

# Climate Action Plan Community Perspectives Installation

Monica Durr, Tylar Oehler, & Matthew Bergs

# Hi, I'm Monica

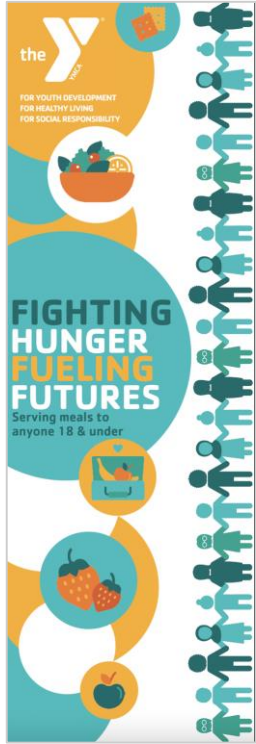
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*Owner of Monica Durr Photo & Design*



- 2018 University of Wisconsin–La Crosse Graduate
  - Bachelor's of Science
  - Art Major with emphasis in Graphic Design and Printmaking
  - Photography Minor
- May 2018 - September 2018 La Crosse Area YMCA's Graphic Design Intern
- October 2018 - July 2021 Lead Graphic Designer and Manager at local print shop, LAXprint.com
- Sole Owner of Monica Durr Photo & Design since August 2017





YMCA Internship Project



Lifeguard Mesh-Banner for City Parks



WINDOW #1

WINDOW #2



WINDOW #4

WINDOW #5

WINDOW #6

<p>507- 454 -7870</p> <p>Auto &amp; Work Injuries</p> <p>We Accept Most Insurance Including Medicare &amp; Medicaid</p> <p>507- 454 -7870</p>  <p>Dr. Ashley Curtis, D.C.</p>  <p>Dr. Jesse Sylvester, D.C.</p>	<p>WWW.B2HEALTHWINONA.COM</p> <p>CHIROPRACTIC CARE</p> <p>FOR THE WHOLE FAMILY</p> <p>OPEN SIX DAYS A WEEK!</p> <p>WE ACCEPT MOST INSURANCE</p> <p>PERSONALIZED CARE</p> <p>HELPING YOU GET BACK TO HEALTH</p> <p>NECK PAIN HEADACHES BACK PAIN DISC INJURIES</p> <p>WORK INJURIES AUTO INJURIES DOT EXAMS SPORTS INJURIES</p> 	<p>WE ACCEPT MOST INSURANCE</p> <p>PERSONALIZED CARE</p> <p>HELPING YOU GET BACK TO HEALTH</p> <p>NECK PAIN HEADACHES BACK PAIN DISC INJURIES</p> <p>WORK INJURIES AUTO INJURIES DOT EXAMS SPORTS INJURIES</p> 	<p>OPEN SIX DAYS A WEEK!</p> <p>PREGNANCY INFANTS AND CHILDREN FAMILY CARE</p> 
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# Window Perforations for Back To Health Chiropractic in Winona

# Hi, I'm Tylar

*Owner/Founder of Tylar Designs*



- 2021 Western Technical College Graduate
  - 2 years of Associates of Science Liberal Arts Program
  - 2 years of Graphic Design Program
  - Awarded Associates Degree in Graphic Design
- August 2020 - September 2021 Graphic Designer, Print Production Associate, Fingerprint Technician, Customer Service Representative and Social Media Coordinator, LAXprint.com
- Sole owner of Tylar Designs since November 2021



**Branding Sheet:**



**Business Cards:**



**Primary Logo:**



**Alternative Logo:**



**Submark:**

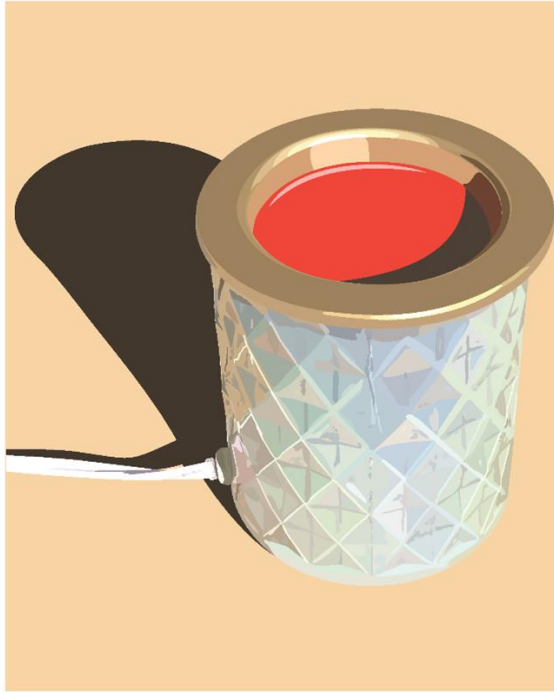


# Teri Ziegler Photography Branding Suite



# GCEA Competition Poster

*Finished Project:*



*Reference Photo:*



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Still Life Illustration  
Adobe Illustrator Project



# Hi, I'm Matthew

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*Owner of The Art of Matthew Bergs*

- 2019 University of Wisconsin–Eau Claire Graduate
  - Bachelor's of Fine Arts
  - Illustration Emphasis
- June 2019 - July 2020 Graphic Designer and Print Production Associate at local print shop, LAXprint.com
- Currently resides in Eau Claire, WI
- Works with community members to create illustrations and artwork for books, products, and public display







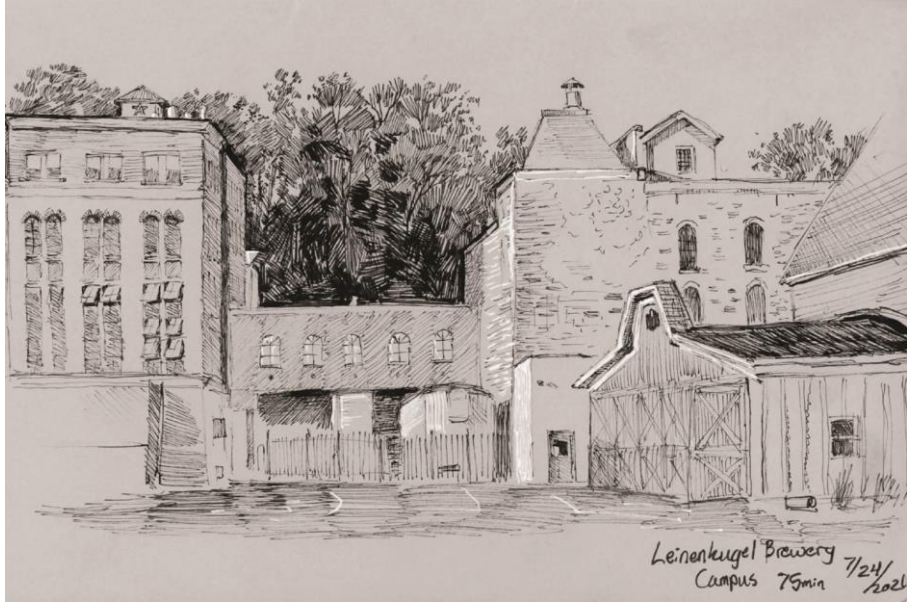
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LAXPrint.com Holiday Card



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Realistic Portraiture



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## Urban Sketches - Chippewa Valley examples

**Why is this project important to us?**



our planet is  
**SUFFERING**  
and we  
want to do  
**OUR PART**

As citizens of La Crosse, we want to help our community adapt and adjust towards a greener, more sustainable future

Climate change is ever-present in our lives

We need to work together as a community to figure out where we are at, and how to meet the goals that we need to reach

As artists and designers, we want to use our skills to help start this conversation by creating imagery that sparks interaction

# Our Design Ideas

1

## Invite the community

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Promote and inspire the conversation

Present manageable steps toward a greener future

Encourage the community to contribute their thoughts

2

## Vision of the future

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Displaying what La Crosse would look like in 2050

Offer a new perspective on what our shared future holds

Giving a point of comparison (Now vs. the Future)

3

## Use actual plans

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Talking with the La Crosse Climate Action Planning committee about the actual plans

Incorporating those ideas into the design

**Thank you for your  
consideration!**

*Any questions for us?*