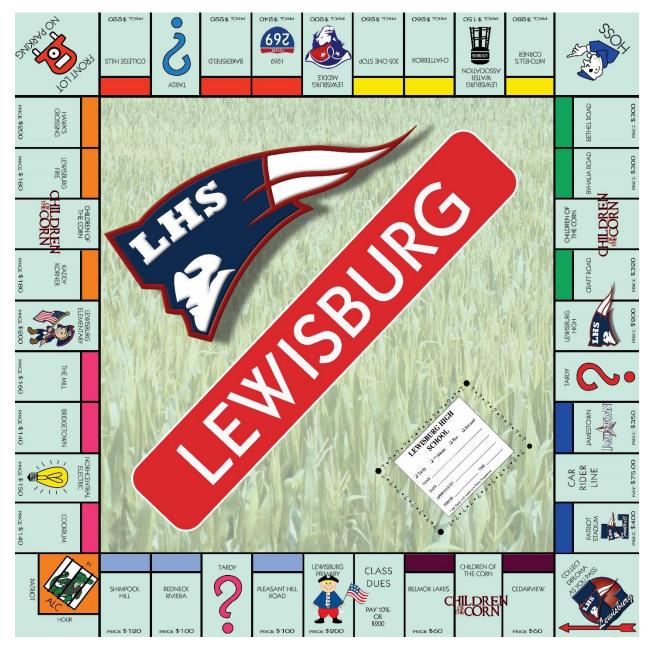
## IMC\_Lewisburg

## It's All About the Game

Lewisburg's student council established that this year's Homecoming theme would revolve around popular board games. Patriot Vision designed this Monopoly-style graphic incorporating all of Lewisburg's neighborhoods and popular locations throughout the Lewisburg community to promote the theme. The design features a cornfield background: a tribute to the LHS student section known as the "Children of the Corn" due to the abundance of cornfields surrounding our school campus.



From the initial design, we created and distributed this info-graphic to announce the dates of Homecoming Week via:

- Video Board displays in the school common areas
- Through Twitter and Facebook
- On our daily news broadcasts.



Once students selected the Homecoming Court, we created this composite of all of the Senior Maids which was presented on social media, school broadcasts, and in the school commons. Students used this composite as a guide for voting for Homecoming Queen.



Our Board Game graphic was used in the design of the Homecoming T-shirts which proved to be the most popular design in school history with over 400 shirts sold.



On Homecoming Day, Patriot Vision aired this story on our live broadcast at the Homecoming Pep Rally, highlighting the Student Council's board game drive for the House of Grace.

https://youtu.be/uU3zYY1nNll

We continued our board game theme by creating A gameday welcome graphic for the Patriot Stadium video board to commemorate the occasion.



Each Homecoming Court Maid and Queen was featured on the stadium video board with a Board Game themed graphic photo.



