

SUNY design students promoting COVID-19 safety precautions on campus

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The work of nearly 50 students from four SUNY campuses, including Alfred University's School of Art and Design, will be featured in a virtual , "COVID-19 Campus Safety Campaign," which opens this Friday, Oct. 16, at the Dowd Gallery at SUNY Cortland.

While preparing for the academic year 2020-21 during the pandemic, Judy Livingston, associate professor of Graphic Design in Alfred University's School of Art and Design, reached out to SUNY colleagues to join her in a project engaging students proactively in promoting individual health and safety for the benefit of the campus community.

In addition to Alfred University's School of Art and Design, SUNY Brockport, SUNY Cortland, and SUNY Purchase also agreed to participate in the project. A class assignment was built for students at the schools to create compelling symbol design to guide their respective campus communities in compliance with mandated COVID-19 safety precautions. The results are heartfelt and relatable student-to-student messages that inspire positive action. The designs have been applied to stickers, buttons, T-shirts, masks, hats, emojis, posters, and Instagram. The diverse yet creative solutions to the assignment illustrate that the visual arts play a crucial role in the fabric of our social structure during this unprecedented health crisis.

The virtual exhibition at SUNY Cortland's Dowd Gallery will showcase work by 47 students from the four campuses. The exhibition opening is scheduled for 4:30 p.m. Friday, Oct. 16, and will be hosted via Webex video-communication software. The event will include appearances by participating professors and selected students who will speak about their experience with the project. Detailed information and link invitations will be posted on the [Dowd Gallery website](#) and social media.

Participating SUNY design faculty include Mitchell Christianson, assistant professor, SUNY Brockport; Szilvia Kadas, assistant professor, SUNY Cortland; Judy Livingston, associate professor, Alfred University; and Benjamin Santiago, lecturer, SUNY Purchase. According to Livingston, "All of the participating faculty agree that, regardless of the student design outcomes, the value of the project lies in the students being involved in taking care of themselves and others."

The designs for the "COVID-19 Campus Safety Campaign" were juried by the four instructors. The best designs were selected to be displayed online at the SUNY Cortland [Dowd Gallery website](#) and archived in "Past Exhibitions" starting December 1, 2020.