



## Striving for a new look

SC students partner with Striv to create SNC logo

By: Kyra Sorensen

Senior Graphic Art pathway students, Barbara Rodriguez and Addison Kuta were chosen to partner with Striv TV to create the Southern Nebraska Conference (SNC) logo that would be used during all conference Striv productions taking place this year. "It was exciting to create something for a live platform, knowing that our logo would be seen by a lot of people, and that we were collaborating with Taylor and Striv," said Rodriguez. Rodriguez and Kuta worked separately on individual logos and then had Mrs. Crystal Hassenstab, pathway instructor, look over the drafts prior to sending them off to Taylor Seibert, Striv Representative.

"It was different having to work with a business partner who actually knew what he was talking about, because normally when we work in class we can just produce a project and it's done, but having an expert, in the field, critique our work and make suggestions for changes he wanted to see was a new learning experience for both of us," said Kuta. Seibert sent back the logos with his critiques, which Rodriguez and Kuta then used to reproduce their logos that he sent back. In the end, bits and pieces were used from both logos in an effort to create one collaborative piece. "I feel like it helped us to get a lot of great real world experience since we actually got to work with a business that used our product in their projects," said Kuta.

The Graphic Arts Pathway isn't the only class that is working with Striv TV. The Digital Media students are working with Striv to livestream all home events and will use the logo created by Rodriguez and Kuta for conference matchups.

"The students' work was not only shown in the opening of the broadcast, but also shown publicly. It is a great opportunity for the students to do real-world work and get to see if Graphic Arts is a career field they might someday want to pursue," said Hassenstab. Students in the Graphic Arts Pathway are getting great practice working with the programs that they will utilize if they choose to pursue a career in that field. Although Hassenstab has given the students assignments with real world customers before, the

students are still getting the opportunity to work with and accommodate customers wants and needs while seeing their work displayed publicly.

"I loved getting real world experience and working with Striv was a great opportunity in which we learned a lot about working on business-style projects and making a product the client is happy with," said Rodriguez.

During this project, not only did Rodriguez and Kuta work with a customer that was going to use the final product in their own business, but they had to learn to work together and collaborate on their ideas.

"It was a different experience having to work with a partner on an assignment that is going to be used for a company's project," says Kuta.

## Pathway students team up with Hastings Tribune

By: Brianna Sorgen

Last week the graphic design career pathway got the opportunity to meet with Daren Fowler and Laura Beahm. Pathway students are teaming up with Tribune staffers to design a plan to market the Tribune's new app. This exciting opportunity is giving students the chance to work in the real world to get experience with mentors. Students are practicing their career ready skills by learning how to work professionally with mentors.

"I really enjoy that we get to interact with real life situations and get to work with mentors that give us hands on experiences for later on in life," said project manager Audrey Fischer. Students work together on this project to brainstorm ideas that will help the Tribune meet their goal of increased traffic

on their new app. The Tribune hopes to prep the students to work with clients. Students plan to create local commercials, advertisements and videos that will be widely used around the Hastings area.

"It is a great experience for the students. They are learning to work with a team to develop a marketing plan that a company will actually use. They are going to have to learn to work in a professional environment, unlike when a teacher is grading the project," said Mrs. Crystal Hassenstab, pathway instructor. This project will continue on throughout the year, ensuring students continue learning and growing from working with their mentors. This is just the beginning of students working with mentors and job shadowing professionals to help students get a look into the career that they've chosen.



## Striv for Greatness

Sandy Creeks Takes Technology to a New Level

By: Audrey Fischer

Live access to school events are now just a click away as Sandy Creek partners with Striv to broadcast and live stream events online as part of its Intro to Digital Media and Graphic Arts classes. Striv, a company out of Henderson, NE, works with schools across South Central Nebraska to make events available to everyone, no matter where they are. CEO Taylor Seibert, a graduate of Heartland Public School, works to provide support and training to the area schools in the hopes of helping fledgling media classes become successful broadcasting programs.

"Striv leads students to project-based learning and Striv has been great to work with," says Mr. Levi Gorsuch, volleyball coach and teacher of the Intro to Digital Media class.

Striv is an interactive company, inviting two classes from Sandy Creek to visit the Striv building, the last year prior to finalize the partnership with them. They let the students use and experiment with their state-of-the-art equipment. Allowing students to record with their cameras and other broadcasting equipment, showing the class how things work by demonstrating current projects. The Striv team gave the Intro to Digital Media and Graphic Design students advice on how to promote our school using their software.

"I like that we can work independently and be creative. There's no boundaries on what we can create. It's also cool that our videos play online at games for everyone to enjoy," said Brianna Sorgen, senior Intro to Digital Media student.

Through Striv, the Intro to Digital Media and Graphic Design students are developing a love for technology while promoting school spirit.

"This course is leaving students with skills that they can use, hands on, into the real world," said Mr. Jeremy Borer, director of Media and co-teacher of the Digital Media class. These skills are just at the tip of the iceberg, leading stu-



ments to many promising careers and opportunities.

"Adding Striv to our school has been beneficial in many ways. As a business partner of the Graphic Art Career Pathway program, Taylor Seibert the CEO of Striv has become a great mentor for our students. He took the time to meet them during a Skype call in class. Students also can email him for personal feedback on their projects. Overall, it's been a great partnership, because of his commitment to our program," said Mrs. Crystal Hassenstab, the Art and the Graphic Art Pathway teacher.