

VOICES OF OSWEGO VETERANS

PROJECT & GOALS

STATEMENT & GOALS

Project Statement

Given content from the Voices of Oswego Veterans Project, I was put into a small creative team and we were asked to create a finished cohesive website that displayed the goals of the project. We were to research, ideate, mock up and create a live website in the hope that ours would be chosen to be the official Voices of Oswego Veterans website. We had to work together under our creative director, Professor Mustare.

Goals

The goal of this website was to create a space where users could listen to the stories of student veterans through the voices of the veterans and not others. Understanding that there are stereotypes associated with veterans and then challenging those would be the main goal.

CONTENT

Content Given

- Images from ART 343
- Logo from ART 307
- Audio from ENG 102
- Transcripts from ENG 102

All content had to be used and attributed correctly.



Photograph of Ken Cisson
By Eric Adsit

Voices of Oswego Veterans Podcast
"A Sit Down With Ken"
Created by: David Victome & Leah Joseph
Featuring: Ken Cisson

Episode Summary:

In this interview, we get an insight into the experience of a vet as he makes the transition from soldier to student.

Third Person Biography: Ken Cisson

Born in Tampa, Florida, US Army veteran and SUNY Oswego alum Ken Cisson is one of many everyday heroes this country is lucky to have. He was born in 1982 and was raised in Jacksonville, Florida. His hobbies include fishing, golfing, and both playing and watching sports with his loving family. He has three children: 12-year-old Kaelyn, 2-year-old Dax, and his newest addition to the family is 5-month-old baby Charlotte. Ken's life outside of his family includes his nonprofit involvement with Clear Path for Vets and he has his own business named Impact Tape Solutions. Ken Cisson graduated from SUNY Oswego in 2015 after serving eleven great years with the US Army.

"A Sit Down With Ken" Transcript
By David Victome & Leah Joseph



Voices of Oswego Veterans Logo
By Katelyn Curro

AUDIENCE & NEEDS

Understanding the audience and their needs were key in the development of this website. Our target audience is SUNY Oswego students. Secondary audiences include the veterans, their family and friends, and anyone else who is interested in this topic. We constantly user tested from our target audience to make sure that we were meeting their visual and experiential needs.

Being students, we understood that a lot of the terminology used in the transcripts was foreign to anyone who wasn't familiar with military terms. Locations that were mentioned also could be unknown so we thought of a list and map section that would represent the locations the veteran mentioned.

PERCEPTIONS

Understanding what bias the audience has when it comes to veterans is important to figuring out how to break them. Luckily our class is full of student who are the target audience. We did an exercise where we came up with lists of preconceptions we have and where we got them from. This was a stepping stone into figuring out how to break the stereotypes associated with veterans.

Perceptions Notes

KEYWORDS

- Older generation (WWI and WWII)
- Afghanistan
- Someone with experience
- Surviving a War
- Military
- Retired
- Warriors
- Fight for rights
- Served in a war
- Soldier
- Seen death
- Lost friends
- Risking lives
- Hard work and discipline
- Struggle (PTSD, family issues, mental health, injury, homelessness)
- Proud
- Scarred
- Old Man
- Traumatic events

UNDERSTANDING

- Movies
 - Saving Private Ryan
 - Forrest Gump
 - Black Hawk Down
 - American Sniper
 - Thank You for Your Service
 - Documentaries
- News (CNN)
- History Channel
- Commercials
 - Go Army
- Video Games
 - Call of Duty
 - Battlefield
- Songs
 - Hero of War
- Propaganda posters
- Vets talking about experiences; grandparents
- Friends who have served.
- Military recruiters
- History books
- Homeless people
- Veteran's Book project

RESEARCH

COMPETITIVE ANALYSIS 1

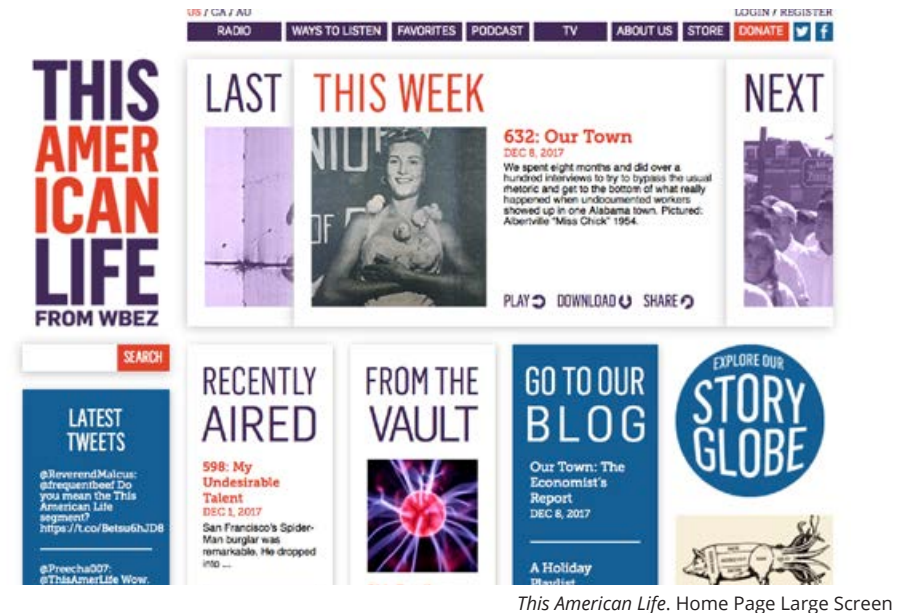
Link to Website: <https://www.thisamericanlife.org/>

Functionality/Reliability: Content looks very current. They have a live Twitter feed on the left of their homepage. Every podcast also has a specific date and there are more than 12 in a year so it looks like it is kept up often. All content loads quickly but the website itself is not responsive. The large screen is designed well and when it is moved to any size smaller, the content gets cut off and a lower scroll bar appears.

Usable/Convenient: The homepage is cluttered with a lot of information. A lot of the headers are the same size and it gets confusing as to what is most important. The body copy typeface is too small for a large screen. When looking for the page to listen to podcasts, I clicked on the link for “podcast” only to find information about listening to their podcast on other devices. I was confused and thought that we could only listen to the podcasts on the front page. Through some muddling, I found that the large group of podcasts I was looking for was under the tab “Radio Archive.” From there I understood what was going on. There were pictures and large titles. Along with that, it was easy to find podcasts by date. Unfortunately, there were some strange buttons that I didn’t understand.

Form (Visual Design): A clear brand is established through color and typeface. Certain shades of blue and red are used throughout the logo and website. The tone is very straight forward. Most words used are obvious. There is also a strong use of imagery.

Content: Each podcast has a title, date and description, along with a transcript.



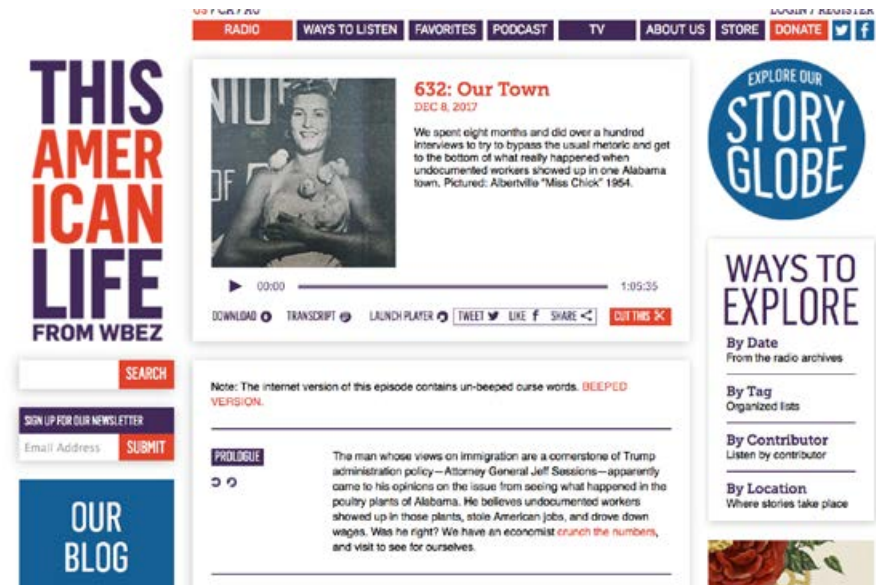
This American Life. Home Page Large Screen

COMPETITIVE ANALYSIS 1 CONT.

User Experiences and Tasks: Users can listen to podcasts and view the whole archive. They can search the website, donate to the site, shop and learn about the the podcast company. There is also a section to view latests tweets and a place to subscribe to newsletters. There are also links to a blog.

Goals: The audience would come to this website to easily look through the archive of podcasts. But this is a place where someone could read the transcripts instead of just listening. They could use links to go to other podcasts and information. This is a place where the audience could read the blog, tweets and subscribe to newsletters and shop for things.

Impact: The website designer uses cards to make the site memorable. There is an area at the top that has last week, this week and next weeks stories in an interesting interactive card Uli pattern. The designer uses a lot of large typography and images to generate interest.



This American Life. Podcast Page Large Screen

COMPETITIVE ANALYSIS 2

Link to Website: <http://www.veteranonthemove.com/>

Functionality/Reliability: The content is current and there is a lot of it. There are 20 different pages with different Veterans on each. The website is copyrighted in 2017. All of the website is responsive from large to small screen except for the logo. The words “Veteran on the Move” don’t shrink with the screen. The images float properly and the type size grows with a larger screen. Content loaded fast. The top website tab does not have a title.

Usable/Convenient: The tabs have straight forward names and overall I understand the hierarchy. But the heading and body copy text sizes are too similar. The featured podcast vs. the regular podcasts are hard to decipher from one another on the homepage. I think the podcast page should be a long list of Veteran names and those should be links to their own separate pages.

Form (Visual Design): There is a clear brand and color scheme. The logo typeface isn’t necessarily my favorite choice or the style put on it. Colors are used consistently in the same areas. The large colored ads are distracting though. I’m not sure about if I like the orange target sign in the top right corner of the sections boxes.

Content: Along with the podcast, there is a title, date and small description. There are options to download, share and leave a review. There is also a facebook feed in the bottom right.



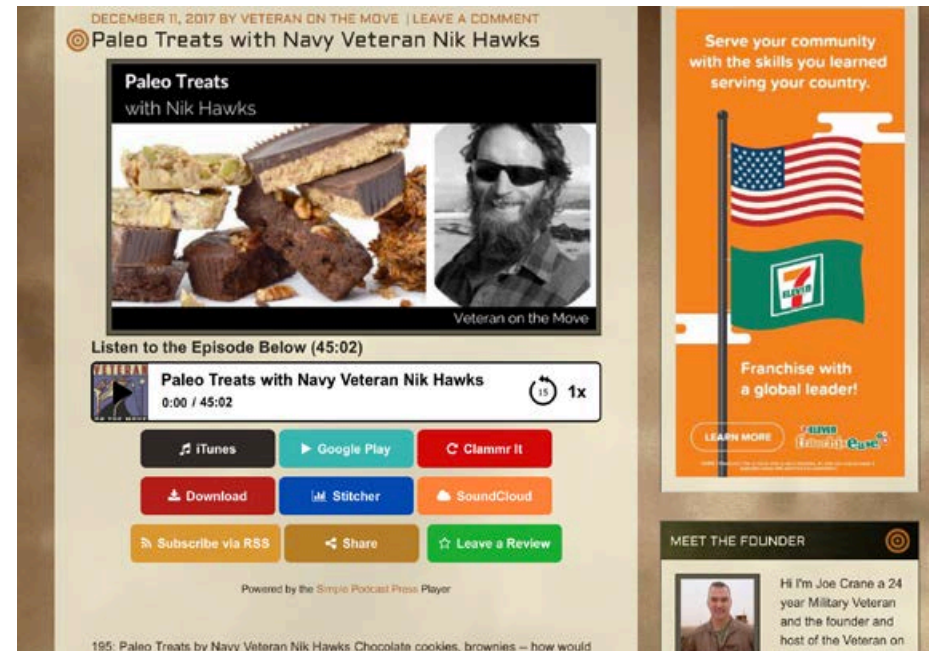
Veteran on the Move. Home Page Large Screen

COMPETITIVE ANALYSIS 2 CONT.

User Experiences and Tasks: Users can browse podcasts. When they are on a specific podcast, the user can download it using many different outlets and can also share it and leave a review. Veterans can download two free books. They can read testimonials, subscribe on itunes/stitcher, browse media and resources and contact the company.

Goals: By visiting the website, users can read descriptions and learn more about the founder of the website. They can also sign up for newsletters and contact the company. There is also an options to go to a blog for the website.

Impact: The site uses pairs two images for each podcast, one of the veteran and another that pertains to their story. This creates a personal connection from the user to the veteran. lorem ipsum



Veteran on the Move. Podcast Page Large Screen

FINDINGS & RECOMMENDATIONS

Common Properties/Conventions

- Responsive design
- Search engine
- Images
- Download buttons
- Consistent color choices for elements
- Most recent podcast on homepage
- Archive of all podcasts by date
- Logo on top left of all pages
- Up to date/Current Content
- Dates
- Names

What to Avoid

- Bad hierarchy.* Websites that have sections with poor hierarchy are confusing to users. They don't understand what is most important and might look over things that should grab their attention, like titles.
- Not obvious where podcasts are.* When looking through the website, one does not want to have to muddle through to actually find the podcasts. It should only take one or two obvious clicks to get to their destination. Websites, like Radio Lab and This American Life aren't 100% clear about where the podcasts are. They either weren't obvious enough with word and design choice or they had too many similar tab options.

What to Consider

- Cards.* Cards, like the ones used in This American Life, are unique and interactive. Cards are an UI pattern that adds interest and engages the audience.
- Transcripts.* One of the perks of listening to the podcasts on a website is that there is an option to read along with the words. One could also scan the transcript before deciding to listen to the whole podcast, or skip ahead to a part that interests them.
- Thank you to the listener.* Websites with a thank you to the listeners make the audience feel valued and like they are a bigger part of the website than just a viewer. This can create a worthwhile audience who comes back every time there is new content.
- New window for playing podcast/Now playing elements.* These two elements allow the user to listen to a podcast and still move around on the website. Without these, a user would be stuck on the podcast's page until it ends or they stop it.
- Time bar.* Time bars allow the user to understand how long a podcast is and how much of one they have left while listening. They can also use it to skip through or rewind to a part in the podcast. This is a UI element so that the user feels like they have control over what they are listening to.

IDEATION

MOOD BOARD 1 & 2



Grady Mood board. First Draft.



Group Mood board. Final Draft.

TYPEFACES & COLOR

Every member of the team took the suggested typefaces and found one that was similar to each. We then compared and decided we wanted to use Open Sans for our website because of many factors that aid in readability and legibility. We only downloaded 3 weights so that our website would not load slowly.

Substitute for Avenir = Open Sans

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Substitute for Rockwell = Roboto Slab

Rockwell.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Substitute for Century Gothic = Quicksand

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Substitute for Arial = Lato

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PAGES & COMMON ELEMENTS

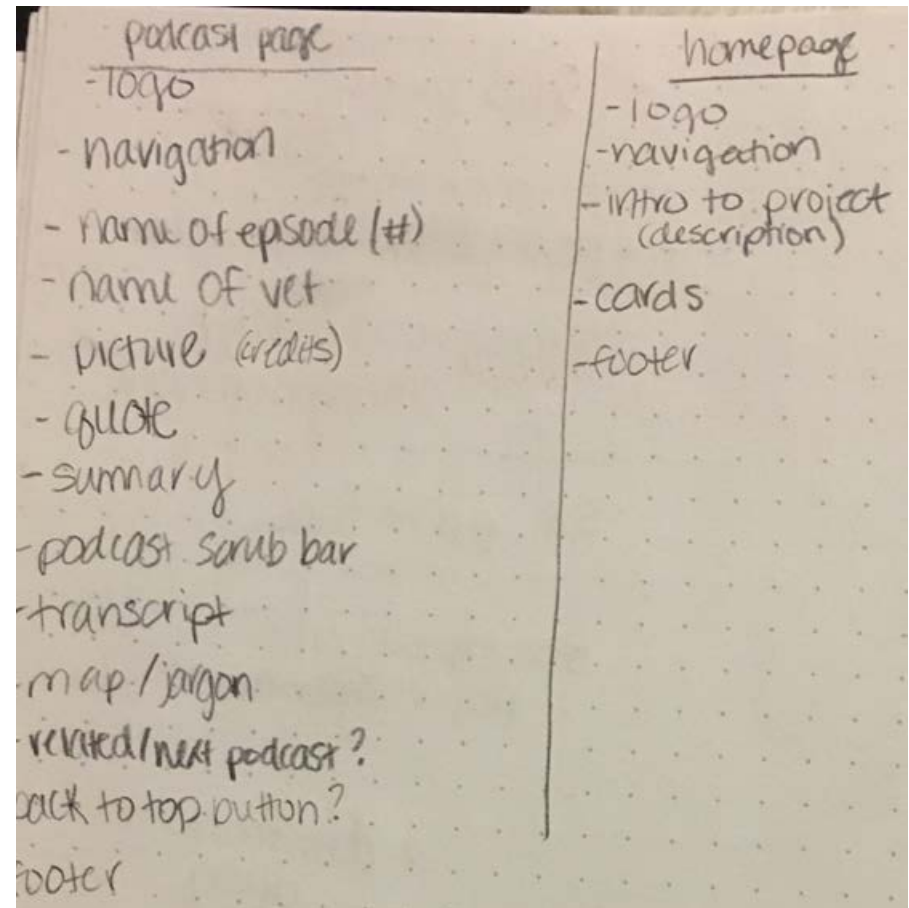
After researching other podcast websites we came up with common conventions that our website needed to make sense to a podcast user. We then added our own additional section that would be needed for a veterans podcast.

Homepage

- Logo
- Navigation
- Intro to Website
- Podcast List
- Footer

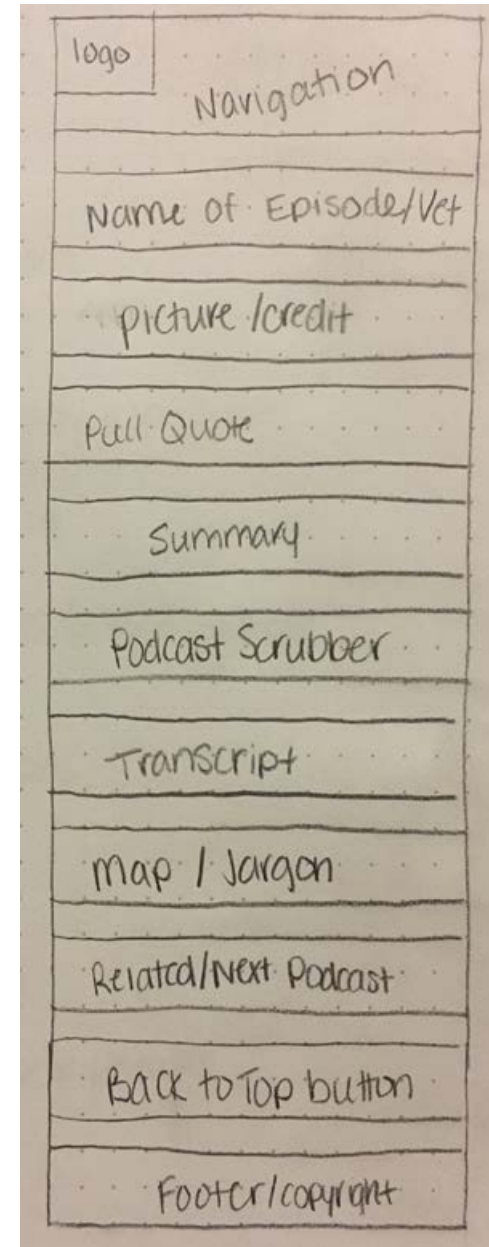
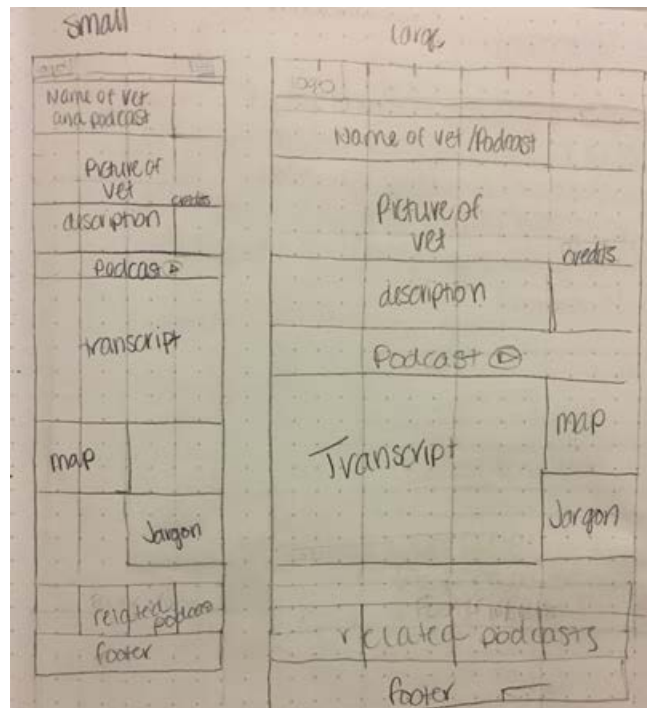
Podcast Page Header

- Name of Episode
- Featured Veteran
- Picture
- Bio
- Quote
- Podcast Scrubber
- Transcript
- Related Terms
- Map
- Footer



LAYOUT, WIRE FRAMES & SKETCHES

We moved into the next stages of ideation by setting up the order in which we wanted our section to be shown. Afterwards we sketched up a small and large screen layout design for the podcast page. then we came together to discuss which worked best from each of our designs and then moved into the digital mock up stage with those conclusions.



MOCK UPS

HOMEPAGE



HOME ARCHIVE ABOUT

Veterans have a voice, one that is often projected by many others than themselves. Think before you assume and take the time to listen to their stories projected through their own voice.

The goal of this site is simple; hear Veteran's stories through their own voice, not through the voices of others. Veterans are often classified with negative stereotypes that don't even begin to define who they are as individuals. "Veterans are distinct humans who have great knowledge and wisdom that we can learn from, if we get to know them."

The Voices of Oswego Veterans is a site that let's people explore the everyday lives of student Veterans from different braches of the military. Get to know the Veterans as they reveal personal accounts during and after their time in the military.

If you are interested in learning more about how Suny Oswego caters to the needs of Veterans wanting to attend school, visit <https://www.oswego.edu/veterans/> to check out the military services they provide.

Drew Clavelli



The Army vs. The Classroom

The "Army vs. The Classroom" episode for the Voices of Oswego Veterans podcast is to show some of the struggles faced by student veterans.

LISTEN

Ken Cisson



A Sit Down With Ken

In this interview, we get an insight into the experience of a vet as he makes the transition from soldier to student.

LISTEN

Jason Krause



It's Not What You Think

Get to know the veterans around you, and draw your own conclusion on who they really are.

LISTEN

Jessica Riddle



Riddle's Voice

This episode focuses on the emotions of our guest Jennifer Riddle before, during, and after her enlistment.

LISTEN

Jessica Dorans



Busy Lives

An interview with veteran and SUNY Oswego undergraduate Jessica Dorans, where she tells us about what life is like as a mother, student, and soldier.

LISTEN

Justin Frisbie



Experiences

Military installations are great places to find new friends, forge confidence, and experience life.

LISTEN

Kevin Mercado



Boot Camp: The Life of an Army Reservist

You will hear about some of the stories our special guest Kevin Mercado went through during his long months in boot camp and how he struggled through some of these experiences.

LISTEN

Michal Patriak



The After Effects of Life in the Marines

A Marine veteran who struggles with PTSD from the effects of the war and how he lives with it.

LISTEN

David Drake



A Conversation with David

You never know the full story behind someone until you sit down and listen - a conversation with SUNY Oswego student David Drake about his passion for creative writing and his experience in the Marine Corps.

LISTEN

Copyright Information
Information

BACK TO TOP

PODCAST

[HOME](#)[ARCHIVE](#)[ABOUT](#)

Ken Cisson

"A Sit Down With Ken"



Photographer: Eric Adsit

"...I think Power Rangers had first come out at that point, but instead of doing that stuff I was watching CNN and the coverage of the war."

Bio

Born in Tampa, Florida, US Army veteran and SUNY Oswego alum Ken Cisson is one of many everyday heroes this country is lucky to have. He was born in 1982 and was raised in Jacksonville, Florida. His hobbies include fishing, golfing, and both playing and watching sports with his loving family. He has three children: 12-year-old Kaelyn, 2-year-old Dax, and his newest addition to the family is 5-month-old baby Charlotte. Ken's life outside of his family includes his nonprofit involvement with Clear Path for Vets and he has his own business named Impact Tape Solutions. Ken Cisson graduated from SUNY



Transcript

Interviewers: David Victome and Leah Joseph

LJ: Hello everyone, welcome to "A Sit Down With Ken" and thank you for listening. I'm Leah

DV: and I'm David. And today we have a very interesting guest here to tell us his story and experiences about being a student veteran here at SUNY Oswego.

LJ: Born in Tampa, Florida, US Army veteran and SUNY Oswego alum Ken Cisson is one of the many everyday heroes this country is lucky to have.

DV: He was born in 1982 and was raised in Jacksonville, Florida. His hobbies include fishing, golfing, and both playing and watching sports with his loveable family.

LJ: He has three children: 12-year-old Kaelyn, 2-year-old Dax and his newest edition to the family is 5-month-old baby Charlotte.

DV: Ken's life outside of his family includes his nonprofit involvement with Clear Path for Vets. He has his own business named Impact Tape Solutions.

LJ: Ken Cisson graduated from SUNY Oswego in 2015 after serving 11 great years with the US Army.

DV: Very excited to have him here for this interview, so let's get started.

DV: Tell us a little bit about the places you've traveled with the US Army.

KC: Within the states I've gone to Georgia, California, back to Florida for recruiting duty then upstate New York in Fort Drum, New York which isn't too far from here. For the overseas it was Kuwait and Iraq.

LJ: What influenced your decision to join the US Army?

Related Terms

infantryman: soldiers trained, armed, and equipped to fight on foot



Related



[Jennifer Riddle](#)



[Kevin Mercado](#)



[Justin Frisbie](#)

[ARCHIVE](#)

EXPAND +

HOMEPAGE REVISED

- Navigation is lighter and aligned with logo
- Header is image based
- Small caption and LEARN MORE button that links to About page



[HOME](#) | [PODCASTS](#) | [ABOUT](#)



The goal of this site is simple; hear Veteran's stories through their own voice, not through the voices of others.

[LEARN MORE](#)

Drew Clavelli



The Army vs. The Classroom

The "Army vs. The Classroom" episode for the Voices of Oswego Veterans podcast is to show some of the struggles faced by student veterans.

[LISTEN](#)

Ken Cisson



A Sit Down With Ken

In this interview, we get an insight into the experience of a vet as he makes the transition from soldier to student.

[LISTEN](#)

Jason Krause



It's Not What You Think

Get to know the veterans around you, and draw your own conclusion on who they really are.

[LISTEN](#)

Jessica Riddle



Riddle's Voice

This episode focuses on the emotions of our guest Jennifer Riddle before, during, and after her enlistment.

[LISTEN](#)

Jessica Dorans



Busy Lives

An interview with veteran and SUNY Oswego undergraduate Jessica Dorans, where she tells us about what life is like as a mother, student, and soldier.

[LISTEN](#)

Justin Frisbie



Experiences

Military installations are great places to find new friends, forge confidence, and experience life.

[LISTEN](#)

Kevin Mercado



Boot Camp: The Life of an Army Reservist

You will hear about some of the stories our special guest Kevin Mercado went through during his long months in boot camp and how he struggled through some of these experiences.

[LISTEN](#)

Michal Patriak



The After Effects of Life in the Marines

A Marine veteran who struggles with PTSD from the effects of the war and how he lives with it.

[LISTEN](#)

David Drake



A Conversation with David

You never know the full story behind someone until you sit down and listen - a conversation with SUNY Oswego student David Drake about his passion for creative writing and his experience in the Marine Corps.

[LISTEN](#)

PODCAST REVISED

- Transcript rethought
- Grid structure re-organized
- Only two Related podcasts
- Different navigation
- Header is more open on a white background
- Back to Top button



[HOME](#) | [PODCASTS](#) | [ABOUT](#)

Ken Cisson

"A Sit Down With Ken"



Photographer: Eric Adsit

"...I think Power Rangers had first come out at that point, but instead of doing that stuff I was watching CNN and the coverage of the war."



Bio

Born in Tampa, Florida, US Army veteran and SUNY Oswego alum Ken Cisson is one of many everyday heroes this country is lucky to have. He was born in 1982 and was raised in Jacksonville, Florida. His hobbies include fishing, golfing, and both playing and watching sports with his loving family. He has...

+ Transcript

Interviewers: David Victome and Leah Joseph

Related Terms

infantryman: soldiers trained, armed, and equipped to fight on foot



Related



[Jennifer Riddle](#)



[Kevin Mercado](#)

[PODCASTS](#)

Copyright Information
Information
Information

[BACK TO TOP](#)

CODE

MY CONTRIBUTIONS

HTML

- Homepage HTML
- Mercado HTML
- Frisbe HTML
- Footer HTML
- Initial Metadata

CSS

- Header Image/ Caption/Button CSS
- Card CSS
- Button CSS
- Round One Grid CSS
- Section CSS
- Map graphics
- Round One Spacing CSS
- Resize Images

OTHER

- Homepage Image
- Most of Copyright
- Set up Presentation framework
- Create Map graphics
- Pick out Pull Quotes
- Working Mock Ups
- Final Navicon
- Final Artwork
- Social Share Graphic

USER TESTING

USER TESTING

Cards

Initial mock ups of the cards were heavy in color and user testing told us that the button was confusing and that users wanted to click on the image or on the largest heading. Our final design was light in color to match the mood of our website and included links on the image. The largest heading was also turned into a link and there is a hover action where a user will notice a color change and an underline to make the link obvious. We also explored a few different grid structures on the individual podcast pages. It was important to us to have the right hierarchy.

Homepage

A five second test that Gaetano conducted showed that the homepage portrayed a calm environment and that users knew immediately that the website was about veterans and that it had podcasts to offer. A shorter caption in the image was also something we implemented after critique.

Links/Buttons

UX elements such as hover effects on buttons and links made sure the users understood what they could click on.


Drew Clavelli



The Army vs. The Classroom

The Army vs. The Classroom" episode for the Voices of Oswego Veterans podcast is to show some of the struggles faced by student veterans.

LISTEN



#9. A Sit Down with Ken

In this interview, we get an insight into the experience of a vet as he makes the transition from soldier to student.

LEARN MORE

LEARN MORE

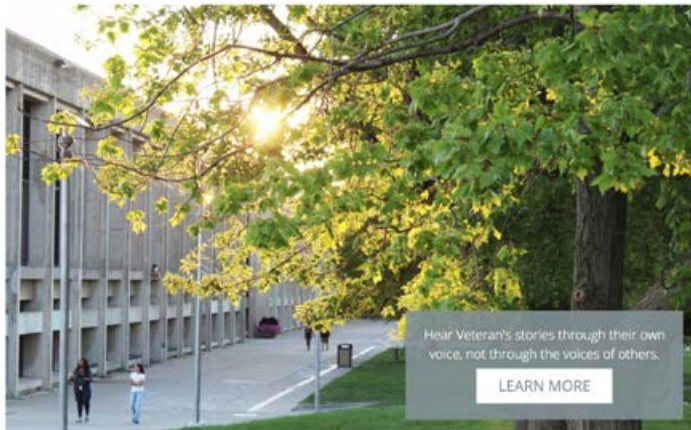
REVISIONS

HOMEPAGE

- Navigation shows what page user is currently on
- Cards look lighter and images take up whole width
- Typography was adjusted
- Caption is shorter and passes contrast check
- A light gray line separates the header
- "Latest Episodes" heading was added
- Footer is lighter and fits mood



Home Podcasts About



Latest Episodes



#9. A Sit Down with Ken

In this interview, we get an insight into the experience of a vet as he makes the transition from soldier to student.



#8. Boot Camp: The Life of an Army Reservist

You will hear about some of the stories our special guest Kevin Mercado went through during his long months in boot camp and how he struggled through some of these experiences.



#7. Experiences

Military installations are great places to find new friends, forge confidence, and experience life.



#6. The After Effects of Life in the Marines

A Marine veteran who struggles with PTSD from the effects of the war and how he lives with it.



#5. It's Not What You Think

Get to know the veterans around you, and draw your own conclusion on who they really are.



#4. Riddle's Voice

This episode focuses on the emotions of our guest Jennifer Riddle before, during, and after her enlistment.



#3. A Conversation with David

You never know the full story behind someone until you sit down and listen - a conversation with SUNY Oswego student David Drake about his passion for creative writing and his experience in the Marine Corps.



#2. Busy Lives

An interview with veteran and SUNY Oswego undergraduate Jessica Dorans, where she tells us about what life is like as a mother, student, and soldier.



#1. The Army vs. The Classroom

The Army vs. The Classroom" episode for the Voices of Oswego Veterans podcast is to show some of the struggles faced by student veterans.

BACK TO TOP

©2017 Tyler An Gallery.
Designed by Alaina Grady, Madeline Hagen, Gaetano Bruschi.

INDIVIDUAL PODCAST PAGE

- Grid system is finalized
- Related podcasts are placed at the very bottom
- Podcast scrubber is added and styled
- Credits are obvious
- Pull Quote moves to below the image
- Title/Featured Veteran is obvious
- Heading structures are finalized for individuality
- Map has a list that accompanies it



Home Podcasts About

"A Sit Down With Ken"
Featuring: Ken Cisson



"...I think Power Rangers had first come out at that point, but instead of doing that stuff I was watching CNN and the coverage of the war."

0:00 / 8:00

Podcast created by: David Victore & Leah Joseph
Photographer: Eric Adsit

About Ken

Born in Tampa, Florida, US Army veteran and SUNY Oswego alumn Ken Cisson is one of many everyday heroes this country is lucky to have. He was born in 1982 and was raised in Jacksonville, Florida. His hobbies include fishing, golfing, and both playing and watching sports with his loving family. He has three children: 12-year-old Kaelyn, 2-year-old Dax, and his newest addition to the family is 5-month-old baby Charlotte. Ken's life outside of his family includes his nonprofit involvement with ClearPath for Vets and he has his own business named Impact Tape Solutions. Ken Cisson graduated from SUNY Oswego in 2015 after serving eleven great years with the US Army.

Where I've Been

- Tampa, Florida
- Jacksonville, Florida
- Georgia
- California
- Fort Drum, New York
- Kuwait
- Iraq
- Oswego, New York

Terminology

Infantryman - combat on foot.

Bullet Sponge - front lines fighting, large possibility of getting shot.

Recruiting Ring - highest achievement award for recruiting excellence offered by the US army recruiting command.

Related Podcasts

#8. Boot Camp: The Life of an Army Reservist

You will hear about some of the stories our special guest Kevin Mercado went through during his long months in boot camp and how he struggled through some of these experiences.

#1. The Army vs. The Classroom

The Army vs. The Classroom" episode for the Voices of Oswego Veterans podcast is to show some of the struggles faced by student veterans.

BACK TO TOP

©2017 Tyler Art Gallery.
Designed by Alaina Grady, Madeline Hagen, Gaetano Brusco.

PODCAST & ABOUT PAGE



Home Podcasts About

Podcast List

Volume 1

- #9. A Sit Down with Ken: featuring Ken Cisson
- #8. Boot Camp: The Life of an Army Reservist: featuring Kevin Mercado
- #7. Experiences: featuring Justin Frisbie
- #6. The After Effects of Life in the Marines: featuring Michal Partiak
- #5. It's Not What You Think: featuring Jason Krause
- #4. Riddle's Voice: featuring Jennifer Riddle
- #3. A Conversation with David: featuring David Drake
- #2. Busy Lives: featuring Jessica Dorans
- #1. The Army vs. The Classroom: featuring Drew Clavelli

▶ Volume 2

BACK TO TOP

©2017 Tyler Art Gallery.
Designed by Alahna Grady, Madeline Hagen, Gaetano Brusino.



Home Podcasts About

About Voices of Oswego Veterans

In fall of 2017, Tyler Art Gallery at SUNY Oswego hosted an exhibition featuring the Veteran's Book Project: Objects for Deployment, a library of books co-written by Monica Haller and people who have been affected by war. In response to the exhibition, Michael Flanagan (Gallery Director), Rebecca Mushtare (faculty member), Peter Cardone (faculty member), Stephanie Pritchard (faculty member), Keli DiRisio (faculty member), and Benjamin Parker (Veteran and Military Services Coordinator) founded the Voices of Oswego Veterans project to increase visibility and increase awareness of student veterans on our campus.

Roughly 160 SUNY Oswego students have a direct military connection (Veteran, Active Duty, Reserve, National Guard, ROTC) with about 60 students currently serving. Almost a third of these students are female. The Voices of Oswego Veterans project is an effort to share stories and "humanize" a population that is often overlooked or thought of in terms of statistics and conflicts.

The pilot of this project shares the stories of nine SUNY Oswego students who are veterans. Students in ENG 102: Composition conducted interviews with the veterans and created a series of podcast episodes. Complementing each episode is an environmental portrait of the veteran interviewed composed by students in ART 343: Intermediate Photography. The branding of the project was created by students in ART 307: Type and Image. The website was developed by students in ART 317: Web Media I. A companion print publication was produced by students in ART 408: Publication Design. All components of this project will be on display in Penfield Library from March 1st - April 23rd, 2018 with a public reception on Thursday, March 1st, 4:00 - 5:30pm.

If you are a SUNY Oswego student and also a veteran who would like to participate in this project in the future, please contact Benjamin Parker, the Veteran & Military Services Coordinator at SUNY Oswego.

For more information on these services and the people who run them, go to [Veteran & Military Services](#)

BACK TO TOP

©2017 Tyler Art Gallery.
Designed by Alahna Grady, Madeline Hagen, Gaetano Brusino.

FINAL DELIVERABLES

ICONS & IMAGES

The first icon on the right is the favicon that will appear on the tab of the website on the browser. This favicon is unique to the Voices of Oswego Veterans website and is legible at a small size.

The next icon is the artwork that would accompany the podcasts on iTunes or Google play. It is also legible and recognizable on a small scale.



THINKING SOCIALLY

After the website is live, promoting it through social media would be a great way to gain traffic to the website. Facebook would be the first platform we suggest utilizing. Sharing out the website as a whole would be most effective because the homepage is designed to give the user options to choose the podcast they want to listen to. They can read through descriptions and choose one based on their interests and curiosity. Sharing one story would make one more important than another and that is not what we want to do. However, we designed the website to make sure that if someone landed on the podcast page, they would only be one click away from the About page or Homepage which would give them information on the goal of the website.

We chose Facebook because it is a platform that graphics and media can be easily shared. A user would be able to click on a link easily from it (not very easy through Instagram) and they could interact with other individuals on the comments. A Facebook page could be created which could start discussions with other Veterans.

VO
OV **Voices of Oswego Veterans**
Sponsored

Interested in hearing about the stories told by college Veterans? Check out Volume 1 of the Voices of Oswego Veterans podcast series.

VOICES OF OSWEGO VETERANS
Hear Veteran's stories through their own voice, not through the voices of others.

VOL. 1 AVAILABLE NOW

Voices of Oswego Veterans
Volume 1 [Learn More](#)

20 562 Comments 311 Shares

VO
OV **Voices of Oswego Veterans**
Sponsored [Like Page](#)

Interested in hearing about the stories told by college Veterans? Check out Volume 1 of the Voices of Oswego Veterans podcast series.

VOICES OF OSWEGO VETERANS
Hear Veteran's stories through their own voice, not through the voices of others.

VOL. 1 AVAILABLE NOW

Voices of Oswego Veterans
Volume 1 [Learn More](#)

20 562 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

VOICES OF OSWEGO VETERANS
Hear Veteran's stories through their own voice, not through the voices of others.

VOL. 1 AVAILABLE NOW

Voices of Oswego Veterans
Volume 1 [Learn More](#)

FINAL DESIGN

