

## **Poetic Journeys**

### **Design Center**

#### Description

This is a 25 years old project inspired by the London Underground (Poems on the Underground) and Poetry in Motion in NYC. These are flickers of poetry during everyday life on campus. In this assignment, students designed six (6) 11x24” posters based on 6 poems written by UConn’s creative writing program. In addition, they designed an interactive AR experience for each poster, bringing them to life with Artivive. Finally, students refreshed Poetic Journeys’ logo and identity.