDIA
STRATEGY

19

MAGAZINE
DESIGN

22

INFOGRAPHIC
DESIGN

GRAPHIC DESIGN

Simple & Consistent

The design for President Ono's self-evaluation was intended to be simple and bold. It draws on the same few characteristics throughout—sketch-style icons, flag-like page numbers, and easy-to-follow headings. The gray tint on the pages makes the book easy on the eyes, and it uses strong, large photos throughout to accompany text-laden pages that need the attention taken from them.



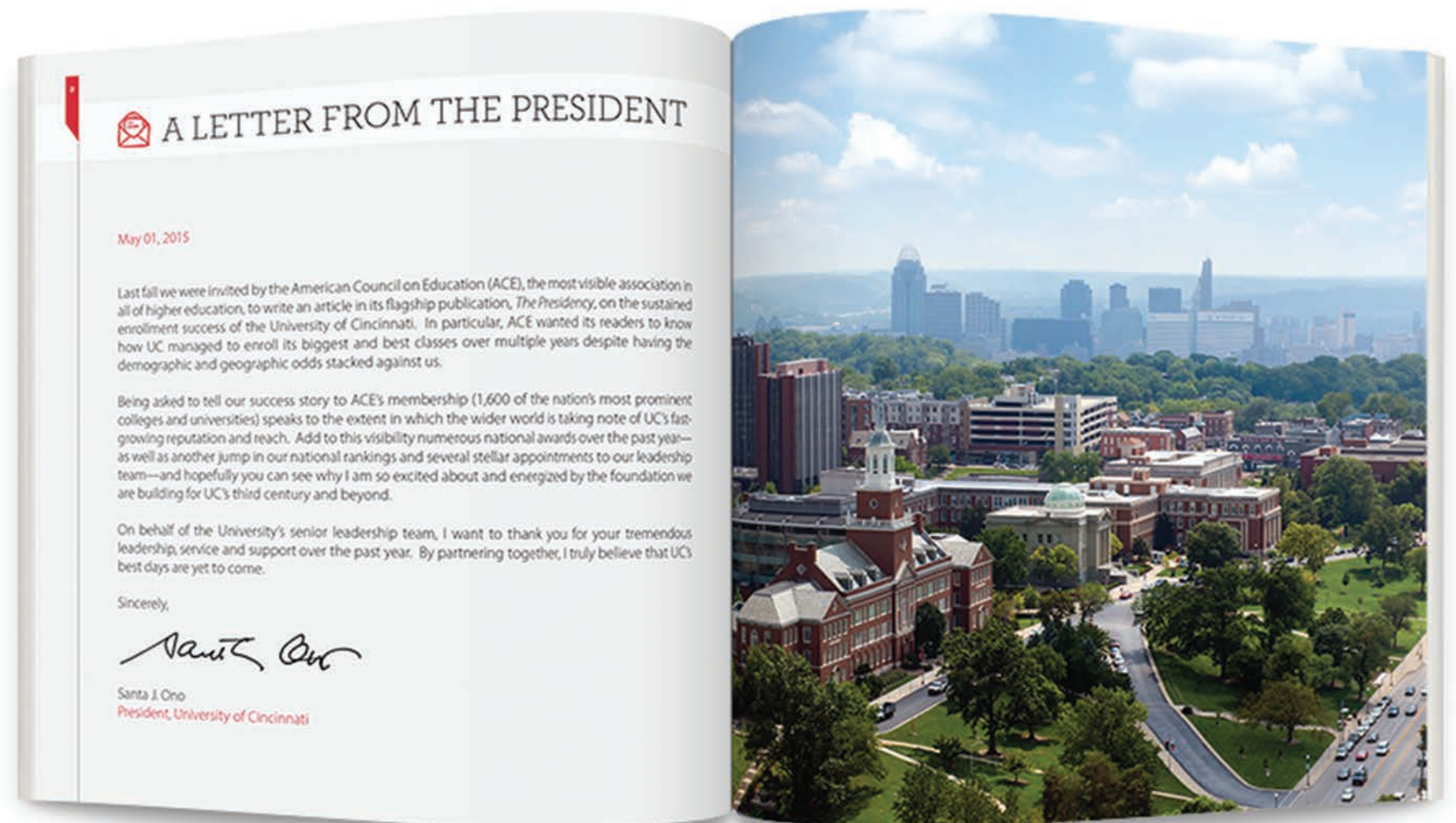
Board Service



Appointments made by the President



Front Cover



Letter from the President

2014-15 BY THE NUMBERS



9

ALUMNI TOUR STOPS



715M

POTENTIAL
TWITTER
IMPRESSIONS

49K

TWITTER FOLLOWERS



662

OFFICE
MEETINGS
+
CONFERENCE
CALLS

66,662

MILES FLOWN



6 HIGH SCHOOL VISITS

130,000

TWITTER REFERENCES TO
#HOTTESTCOLLEGEINAMERICA



272

SPEECHES GIVEN



8

OP
EDS

1,200

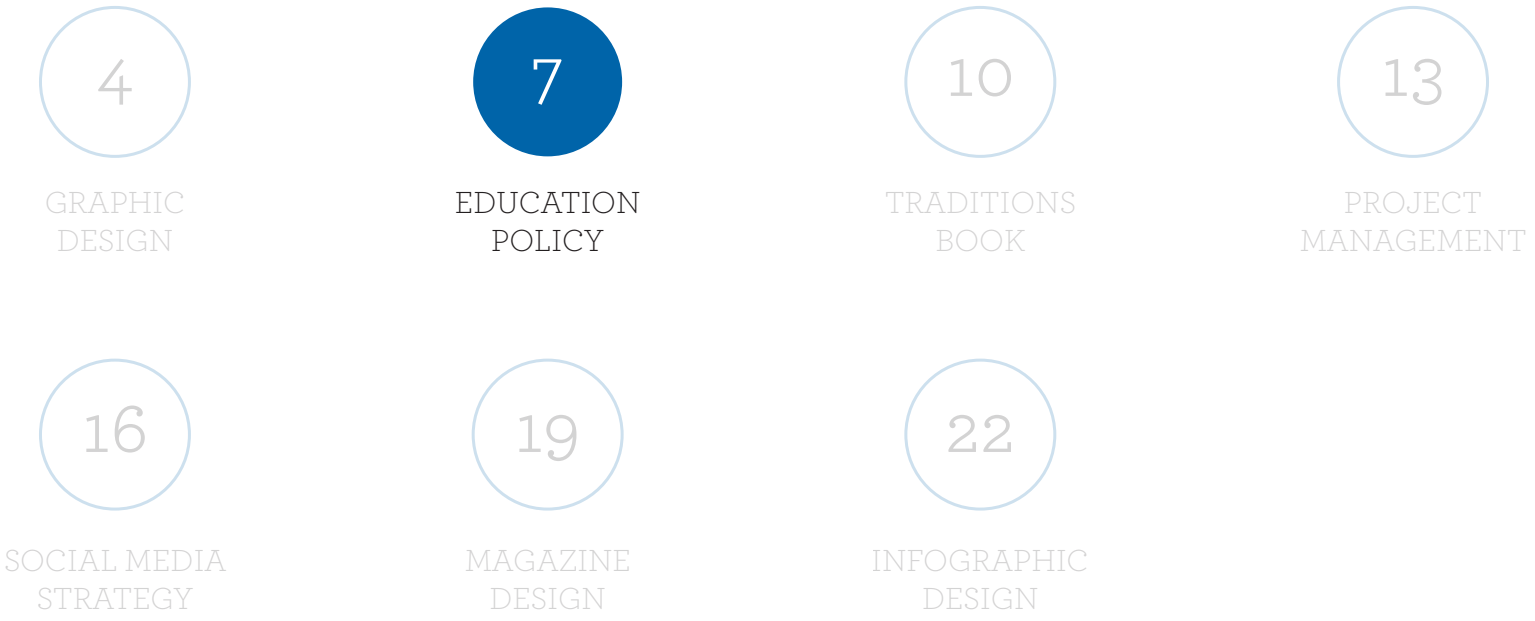
#HCIA T-SHIRT GIVEAWAYS



7,763

COMMENCEMENT
HANDSHAKES



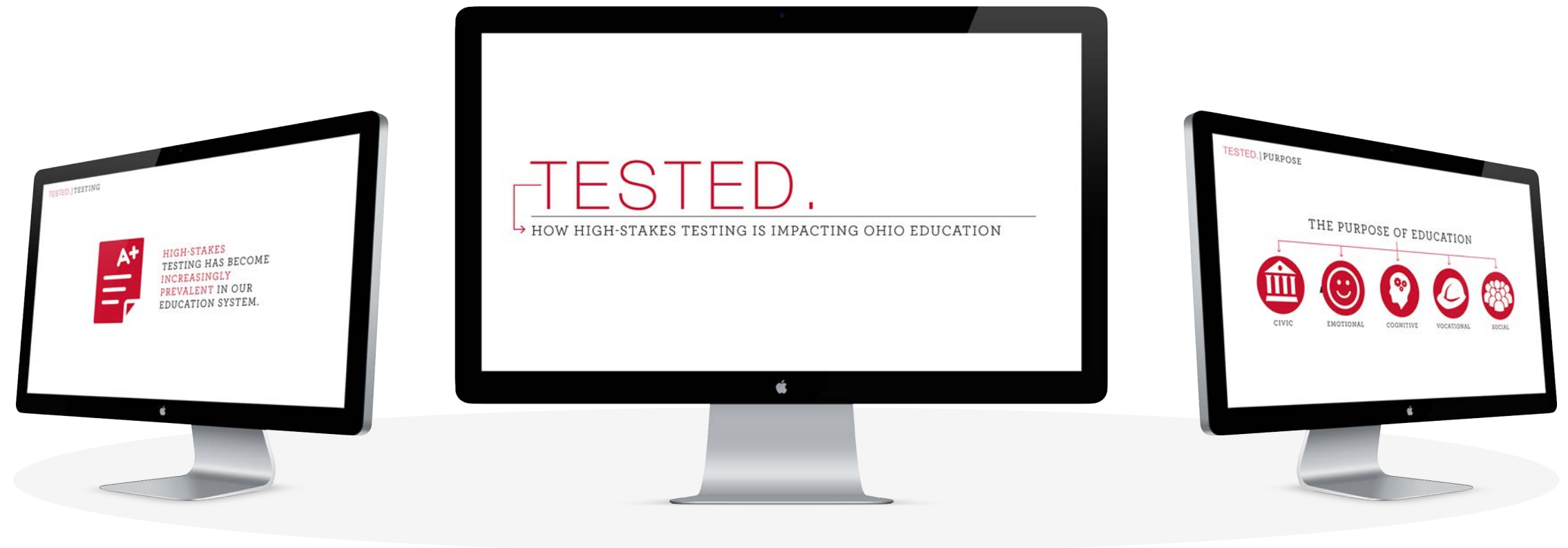


Tested: How High-Stakes Testing is Impacting Ohio Education

EDUCATION POLICY

Research, Analysis & Design

On a recent project, I was challenged to research the impact of high-stakes testing on students in Ohio, articulate recommendations for improvements to Ohio House Bill 74 (Primary and secondary education assessments-administration), and present those findings to a panel of three Ohio state legislators for consideration. To accompany the oral presentation, I designed a simple yet elegant and descriptive slide presentation and co-wrote a 15-page policy research paper.




“
THE ONLY THING THAT INTEREFERES
WITH MY **LEARNING** IS MY **EDUCATION**.
”



Albert Einstein,
Physicist


TESTED | PURPOSE

EDUCATION SHOULD BE



HOLISTIC.

TESTED | BENEFITS



STANDARDIZED TESTING IS A RELIABLE AND DATA-DRIVEN METHOD TO GAUGE PROGRESS.


TESTED | PITFALLS



ALL STANDARDIZED TESTS ARE INHERENTLY SUBJECTIVE.

TESTED | TESTING


STANDARDIZED TESTING DOES HAVE



SEVERAL KEY BENEFITS

TESTED | PITFALLS

STANDARDIZED TESTING ALSO HAS



NUMEROUS PITFALLS.

TESTED | RECOMMENDATIONS

WE HAVE THREE RECOMMENDATIONS.



THEY VARY IN LEVEL OF POSITIVE IMPACT.

EDUCATION POLICY

Keep it Brief

To help the legislators and audience follow along with the presentation, as well as have a brief to take home to remind them of our recommendations, I designed a condensed version of the presentation that hit on all of the major points made in the 15-minute testimony.



4

GRAPHIC
DESIGN

7

EDUCATION
POLICY

10

TRADITIONS
BOOK

13

PROJECT
MANAGEMENT

16

SOCIAL MEDIA
STRATEGY

19

MAGAZINE
DESIGN

22

INFOGRAPHIC
DESIGN

TRADITIONS BOOK

Make it Quick

Following a late submission and approval of content, I was tasked to design the entirety of the 106-page book in a four-day period before the print deadline. After successfully hitting the deadline, the traditions book was distributed to more than 4,600 freshmen at convocation and sold to departments across the University of Cincinnati's three campuses.



Ways of Old: UC Traditions



Letter from the President



Campus Events



Queen City History

TRADITIONS BOOK

50 | THE RED & BLACK BOOK

BEARCATS ATHLETICS

XAVIER RIVALRY

The annual Crosstown Shootout basketball game against Xavier is one of the most famous rivalries in all of college basketball. The Musketeers have been one of UC's biggest rivals throughout the years. Their history dates back to 1928 when the first game was played. Separated by only three miles, some say this rivalry is more competitive than that between Duke vs. North Carolina, or even the Yankees vs. Red Sox! UC holds the overall lead in the series at 49-32.



MIAMI (OH) RIVALRY

Ranked 5th on the list of most-played rivalries in college football and the oldest non-off each year for the famed Victory Bell in a trophy began in the 1890s when some travelling fans "borrowed" the bell from Miami's Harrison Hall (Old Main). UC has captured the Victory Bell each of the past eight years, including last year's 14-0 win in Oxford.



BEARCATS 101

Always wear black to UC football games unless instructed to wear a different color (i.e. white for a white out or red for the "Ring of Red", quite a site at Nippert Stadium.)



FOOTBALL (572-555-49)

UC is coming off a 9-4 campaign in 2013. Big wins last season were against Purdue, Northwestern State, Miami, Rutgers and Houston. As they enter the 2014 season, the Bearcats are ready as ever to bring an American Athletic Conference Championship to Clifton. Tommy Tuberville, a 17-year head coaching veteran, was named the 41st football head coach at the University of Cincinnati on Dec.

8, 2012. Tuberville, widely regarded as one of the top coaches and recruiters in the collegiate game, came to Cincinnati after three years at Texas Tech.

Tommy has a lot of enthusiasm for the University of Cincinnati and has been integral in helping Mike Bohn, the new athletic director, and the athletic department push plans for the 2015 Nippert Stadium renovations.

UC Alumni Association & Student Alumni Council | 51

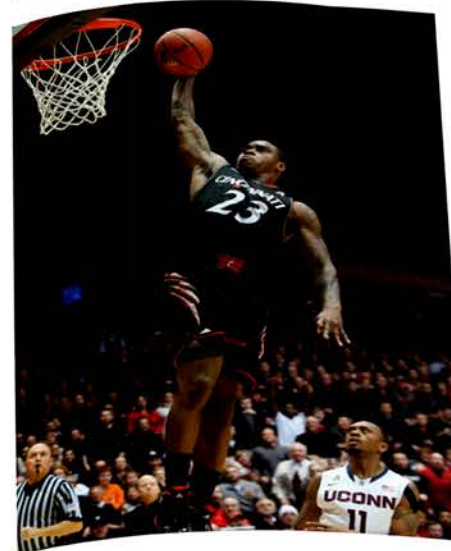
AMERICAN ATHLETIC CONFERENCE

The American Athletic Conference (formerly the Big East) is a new collegiate athletic conference that was established in 2013. The AAC participates in the NCAA Division I in athletic competitions. Teams include:

- > Cincinnati Bearcats
- > SMU Mustangs
- > Temple Owls
- > UConn Huskies
- > Houston Cougars
- > Memphis Tigers
- > Central Florida Knights
- > South Florida (USF) Bulls
- > East Carolina Pirates
- > Tulane Green Wave
- > Tulsa Golden Hurricane
- > Naval Academy Midshipmen (in 2015)

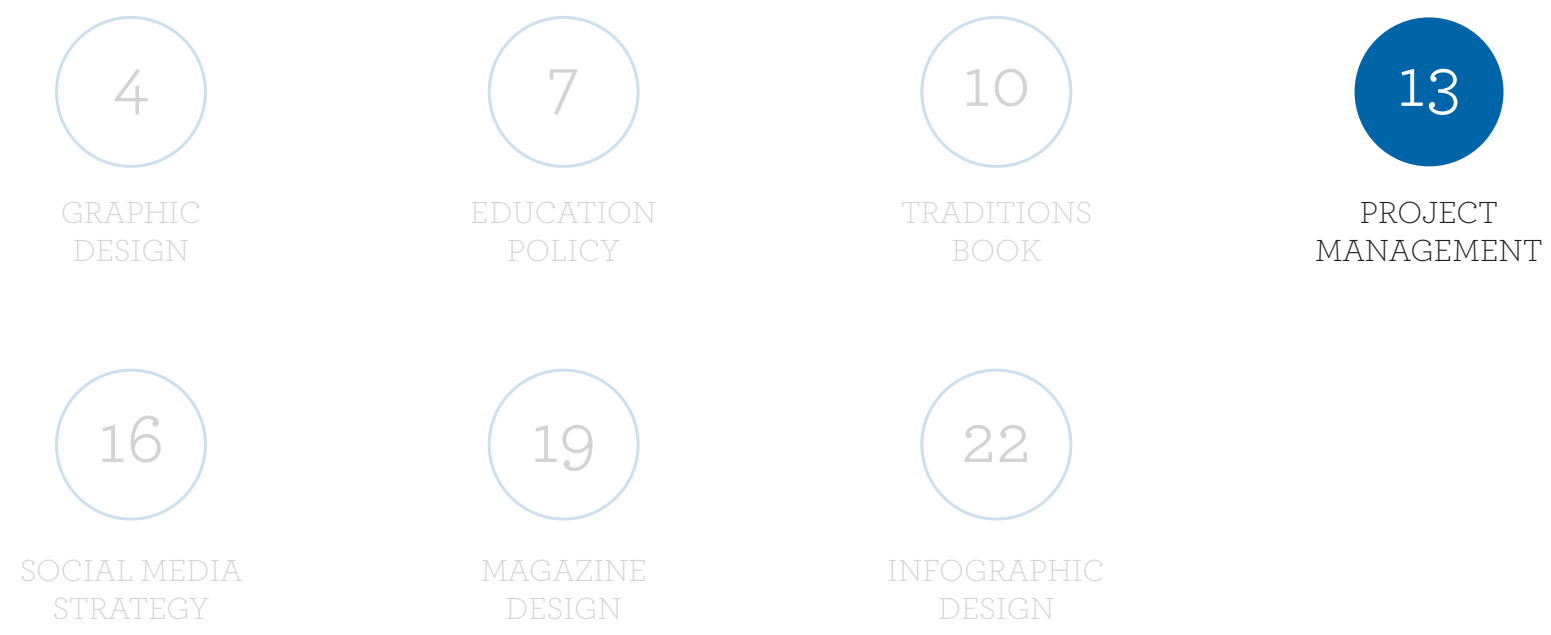
WOMEN'S BASKETBALL (603-569)

Jamelle Elliot, a former University of Connecticut star and longtime assistant coach under women's college basketball coaching legend Geno Auriemma, will start her sixth season as the head coach with high hopes of returning to the NCAA Tournament for the first time since 2003. The team has had its share of success developing players as many Bearcats have gone on to play professional basketball, including K.B. Sharp and former UC Women's basketball champion, Jeanice Randolph, who will sign a contract to play overseas in Spain!



MEN'S BASKETBALL (1624-951)

Cincinnati has a tradition that few schools can match. UC men's basketball had five straight Final Four appearances from 1958-1963, including back-to-back National Championships in 1961 and 1962. The Bearcats' Basketball program has won 29 conference titles and boasts 30 All-American players, including Jack Twyman and Oscar Robertson, considered one of the greatest basketball players of all time. In 1989, Bob Huggins brought UC back into the national spotlight and renewed the spirit of Cats' fans everywhere. Now, Coach Mick Cronin has brought that same winning mentality back to Cincinnati as he heads into his 9th season. While the rich tradition of the men's Basketball program is well known, Coach Cronin is on his way to guiding the Cats back to glory. After returning to the NCAA Tournament for a fourth consecutive year the Bearcats look poised to finish near the top of the American Athletic Conference and make a deep run in the March Madness tournament.



Student Associate Program Evaluation

PROJECT MANAGEMENT

Make it Your Own

After working in the Office of the President at the University of Cincinnati for nearly two years, I noticed several areas of opportunity to improve the professional experience that student associates were getting in the office. After drafting this proposal, having it approved, and executing, performance evaluations were installed, a new position was created, and both the hiring process and position application were amended.

2015-16 PRESIDENT'S OFFICE STUDENT ASSOCIATE HIRING SCHEDULE



Hiring Schedule

STUDENT ASSOCIATE PROGRAM EVALUATION

JUNE 3, 2015



DEFINE THE SCOPE & PRODUCE TIMELINE

TIMELINE

Below are the proposed timeline, pertinent milestones, and tangible products of each phase:

- Phase 1 | Define the Scope & Produce Timeline**
 - May 11 - June 3
 - Presentation to be given to President's Office staff for feedback and approval
 - Deliverables: Project proposal, plan and timeline
- Phase 2 | Research & Gather Background Information**
 - June 4 - June 23
 - Deliverable: Body of interview transcripts, research materials and collected information
- Phase 3 | Evaluate Information & Construct Proposal**
 - June 24 - June 29
 - Presentation to be given at June 29 President's Office staff meeting on research findings
 - Deliverables: Research abstract and topic comparison list
- Phase 4 | Design Program Materials**
 - June 30 - July 20
 - Presentation of materials to be given at July 20 President's Office staff meeting
 - Deliverables: TBD (reference Phase 4 Overview for example deliverables)
- Phase 5 | Implement Program Changes**
 - July 21 - August 14
 - Deliverables: TBD (reference Phase 5 Overview for example deliverables)
- Phase 6 | Assess Project Success & Sustainability**
 - TBD

STUDENT ASSOCIATE PROGRAM EVALUATION

JUNE 3, 2015



DEFINE THE SCOPE & PRODUCE TIMELINE

PHASE OVERVIEW

Defining the scope and producing a timeline for the project ensures that a comprehensive perspective is utilized during the research phase and design of new materials while also maintaining steady, tangible progress toward the project's end.

SCOPE

The following list include topics that will be researched and, if deemed necessary, represented in the end-of-project proposal as they pertain to the SAP. Topics have been categorized by the nature in which they play a role in the SAP.

OFFICE PROCEDURES

- Mail/email
- Phone
- Correspondence
- Recommendation letters
- Orders/purchases
- Travel
- President's Office directory
- Office storage
 - Cage
 - Kitchen
 - File room
- Financial processes
- Web account management
- Filing
- Presidential event requests
- Special Projects

OFFICE ENVIRONMENT

- Technology/equipment
- Office etiquette
 - Dress policy
 - Cancellation/late/scheduling policies
- Network/ambassador opportunities

PROGRAM STRUCTURE

- Purpose statement for SAP
- Size of student staff
- Senior/entry student associates
 - Distinction/Qualifications
 - Roles/Responsibilities
- Professional development opportunities
 - Co-op/Internship
 - Quarterly training modules
- Hiring
- Onboarding



Project Proposal

PROJECT MANAGEMENT

Make it Understandable

It was critical that the process be clear and fully described to anyone who would pick up the proposal. By including check-in dates, deliverable dates, and a full schedule of what time would be allotted when, I was able to make sure my supervisor's and I were on the same page about where and how I would be spending my time for the duration of this project.



4

GRAPHIC
DESIGN

7

EDUCATION
POLICY

10

TRADITIONS
BOOK

13

PROJECT
MANAGEMENT

16

SOCIAL MEDIA
STRATEGY

19

MAGAZINE
DESIGN

22

INFOGRAPHIC
DESIGN

#Kevin4Senate Twitter Campaign

SOCIAL MEDIA STRATEGY

Utilize the Best Tools

When Kevin Leugers ran for an at-large Senate seat in the Undergraduate Student Government last February, his lack of understanding of the social media platform Twitter could have spelled his doom. And when half of the campaign period turned into snow days, social media became even more critical and the need to schedule tweets using Hootsuite to ensure optimal reach and schedule specific tweets for specific events skyrocketed.

Capture the Candidate's Character on Social Media

There are more social media strategies than there are Republican presidential candidates, and it's important to choose one that fits the character of the person, organization, etc. Kevin is one of the goofiest people on the University of Cincinnati's campus, and well-known for his poor jokes and bad puns.

So in preparing his social media campaign, that's exactly what I utilized. Using household items, I built a social media campaign based entirely on puns to augment Kevin's substantive campaigning efforts. The campaign was received well; Kevin was in the top echelon of followers of all senatorial candidates, and also had a markedly higher rate of favorites and retweets than did any of his competitors.



@Kevin4Senate

CHECK OUT MORE TWEETS ONLINE!



SOCIAL MEDIA STRATEGY

Kevin Leugers @Kevin4Senate Following

Gosh, it feels good to #Vote4Kevin, donut? Thanks you all, but its not over! Tell your friends to vote #Kevin4Senate



RETWEETS 3 LIKES 9

Kevin Leugers @Kevin4Senate Following

You can count on one thing: #Kevin4Senate is Craisin about the @uofcincy. #OceanSpray #YourTasteBudsWillThankYou



RETWEETS 3 LIKES 9

Kevin Leugers @Kevin4Senate Following

Hey Bearcats, voting has begun. Log on to Canopy now to vote! Orange you glad you voted for Kevin? #Kevin4Senate



RETWEETS 7 LIKES 9

Kevin Leugers @Kevin4Senate Following

He won't do your laundry, but he will work to iron out the wrinkles in undergraduate education at UC! #Kevin4Senate



RETWEETS 8 LIKES 18

2:01 PM - 20 Feb 2015

Kevin Leugers @Kevin4Senate Following

Bon Appetit, Bearcats! Check out the fresh, new ideas I've been cooking up at facebook.com/Kevin4Senator/! #Recipe4Success



RETWEETS 5 LIKES 8

Kevin Leugers @Kevin4Senate Following

A vote for Kevin is a vote for reforming undergraduate education. Don't believe me? Just watch. #Bruno #Trinidad #Kev



RETWEETS 2 LIKES 9

Kevin Leugers @Kevin4Senate Following

Go all in. There's no safer bet than a #Kevin4Senate vote. He'll reform undergraduate education, and you'll win big.



RETWEETS 2 LIKES 7

Kevin Leugers @Kevin4Senate Following

Coach told me to sit out tonight to focus on campaigning, but I'll be rooting on @GoBEARCATS! #BeatX #Kevin4Senate



RETWEETS 4 LIKES 12

4

GRAPHIC
DESIGN

7

EDUCATION
POLICY

10

TRADITIONS
BOOK

13

PROJECT
MANAGEMENT

16

SOCIAL MEDIA
STRATEGY

19

MAGAZINE
DESIGN

22

INFOGRAPHIC
DESIGN

Best of *Spark Newsmagaine* Layout & Cover Design

MAGAZINE DESIGN

Learn the Tools of the Trade

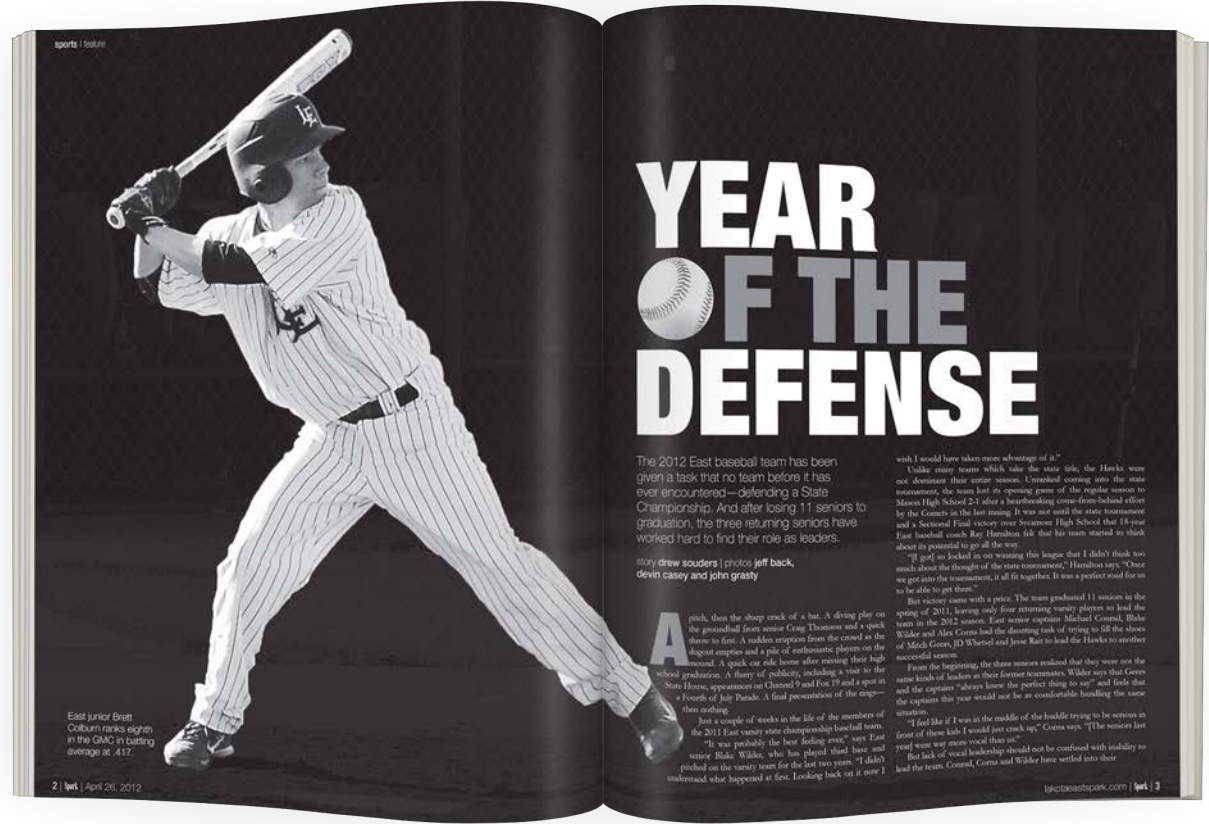
The following layouts make up a diverse set of designs and layouts from my time on the Spark Newsmagazine staff. The designs utilize strong photography (in sports), or are guided by conceptual designs that required a great deal of forethought, preparation and advance execution before the story and/or its accompanying infographic were ready to be published.



The Cost of Prom



"A Spoonful of Creatine"

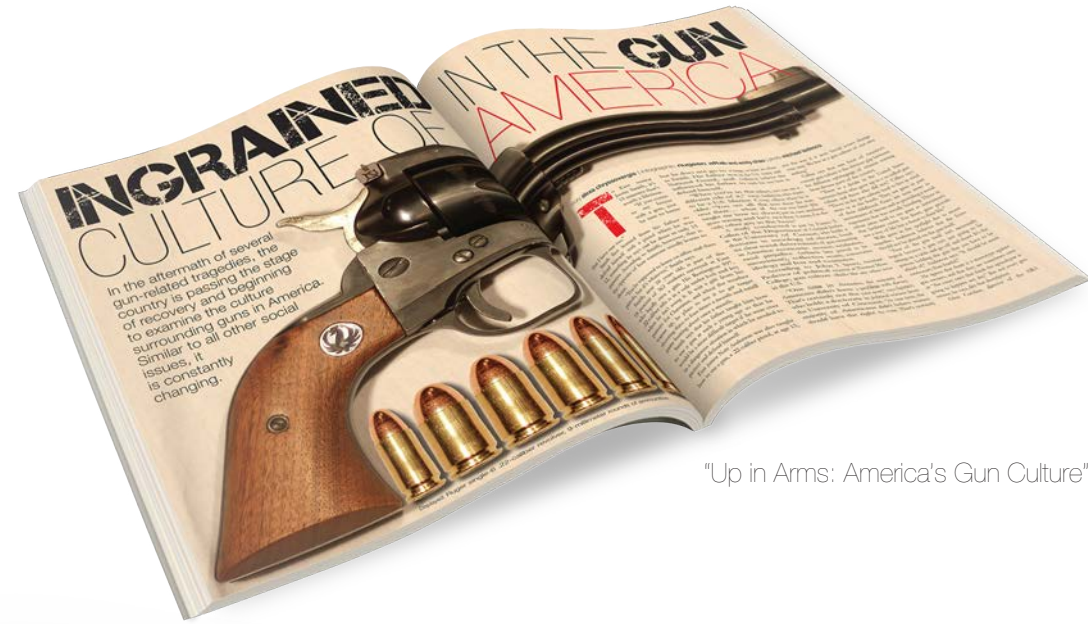


"Year of the Defense"



"A Look at Lakota's New food"

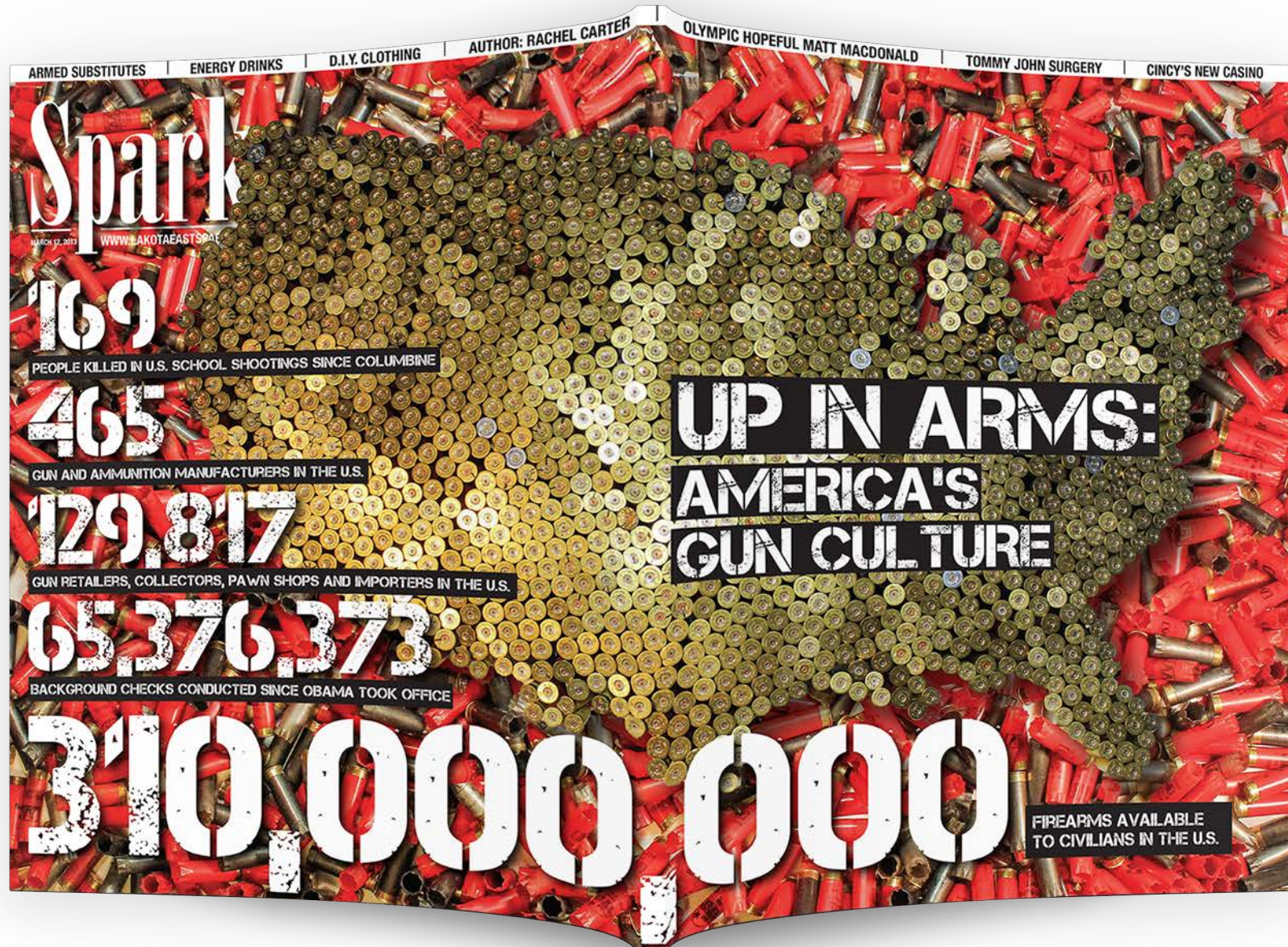
MAGAZINE DESIGN



"Up in Arms: America's Gun Culture"



"Raising the Bar"



"Up in Arms: America's Gun Culture"



"Summer Fun in Cincinnati"

4

GRAPHIC
DESIGN

7

EDUCATION
POLICY

10

TRADITIONS
BOOK

13

PROJECT
MANAGEMENT

16

SOCIAL MEDIA
STRATEGY

19

MAGAZINE
DESIGN

22

INFOGRAPHIC
DESIGN

Data Visualizations and Infographic Design

INFOGRAPHIC DESIGN

Making Data Visual

The following infographics range in style and application, but each attempt to communicate data in these most palatable way possible for the reader. Whether designed for web or print, each infographic relies upon bold color schemes and strong contrast to make a design statement.



UC Foundation: Facts & Figures

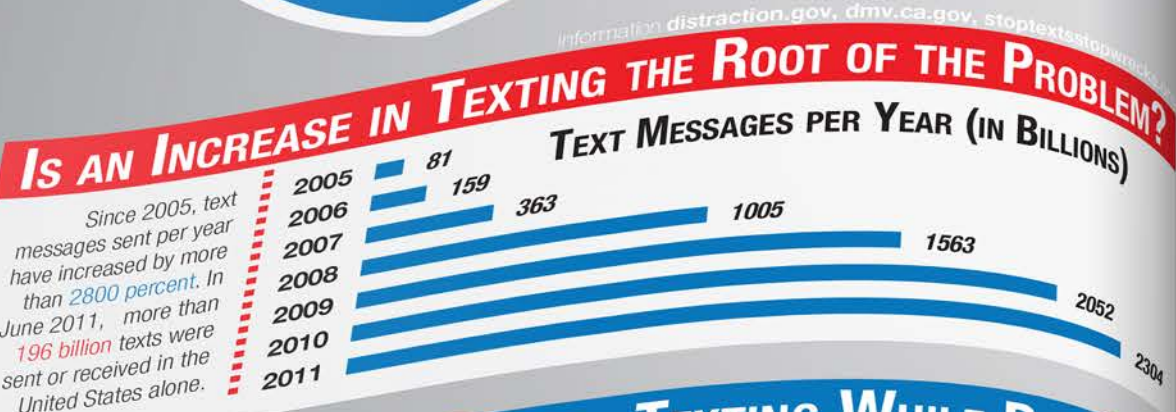
Crime Against UC Students

INFOGRAPHIC DESIGN

DISTRACTED DRIVING

WHAT TEXT IS WORTH YOUR LIFE?

With the passage of its new legislation dealing with **texting and driving**, Ohio became the 39th state to ban the practice. So what is the big deal?
 Infographic **jeff back**



CRUNCHING THE NUMBERS ON TEXTING WHILE DRIVING

On average, sending or receiving a text takes a driver's eyes from the road for **4.6 seconds**. At 55 miles per hour, that is the same as driving the length of a football field—**blind**.

23 TIMES MORE LIKELY A DRIVER IS TO CAUSE A CRASH WHILE TEXT MESSAGING BEHIND THE WHEEL OF A VEHICLE.

Using a cell phone while driving a car can delay a driver's reaction time as much as having a **blood alcohol concentration** at the legal limit of **.08 percent**.

ARE WE TOO CONFIDENT AS DRIVERS?

77 percent of young adult drivers are very/somewhat confident that they can safely text while driving. 35 percent think they will not get hurt.

PERCENT OF DRIVERS RATE THEMSELVES AS BETTER THAN THE AVERAGE DRIVER. **57**

At any one typical daytime moment, as many as **10 percent** of drivers are using a cell phone. **55 percent** of teens think texting and driving is easy.

HOW MANY ACCIDENTS ARE CAUSED BY DISTRACTED DRIVING?

In 2010, **3,092** people were **KILLED** in crashes caused by distracted drivers. An additional **416,000** people were **INJURED** in crashes involving a distracted driver.

100= PEOPLE

995

OF THOSE KILLED IN 2009 IN DISTRACTED DRIVING CRASHES WERE REPORTED AS HAVING A CELL PHONE AS A DISTRACTION. THIS EQUALED **18 PERCENT** OF DISTRACTED DRIVING FATALITIES THAT YEAR.

THIS AGE GROUP HAS THE GREATEST PROPORTION OF DRIVERS WHO DRIVE WHILE DISTRACTED. IN 2009, **16 PERCENT** OF DRIVERS UNDER 20 WHO WERE INVOLVED IN FATAL ACCIDENTS WERE DISTRACTED AT THE TIME OF THE CRASH.

UNDER 20

BREAK IT DOWN

- 86** PERCENT OF TEENS AGES 16-19 HAVE DRIVEN WHILE DISTRACTED.
- 60** PERCENT OF DRIVERS USE CELL PHONES WHILE THEY ARE DRIVING.
- 49** PERCENT OF DRIVERS UNDER 35 TEXT WHILE DRIVING.

WHAT EXACTLY IS A DISTRACTION WHILE DRIVING?

A distraction is any object or event that prevents a driver from operating a motor vehicle safely. **THREE TYPES** of distractions can impair a driver.

- VISUAL DISTRACTIONS** take your eyes off the road.
- COGNITIVE DISTRACTIONS** take your mind off the road.
- MANUAL DISTRACTIONS** take your hands off the steering wheel.

PRINCIPAL ACTIONS THAT CAUSE DISTRACTED DRIVING

- Cell Phone Use
- Looking Outside the Vehicle
- Applying Makeup
- Reading
- Reaching for an Object in the Vehicle
- Eating

INFOGRAPHIC DESIGN



Operation: Homecoming

INFOGRAPHIC DESIGN

The Top Tweeters in Higher Education



THANK YOU!

I look forward to speaking with you soon.



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