



Chesterfield County Public Schools
Innovative. Engaging. Relevant.

November 10, 2017

To whom this may concern:

I am writing you in regards to the submission for the Excellence in Action Award by the Chesterfield County Public Schools Career and Technical Center Photography/Digital Arts/3-D/Independent Studies Program.

Students in this program continue to assist the Chesterfield County Public Schools Department of Communications and Community Engagement every year with the design and production of the College and Career Readiness marketing materials. This month-long celebration within our school division is an important component to preparing our students for their future. Programs include two college fairs and the K-12 Career Readiness Expo, which features all of the career and technical education programs offered at Chesterfield County Public Schools.

Through the hard work of the students in this program, they meet with committee members to discuss the scope of the project, develop a concept, pitch the concept and work with the committee of the College and Career Readiness Month to develop all of the marketing materials to not only advertise the events, but promote the idea of College and Career Readiness to all 60,000 students.

The talents of the students are showcased through their work, and the professional way they manage the projects have made this continued partnership a win-win for both the students and the committee.

I hope you will truly consider this amazing program for this award. This program allows our students to do much more than learn how about graphics and photography, but it gives them the opportunity to apply what they know and build a resume and portfolio that will help them in their future career endeavors.

Sincerely,

Amanda Love
Community Relations Officer
Chesterfield County Public School



COMMONWEALTH of VIRGINIA

Molly J. Ward
Secretary of Natural Resources

Department of Game and Inland Fisheries

Robert W. Duncan
Executive Director

November 10, 2017

To Whom it May Concern regarding the Excellence in Action Award:

I am a business partner with David Holicky and Nicole Sellers who teach Commercial Photography, Digital Arts, 3D Animation, and Independent studies (in all classes) at the Chesterfield Technical Center in Chesterfield County, Virginia.

I am excited to be collaborating with them on an innovative project, maybe the first of its kind, where the students will use the skills they have learned throughout the year to contribute to the magazine we produce at the Virginia Department of Game and Inland Fisheries, *Virginia Wildlife*.

Editor, Sally Mills, and I, plan to go to the school in March 2018, meet with the students and present how a magazine team works, how we create a layout, design, and prepare the magazine for print. Then, we will assign a story that we want them to design, illustrate and layout.

Students will be divided into teams of specialists, just like a real magazine staff, and be required to come up with a final, press ready layout and design. If time and money allows it would be very educational if students could travel to our printer in Lynchburg, Progress Printing Plus and actually see the magazine being printed.

Obviously, not every team can have their design published so it is a competition. Students will be judged on how carefully they follow our requirements, meeting deadlines, working together in a collaborative fashion, and of course, the final product. The winning team will have their layout published in our 30,000 circulation magazine and will have copies in hand before they leave for summer vacation. A great portfolio piece for team members!

I would love to see David Holicky and Nicole Sellers receive this award for their brilliant and innovative thinking! I believe that this is an outstanding opportunity for students to enhance their awareness of what it takes to work as a photographer, designer and/or illustrator in the real world.

Sincerely, Lynda Richardson

Art Director, *Virginia Wildlife* magazine
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