Description of Project:
City Sprouts is an organization for urban farming in North Omaha, which uses a half-acre demonstration plot to preserve community and family gardens. They work with residents and volunteers to grow vegetables, flowers and herbs through the use of environmentally responsible and sustainable techniques. It is their mission to increase the availability of locally grown produce, provide employment for at-risk youth, educate the community about healthy lifestyle choices, and to build community.

The proposal for this project is to design, manufacture and install educational signage throughout the different areas of City Sprouts’ gardens and urban farm. Each sign will provide extensive information about the plants, processes, and items within the different areas of the gardens and farms. If necessary, graphics will be provided to ensure visitors of all ages and backgrounds are able to comprehend the content of the sign.

Significance of the Project:
The primary goal of this project is to help educate the local community about the importance of fresh, locally grown produce and the benefits it has on individual and community health. This will be accomplished by attracting new members of the community and improving the overall quality of the organization education.

Currently, City Sprouts is educating community members through a variety of workshops they offer throughout different growing seasons. However, knowledge of these workshops are only passed on by word of mouth and small posters around the area. The high quality signage provided by this project will attract members of the community passing by and invite them to get more involved with the gardens.

Towards the end of the growing seasons plants tend to overgrow where they are not suppose to, which makes it harder to move around the garden and identify the different plants. These signs will also serve as a way to organize the gardens and make it easier for both volunteers and visitors to appreciate all City Sprouts has to offer the community. In addition, the signage can be used as a powerful visual aid for volunteers during large workshops and tours of the gardens.

Project Development:
This project will be started first by gathering the information for the signage provided by City Sprouts and planning where each piece of signage will be placed. From there I will be designing each individual sign, getting each one checked over with my faculty mentor before moving onto the next one. Once all of the signs are approved by my faculty mentor I will present them to the Executive Director of City Sprouts to go over any last minute changes they need.

When the signage has been approved by City Sprouts we will send the designs to the manufacturer specified by my faculty advisor, who has multiple contacts for projects like this. We will make sure the manufacturer understands our needs and our budget to avoid any complications in this stage of the process. Once everything has been printed we will check the final product before moving on with the project.

The final stage of the process is to install the signage within City Sprouts. With the help of City Sprouts and their volunteers, we will install the signage in the designated areas. Since
these signs are meant to be permanent, it is important that the installation process is not met half-hazardly. We will ensure that each piece of signage is installed properly, completing the project.

### Project Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Description</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>November-December</td>
<td>Start Designs</td>
<td>80</td>
</tr>
<tr>
<td>December-January</td>
<td>Winter Break</td>
<td>-</td>
</tr>
<tr>
<td>January-February</td>
<td>Finish Designs</td>
<td>80</td>
</tr>
<tr>
<td>February-March</td>
<td>Send Designs to Manufacturer</td>
<td>30</td>
</tr>
<tr>
<td>March-April</td>
<td>Install Signage</td>
<td>50</td>
</tr>
<tr>
<td>April</td>
<td>Project Completion</td>
<td>240</td>
</tr>
</tbody>
</table>

### Roles within Project:

As the individual student working on this project, I will be in charge of designing the signage. I will also be in charge of coordinating the manufacturing and installation of the signage within City Sprouts. I have experience in designing similar projects for clients and will be able to handle any design changes needed to accommodate the client’s needs.

I will be guided throughout the development of this project by Avery Mazor, who will be my faculty mentor. Avery is a board member at City Sprouts and provides invaluable knowledge of City Sprouts and urban farming in general. However, his expertise in design will be what assists this project the most. By serving as a Creative Director, he will ensure the designs are done well in addition to correcting any problems that may come up with the manufacturer of the signage. With his guidance, I am confident in this project’s completion and it’s professional quality.

### Budget Justification

Stipend: I will be working more than an average of twenty hours a week on the designing of the signage and the fraction of the stipend will be compensating me for the time I would otherwise be working at a job. ($500)

Costs of the Signage: I will be putting the majority of the stipend towards the costs of the production and installation of the Signage. ($2000)
October 14, 2014

From: Avery Mazor  
Assistant Professor  
UNO Art & Art History Department  
WFAB 211  
402-554-3764

To: Fuse Grant Reviewers

It is with great enthusiasm that I support Daniel Wiseman in his application for a FUSE grant. During the current semester I have worked very closely with Dan in his capstone design course. Dan’s talent as a designer is great, and he is always willing to go above and beyond the requirements of his assignments to create and produce exemplary designs. Dan always brings an interesting and informed point of view to the classroom, and he has a strong sense of and commitment to aesthetics. I wholly support his application.

This project will not only help Dan grow as a designer, but it will also provide the opportunity for him to apply the knowledge and skills he has learned to a real world problem. As a board member of City Sprouts, I have a personal interest in urban farming and community gardening in North Omaha. This project will enable Dan use his design skills to give back to his community, educate North Omaha residents on the importance of healthy foods, and empower North Omaha residents to combat their food desert.

Finally, this would be an outstanding opportunity to showcase the power of good design for a good cause.

Sincerely,  
Avery Mazor