



**YOUR WALLS ARE A
BLANK
CANVAS**



Graphic Imagery

Celebrating more than 30 years, Graphic Imagery, Inc. opened for business with one major equipment purchase, Compugraphic typesetting equipment once owned by Andy Warhol. That influenced Graphic Imagery's future aspirations to create impactful graphic art. Combining art, typography and graphic design with meaningful content, has led to the creation of award-winning brochures, annual reports, advertising, branding and wall murals.

On the following pages you will find before and after images of walls and interiors. Guided by client's goals and budgets our projects offer many solutions. From promotions, school spirit, to developing a history wall, our projects offer a unique mix of graphic imagery.

Learn more by visiting:

www.graphicimagery.com

T R A N S F O R M

YOUR SPACE



ACADEMIC CENTER

Inspire Students to Learn

CALDWELL UNIVERSITY

ASSIGNMENT:

Create an inspirational and welcoming learning environment for students seeking academic support.

SOLUTION:

We filled the walls with famous inspirational quotes and imagery. For the writing lab, we wanted students to be excited about walking into the room. On the outer wall of the lab we selected quotes from famous writers. We created a bit of drama with a torn paper effect visible through the glass window.

B E F O R E



LIBRARY COMMONS

You Have to Love a Blank Slate

CALDWELL UNIVERSITY

ASSIGNMENT:

Create a space within the library that encourages collaboration.

SOLUTION:

We researched historical collaborators and came up with the “Great Collaborators” theme. Choosing a mix of photos and quotes, we turned the walls into influential art.

B E F O R E



B E F O R E



B E F O R E



B E F O R E



JENNINGS LIBRARY

Sister Vivien Jennings Memorial



GOLD AWARD WINNER
Educational Advertising Awards

Sister Vivien Jennings, O.P.

PRESIDENT OF CALDWELL COLLEGE
1984 — 1994

Sister Vivien Jennings, O.P., was a woman who exemplified all that was best in a follower of St. Dominic. As president, her qualities of compassion, reverence and faith brought Caldwell College from an excellent but small institution of higher learning for women to the genesis of the co-educational university it is today, a university still growing and enjoying the many gifts she established during her tenure as its president.

Jennings Library Expansion

Always a visionary, Sister Vivien saw the need for a library large enough to meet the needs of the rapidly increasing student population. In 1990, she approved and oversaw construction of a new library which doubled the size and included space for archives and a 250-seat theatre. As a tribute to her love for learning and great respect for the written word, the library was named in her honor.

Sister Vivien Paved the Way for Many Historical Firsts, including

- the transition to a fully co-educational institution,
- the expansion of athletic offerings,
- the development of the graduate and continuing education programs,
- the growth in the student population,
- the creation of the Fanjeux Experience, a study abroad program, and
- becoming the first director of the Educational Opportunity Fund.

Sister Vivien Jennings, O.P. was truly a woman of The Word as well as a woman of words. She was a deeply intellectual theologian as well as an author, poet, leader, and scholar. Her best known book, A Valiant Woman, contains lines which describe her well.

It is the... whose mind is uncluttered by the less-than-true, whose hands are ever open to dispense God's gifts... Her footsteps are gentle for she has been to the mountain. Her words are sweet because she has heard him speak. Her vision is clear for she has seen her God... Her very presence speaks hope in a fallen world.

MEMORIAL

CALDWELL UNIVERSITY

ASSIGNMENT:

Caldwell University's past president, Sister Vivien Jennings' memorial celebration created the need to document her reign as well as, improve the entrance for the building named in her honor.

SOLUTION:

The first part of the project included removing the existing art and painting. Next, we reproduced a photograph of Sister Vivien on rich canvas resulting in a print that resembles an oil painting. This resulted in a dramatic entrance of The Jennings Library. Black molded lettering placed under the framed portrait enhanced the importance of this great woman. The creation of the history panel which is also placed near the entrance was a tedious process that included interviewing contributors and archival photo research.

BEFORE



HISTORY WALL

Strolling Through Time



MERIT AWARD WINNER
Educational Advertising Awards

CALDWELL UNIVERSITY

ASSIGNMENT:

A history wall to celebrate the 75th anniversary to document the heritage, founding, academic milestones, students and campus.

SOLUTION:

This project required extensive archival photo research, content development and interviews. The layout was fine tuned to guide the viewer down their historical path. Limited in budget and wall space, the panels sit on painted custom boxes. This well received project is expected to grow over the coming years.



The Legacy Continues



ESPORTS ARENA

Branding with a Competitive Edge

B E F O R E



CALDWELL UNIVERSITY

ASSIGNMENT:

A new Esports suite needs branding, sponsor logos and a fierce competitive edge.

SOLUTION:

We chose to paint doors and walls so repairs can be made over time in this heavily used gaming suite. Cut out adhesive vinyl was used to add the new Esports and sponsors logos. Opposing walls include the Cougar paws to empower the players.

B E F O R E



A DISPLAY OF EXCELLENCE

Makes a Powerful Statement

B E F O R E



CALDWELL UNIVERSITY

ASSIGNMENT:

Create an impressive display for the Wall of Excellence tributes that originally included five plaques. The display needed to be designed with plenty of space for future growth.

SOLUTION:

With a limited budget, we decided to keep four of the original plaques. A powerful statement was made by creating hand-painted gold lettering. An impressive plexi-glass tree was selected for the prestigious Professor Emeriti award.



NEW CONSTRUCTION

Becomes a Gathering Place

KEARNY HIGH SCHOOL

ASSIGNMENT:

This newly constructed area of Kearny High School was created with expansive 23 ft. high walls. Our assignment was to turn the area into a gathering place for students.

SOLUTION:

We decided to incorporate their mascot into our concept with the notion that every “Kearny Kardinal” needed a perch. An inspiring quote by Alice Waters was added to help define the space. Phase two will include cozy couches and high-top tables.

B E F O R E



100-YEAR-OLD HALLS

Become an inspiration to college-bound students

B E F O R E



KEARNY HIGH SCHOOL

ASSIGNMENT:

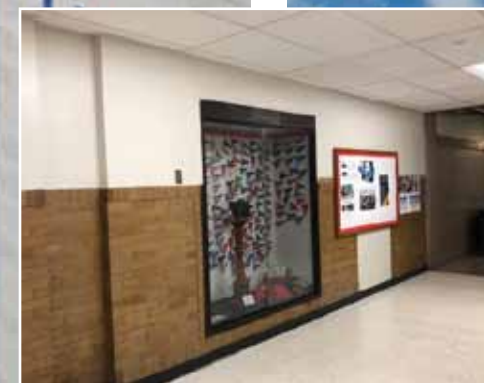
The task was to inspire college-bound students as they walk through the School Counseling halls.

SOLUTION:

The “sky’s the limit” became the selected theme as we covered vintage brick and walls. The result, a truly uplifting corridor. We included acrylic lettering to identify the School Counseling department. Our design plans included the removal of a built-in display case and replacing it with a state-of-the-art video display. The walls are filled with quotes from Lady Gaga to Abe Lincoln – all themed to welcome and encourage students. The “sky’s the limit” panel is filled with endless occupations and the “imagine” panel depicts colleges and universities. Ceiling tiles were added with inspirational words that are changed often to make this hall an exciting place to walk.



B E F O R E



HISTORY TIMELINE

A Time Capsule of Growth, Advances and Alumni Stories

B E F O R E



KEARNY HIGH SCHOOL

ASSIGNMENT:

It was our assignment to document the growth of Kearny High School over the years as well as, highlight their amazing alumni. Our goal was to give the art a vintage feeling so it would be welcomed in the original foyers which are enhanced with marble, vintage lighting and rich mahogany wood.

SOLUTION:

The walls of the original high school foyer were built in 1920. They required repair to ready them for our vinyl wall panels. We logged many researched hours, scanned hundreds of photos and created seven amazing history panels for the foyer. Adhesive wall vinyl was applied to the clean walls and the result – an impactful walk through history as you enter the high school.



B E F O R E



Historical Timeline Through Today's Technology

Create a history of nursing as well as showcasing today's technology. The final ingredient — include the human factor of nursing. We accomplish that through imagery and quotes from today's nursing professionals.



ATHLETICS BRANDING

Budget Friendly Solutions

CALDWELL UNIVERSITY

ASSIGNMENT:

Graphic Imagery has created budget sensitive solutions that brand the athletics department throughout campus.

SOLUTION:

Create a timeline that was achieved by silhouetting supplied images. The entire project spans four panels. Other projects have included window graphics, flags and removable logos throughout campus.



BOMBERS CAFE

Nostalgic Makeover to Build School Spirit

BOONTON HIGH SCHOOL

ASSIGNMENT:

Redesign the high school cafeteria in the nearly 100-year-old building. Rebrand the “Bombers” mascot to be less offensive in today’s world.

SOLUTION:

We integrated paint, upgraded furniture and used wall vinyl to create a retro student cafeteria. The pillars were updated with subway tiles and graphics. Maps were used as graphic elements on the walls and table tops. Authentic vintage photos were also used throughout the project to instill a sense of community and to rebrand the Bombers logo. Mechanical black out shades were also included to cover windows during a lockdown.

BEFORE



STUDENT CENTER

Makeover on a Budget

CALDWELL UNIVERSITY

ASSIGNMENT:

Redesign the outdated Student Center dining hall and Cougar Den with a limited budget.

SOLUTION:

Our approach included paint, pillows, flags and wall panels.



CAFE WITH CHARACTER

Branding and Alumni Success Stories

KEARNY HIGH SCHOOL

ASSIGNMENT:

Brand the new cafeteria with the school mascot, the Kardinal. To motivate students, we were also asked to highlight famous alumni success stories.

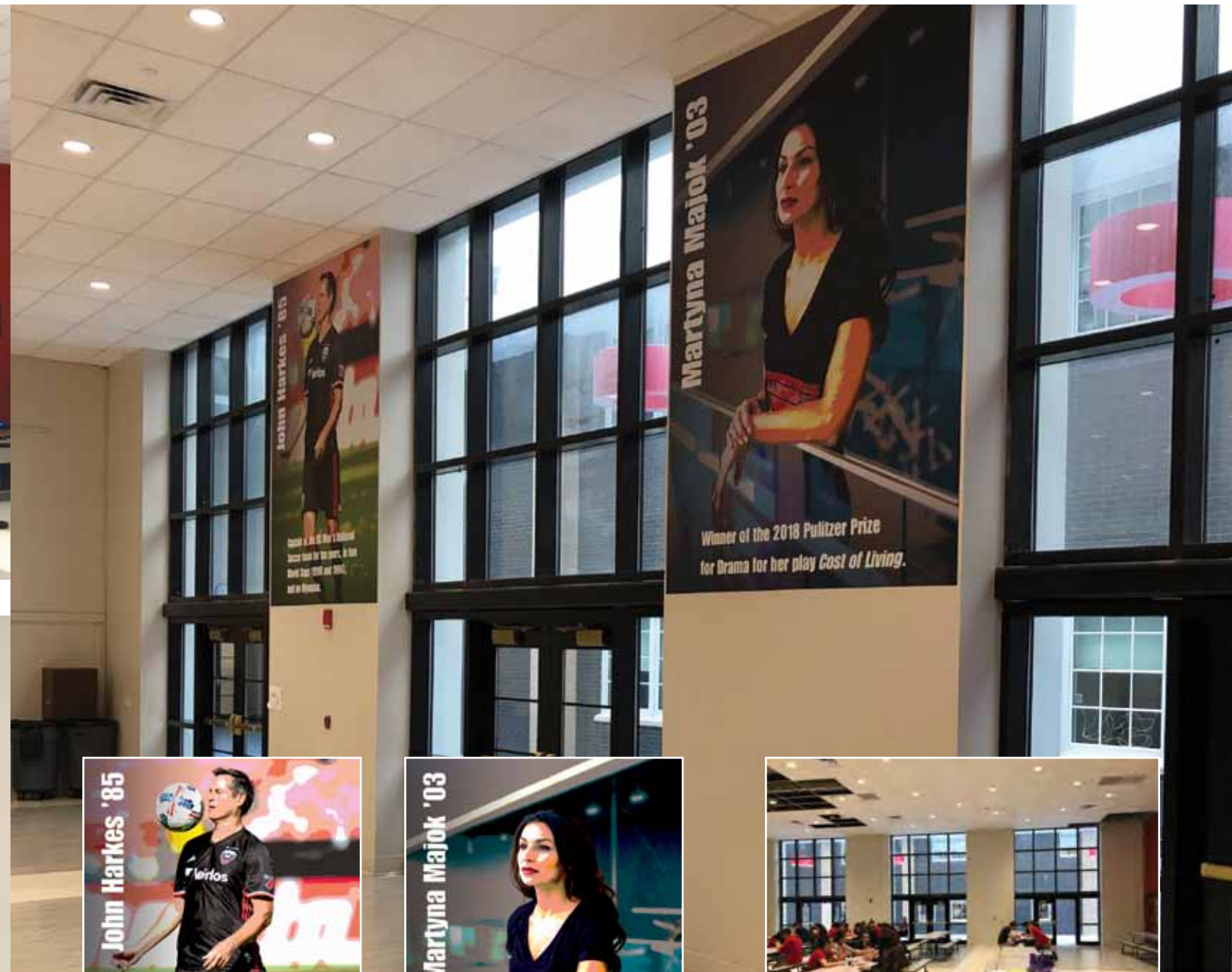
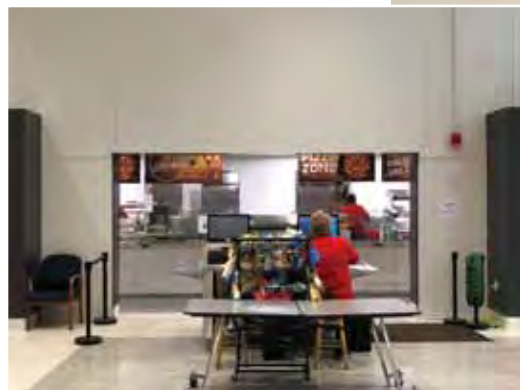
SOLUTION:

Branding began by repainting walls to the new Kardinal red. Using vinyl cut letters we created the KARDINAL'S NEST. We also created a vinyl wall image entering the Kafe. Two alumni were selected to be highlighted. Their photos were artistically enhanced and large wall vinyl was applied to the 20 foot walls for amazing impact.

B E F O R E



B E F O R E



B E F O R E

FAITH IN ACTION

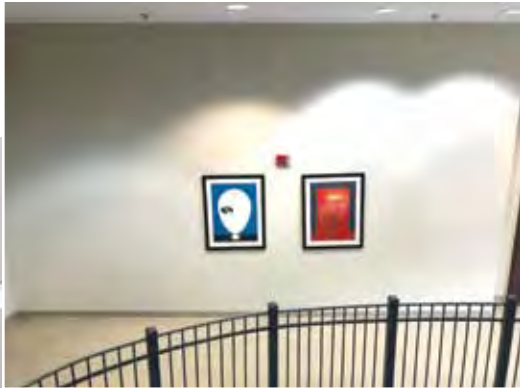
The Living Mission



GOLD AWARD WINNER
Educational Advertising Awards



B E F O R E



CALDWELL UNIVERSITY

ASSIGNMENT:

Develop an updatable wall informing the Caldwell University community about the mission of their founders, The Dominican Sisters of Caldwell.

SOLUTION:

Our design infused a global essence into the chronicled history that embodies the mission of the Dominican Sisters. The project included framed images of selected Saints with informative plaques. The “Faith in Action” wall was created with replaceable panels and photos so future generations can update the historical data. Finally, a Dominican Values mural was created with photos and historical text outlining their mission that is defined by: Respect, Integrity, Community and Excellence.

DOMINICAN VALUES

Caldwell University was founded in 1939 as a Catholic liberal arts college by the Sisters of Saint Dominic, under the leadership of Mother M. Joseph Dunn, OP, with the approval of the Most Reverend Thomas Joseph Walsh, Archbishop of Newark. Its original intent was to serve as an institution for Dominican Sisters seeking higher education. The first class included not only Sisters, but other young women as well. In 1985, Caldwell became coeducational, enabling men to receive the same quality education women had been receiving for the previous 45 years.

The core values of Caldwell University emanate from the life of Saint Dominic, the Charism of the Sisters of St. Dominic and the Four Pillars of Dominican Life. These powerful elements are transformed into the Caldwell University Core Values. Respect, Integrity, Community and Excellence are components of the values and are influencers that are part of our campus and student life. Those values will resonate with our students throughout their lifetime.



Climate Change

CORPORATE STANCE

AMITYVILLE / BALNESTON / CALDWELL / HOPE / SHARILL



We, the Dominican Sisters in Committed Collaboration, believe that our present relationship with Earth and the use of the resources provided by Earth are grievously imbalanced and harmful to the planet itself. The impact of human action causes and overwhelms the self-sustaining, and self-correcting capacities of our environment, narrows biodiversity, and threatens the capacity of Earth to support future generations.

We recognize that the reality of Global Climate Change negatively impacts the Community of Life in ways that go well beyond our understanding. We recognize the negative impact on the human community is experienced more forcefully and comprehensively by persons who are living in poverty, living close to the land, and living in fragile ecosystems.

We believe we are called to protect the vitality, diversity, and uniqueness of Earth and the Community of Life sustained by Earth. This call compels us to act individually, communally, and systemically on behalf of Earth, the Community of Life, and all future generations within this sacred community.



Commit to leading our individual and collective voice to those efforts, consistent with our Catholic faith and the Dominican search for Truth, that seek to mitigate the effects of Climate Change.



Land Ethic

A land ethic is one expression of our charism to study, contemplate, live, and proclaim Truth. Our land ethic provides a concrete way to live our Vision Statement to deepen our understanding of the mysteries of the universe and the sacredness of all creation, and to resist the ongoing devastation of our planet by a contemplative society of our use and/or abuse of Earth's gifts. This includes the land, which encompasses soil, rock, air, water, plants, animals, and people.

Our contemplation of Truth impels us to see creation as the primary revelation of the Divine (St. Thomas Aquinas, Summa Theologiae, 47.1). We understand ourselves as members of an interdependent, interconnected sacred community of life through which we contemplate the love and creativity of God. As members of this sacred community, we are "invited to develop a spirituality of global solidarity which flows from the mystery of the Trinity" (Laudato Si', 240). The vitality of the land, water, air, and biotic community is essential to our spiritual and physical well-being. Therefore, we acknowledge our responsibility to care for our "common home which God has entrusted to us" (Laudato Si', 232).

The land in Caldwell was first obtained to be a source of healing and good health. When environmental conditions of the city were poor, of sickness and ill health, land in Caldwell provided a place of recuperation and healthy living that served to enhance and support our mission. In addition, other land, including Genesis Farm, Lacordaire Academy, and Saint Dominic Academy, has sustained us in our ministry of preaching Truth and justice. In response, we are called to be life-giving and creative participants in the ongoing life of Earth and its resources, especially in our own bioregion and on the land where we live.

IT'S ELEMENTARY

The Conscious Discipline Model

KINGSWOOD TOWNSHIP SCHOOL

ASSIGNMENT:

Replace stark white walls with a life-size informative graphic that will become the tool to guide students through the Conscious Discipline Model.

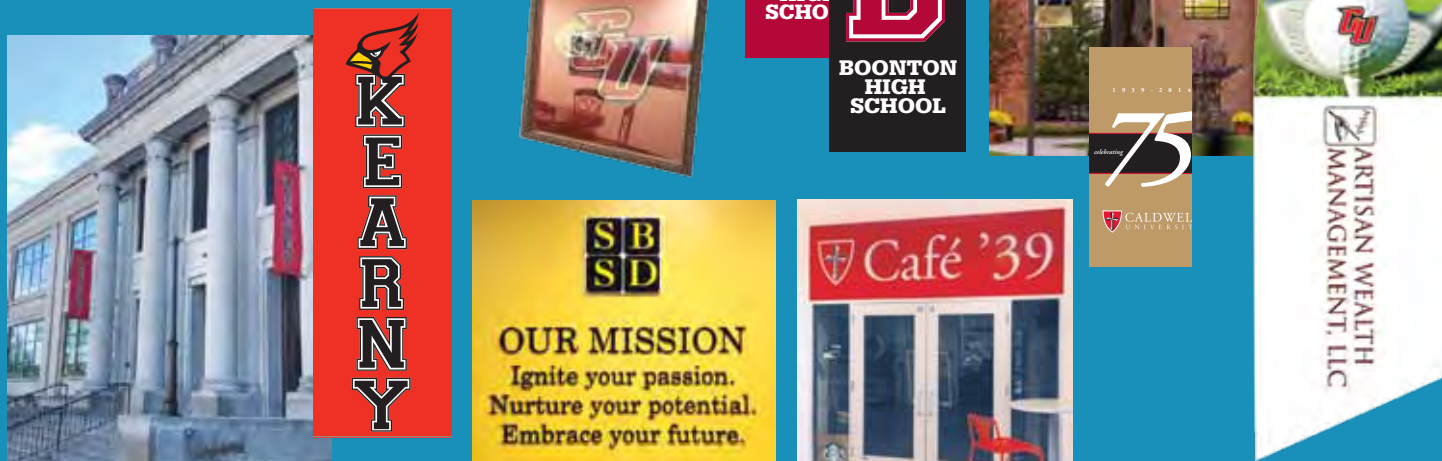
SOLUTION:

Develop the “State of Mind” wall as an interactive visual tool that gives students the opportunity to work through their emotional state.



CAMPUS BRANDING

Branding is one of the most important aspects of any business or event. Flaunt who you are and your message indoors and outdoors. Learn more by visiting www.graphicimagery.com.



CREATIVE

HALL OF FLAGS

Caldwell University's "Hall of Flags" honors their students' diversity and countries of origin. Homeland flags, representing international students, are ceremonially presented to the president and displayed in the Student Center foyer.



Graphic Imagery offers award winning creative design and expertise in photo manipulation. Many of our projects require retouching, silhouetting and the creation of montages to deliver the message. Take a moment to view more of our work by visiting www.graphicimagery.com.



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