

DESIGNING DISTANCE

isn't  
just  
a living  
canvas.

created by Jess Boaz

# THE CAMPAIGN

# Project Overview: Jacksonville × Gqeberha Exchange

This campaign is part of the sister city program between Jacksonville, Florida, and Gqeberha, South Africa. It is a creative exchange meant to build connection through design and storytelling. We will represent our city with a visual campaign that reveals who we are.



## Our challenge:

*| How can we show the essence of Jacksonville—the energy and imagination that shape it?*

This project invites us to treat design as a shared language that bridges geography and culture through creativity

# Audience & Discovery

## What Gqeberha Students Wanted to Know

Our audience is design students at Nelson Mandela University mostly gen Z, ages 18-28. They asked thoughtful questions about **Jacksonville's art, creativity, and culture**. They asked a variety of questions but we were compelled by their questions on how people create, where art lives, and what inspires us.

## That curiosity pointed us toward a central truth:

*Jacksonville's creativity isn't limited to galleries, it's everywhere. It's in murals, music, architecture, community festivals, and the people who make the city vibrant.*

By focusing on the artistic spirit of Jacksonville, we can introduce our peers in Gqeberha to our community in the most authentic way — through the colors, textures, and imagination that define everyday life here.

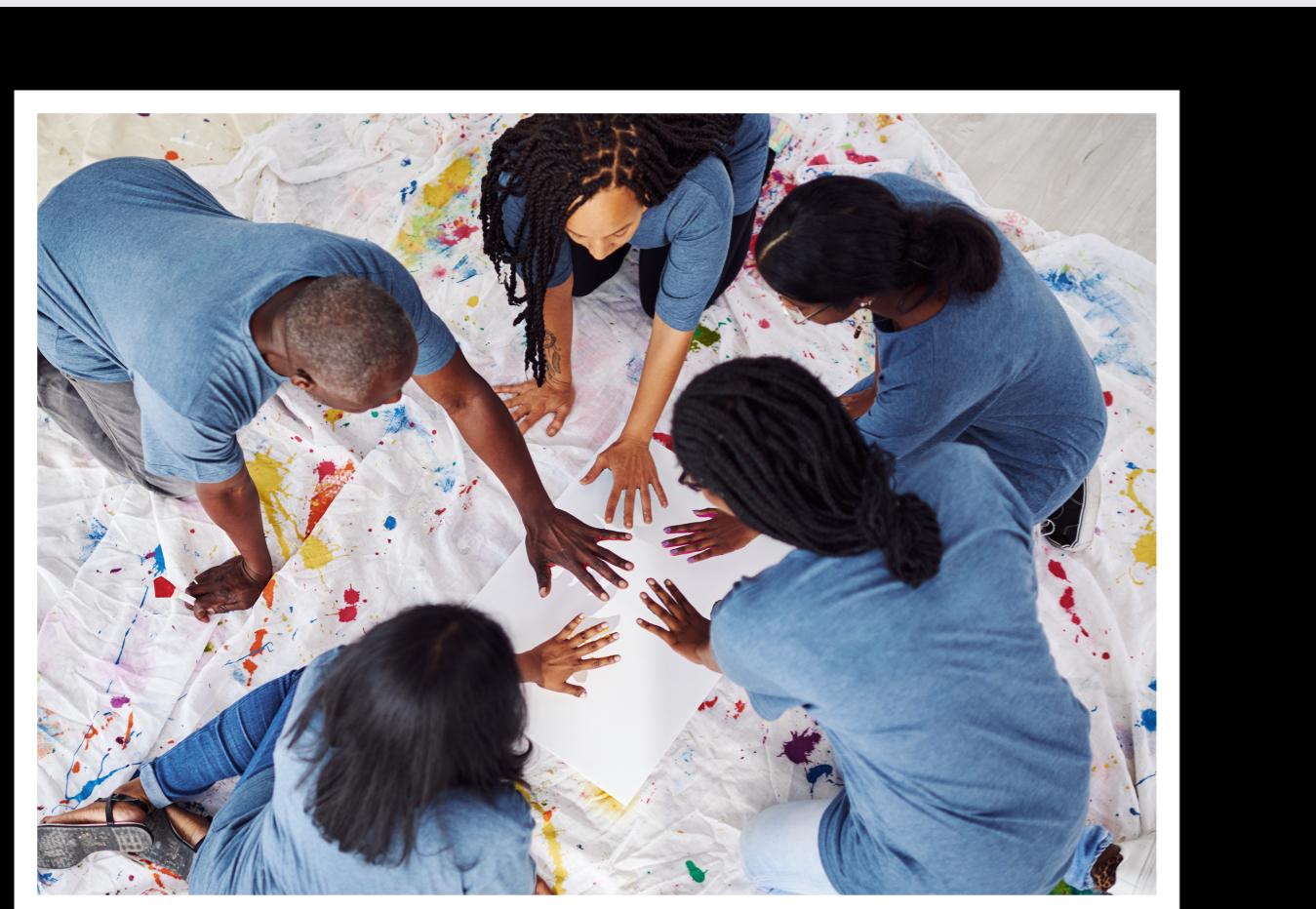


Students at Nelson Mandela University

# From Construct to Concept

## “Spirit” and the Birth of The Living Canvas

To capture that creative energy, we chose the Spirit construct because Jacksonville’s art scene is powered by enthusiasm, collaboration, and community pride. **Spirit** is what turns a city into more than a place; it **makes it feel alive**.



Community Informs Art

Out of that construct came our campaign idea:

*Jacksonville: A Living Canvas  
Where Community Colors the City*

The concept reflects how art and community coexist, shaping one another. From bridges and fountains to street art and music, every part of Jacksonville contributes a stroke to the city’s ongoing masterpiece.

Through this campaign, we’re showing that **our city is created together** by its people, its culture, and its collective spirit.

# Mapping Jacksonville's Living Canvas

## Where the City Becomes Art

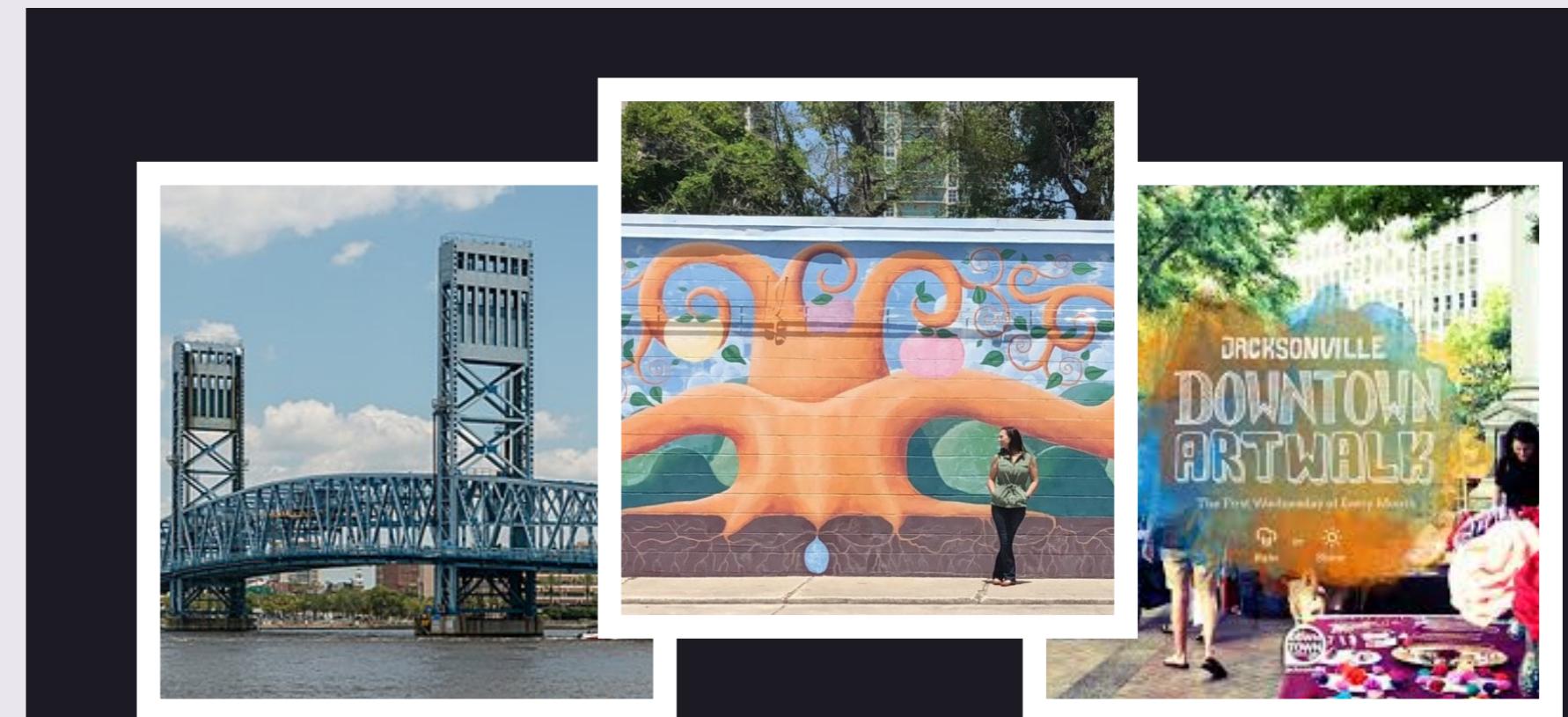
Jacksonville's creative energy lives in open, public spaces like bridges, murals, events, and structures. They blend art, architecture, and community. For a campaign about Spirit, we're focusing on the places where art is public, participatory, and alive. We will focus on accessible, ever-changing, community-driven places where people and creativity meet.

### Our three focus areas:

**Architecture:** Bridges, fountains, and riverfront spaces that double as light and form, becoming the city's permanent stage.

**Street Art:** Murals and paste-ups that transform neighborhoods into living galleries.

**Events & Spaces:** Markets, art walks, and creative hubs where community becomes the artist.

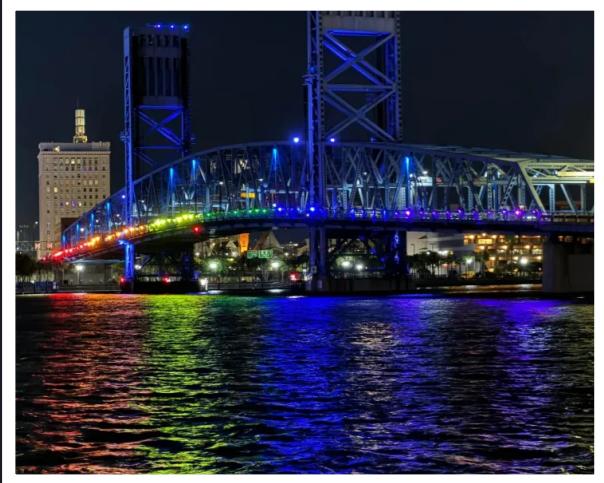


Architecture → Street Art → Events/Spaces

# Architectural Structures

## Listening to the City's Shape

Jacksonville's architectural structures and sculptures are not passive backdrops, they tell stories, light up the night, and invite you into them.



### Main Street "Blue" Bridge (John T. Alsop Jr.)

A steel vertical-lift bridge that has become a landmark. Its form and signature blue define the skyline.



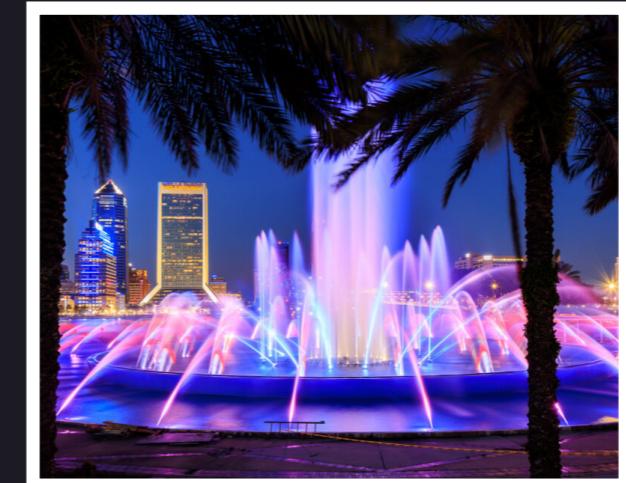
### The Jacksonville Skyline

A mix of geometric skyscrapers, glass facades, and distinctive silhouettes that glow in color at night, giving the riverfront a living pulse.



### "Spiritualized Life"

Located in Riverside's Memorial Park, this bronze work by Charles Adrian Pillars (1924) depicts a winged figure holding an olive branch.



### Friendship Fountain

Designed by Taylor Hardwick and inaugurated in 1965, this dramatic fountain sprays water up to 120 feet and is lit at night in shifting colors. It transforms riverfront space.

# Street Art & Murals

## Where the Canvas Meets the Street

Downtown and the urban core layer large-scale murals and evolving pieces that act like open-air galleries anyone can visit anytime.



### **“The Dance of the Seven Sins Muses” by Okuda**

A burst of geometric color and motion covering a downtown building, showing how art transforms city walls into story.



### **“Unity” by Guido van Helten**

A large-scale portrait mural blending human faces into industrial architecture, merging emotion and structure.



### **Park Street Bridge Mural**

A 1,100-foot community artwork honoring LaVilla and Brooklyn's history through bright, narrative illustrations.



### **Sugar Hill Mosaic**

A 96-foot underpass mosaic built with 41,000 tiles and community participation, turning forgotten space into joy and memory.

# Creative Events and Spaces

## Where Art Comes Alive

Jacksonville thrives when people gather at art walks, makers markets, indie venues, and skate plazas become living chapters in the city's canvas. They are interactive, spontaneous, and communal.



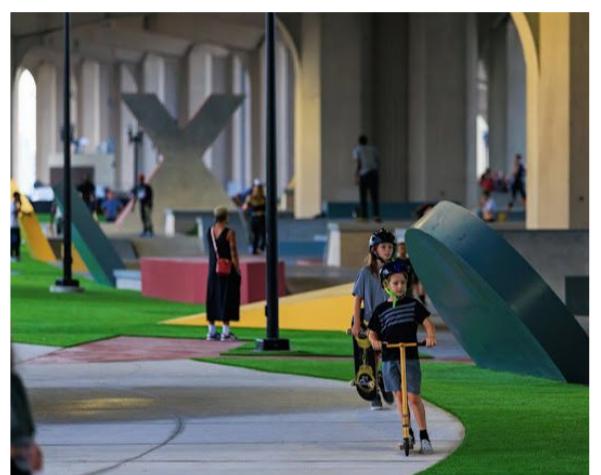
### Riverside Arts Market (RAM)

Every Saturday under the bridge, this maker marketplace weaves visual art, music, and vendors into a riverfront social hub.



### First Wednesday Art Walk

Downtown galleries, performances, and open studios draw locals and visitors in a rotating showcase of creative energy.



### Artist Walk Skatepark (Emerald Trail)

A hybrid community skate + art plaza built for youth, performance, pop-ups, and gatherings.



### Untitled Art Space

A downtown, small-scale gallery / pop-up art venue that supports emerging creatives and experimental installations.

# Audience Research

## Reaching Our Audience: Creative Connections Between Two Cities

Visuals: screenshots of African youth art/design culture (e.g., murals, exhibitions, design collectives, or creative social media posts).

### Cultural Alignment:

*Gqeberha's creative students value authenticity and collaboration. Their art often connects identity, place, and community, just like Jacksonville's living art scene.*

### Design Resonance:

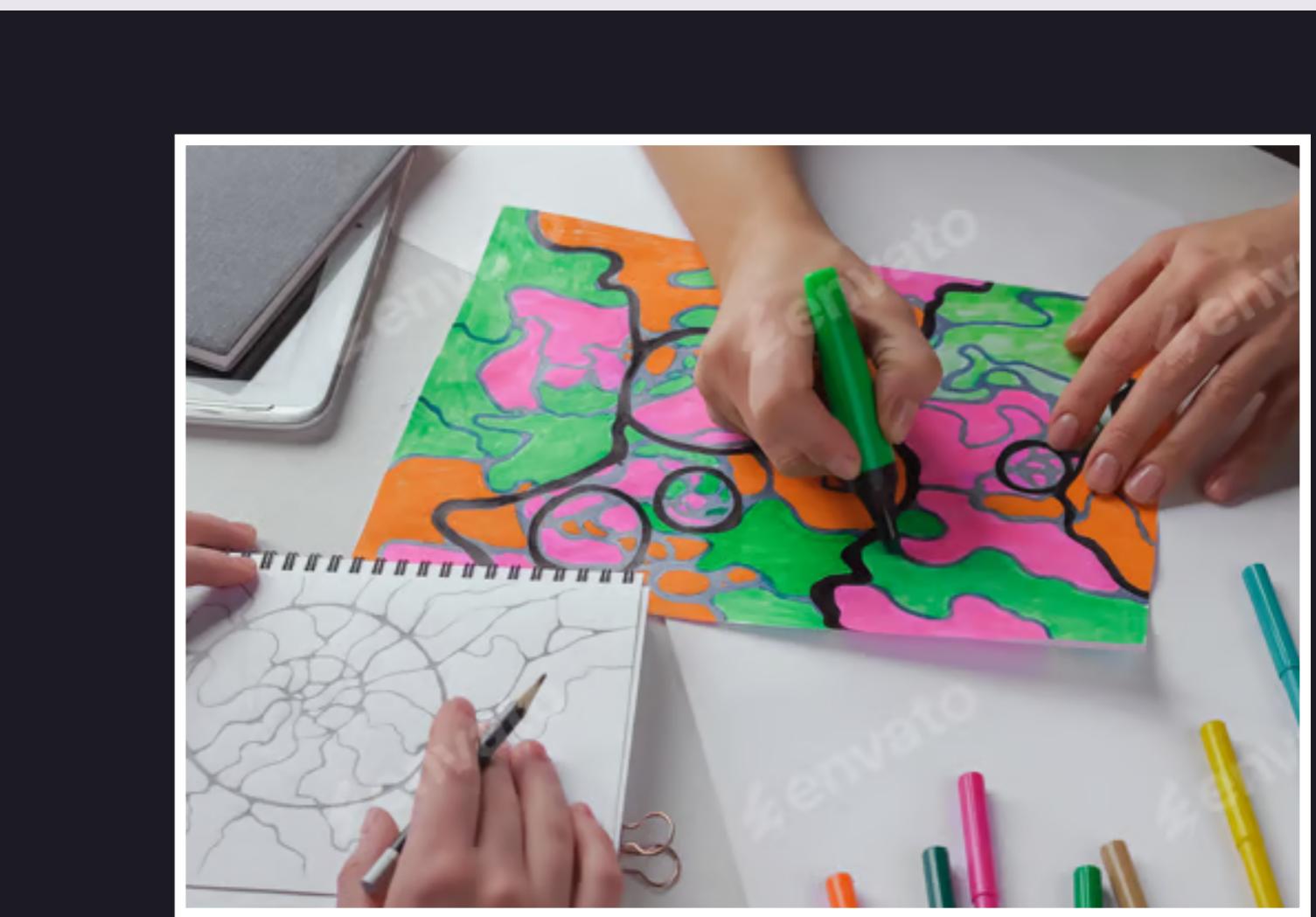
*Bold, high-contrast visuals with layered compositions (inspired by screen print, pop art, and modern urban design)*

### Tone and Energy:

*Bright, dynamic, inclusive art that creates connection.*

### Emotional Hook:

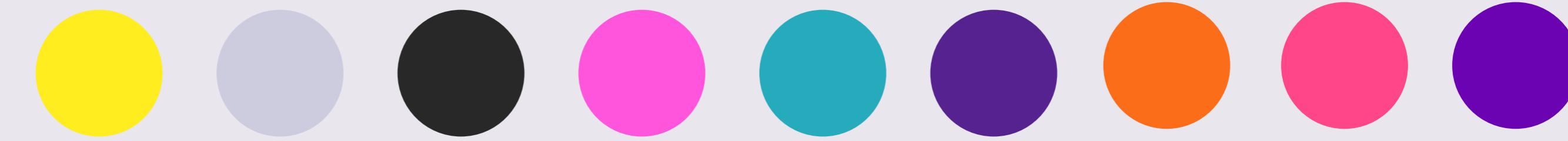
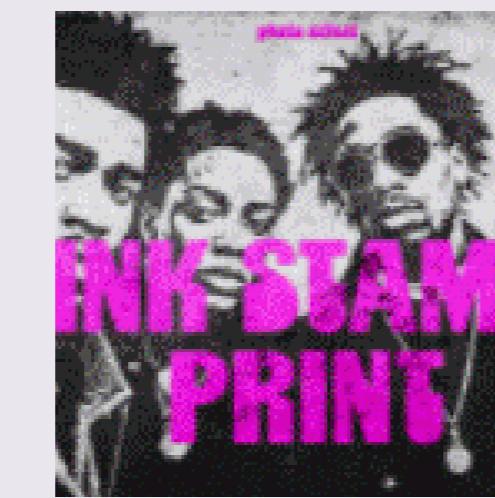
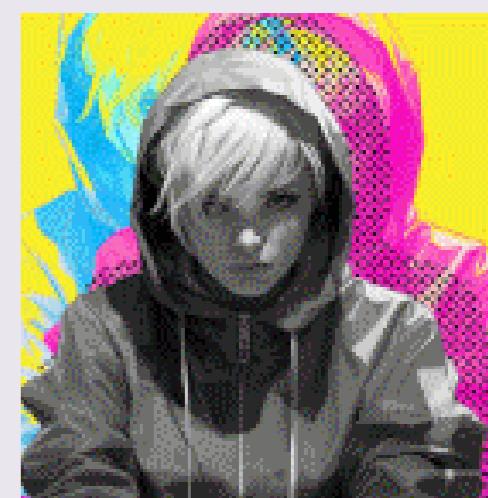
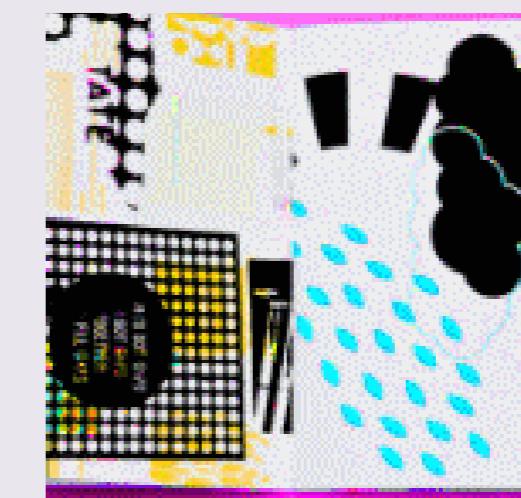
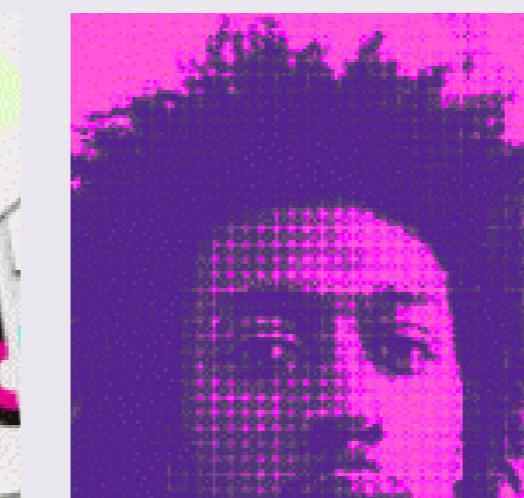
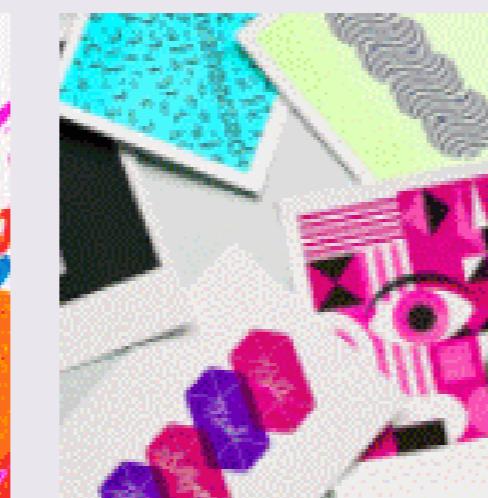
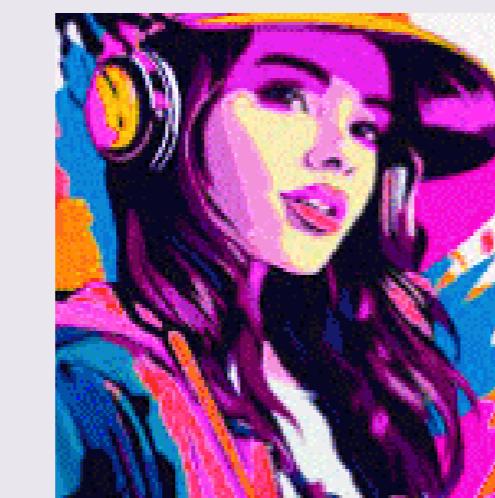
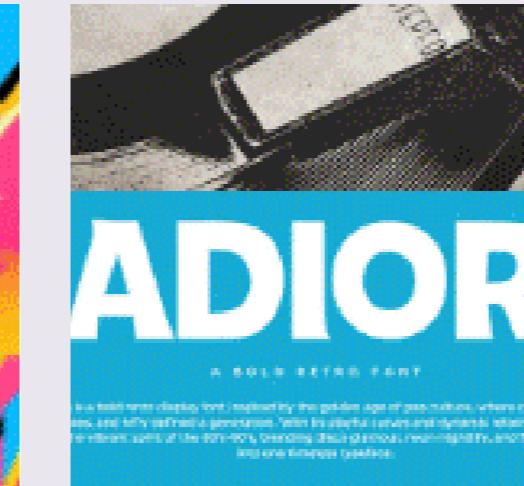
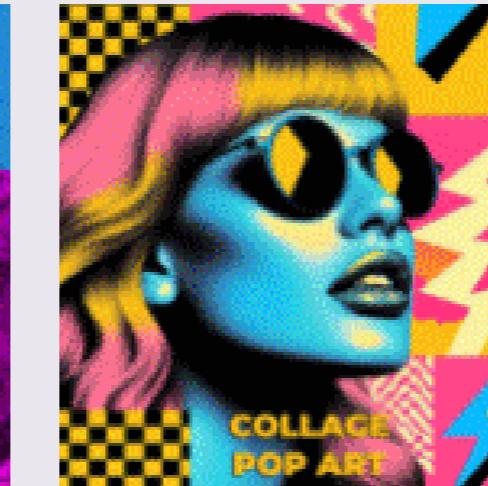
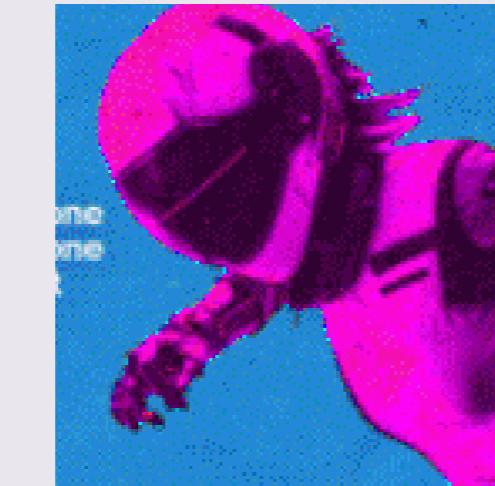
*The campaign focuses on shared humanity, two port cities with art as their common language.*



**Community and Collaboration Drives Creativity**

# MOODBOARD

contemporary zine + swiss punk + urban pop



# FONTS

**bold, blocky, modern, sans-serif**

**HEADINGS**  
DIN Condensed Black

**Aa**

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

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**LOGO FONT**  
**BONAFIDE**

**BODY**  
IBM Plex Sans Medium

**Aa**

**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# COLORS

contrast + saturated mediums + neons



**Color Palette:** Cyan, Magenta, Yellow, Key, Paper, Ink

Meant to mimic printing colors and fit the zine and pop art style

# DELIVERABLES

# PRINT MEDIA



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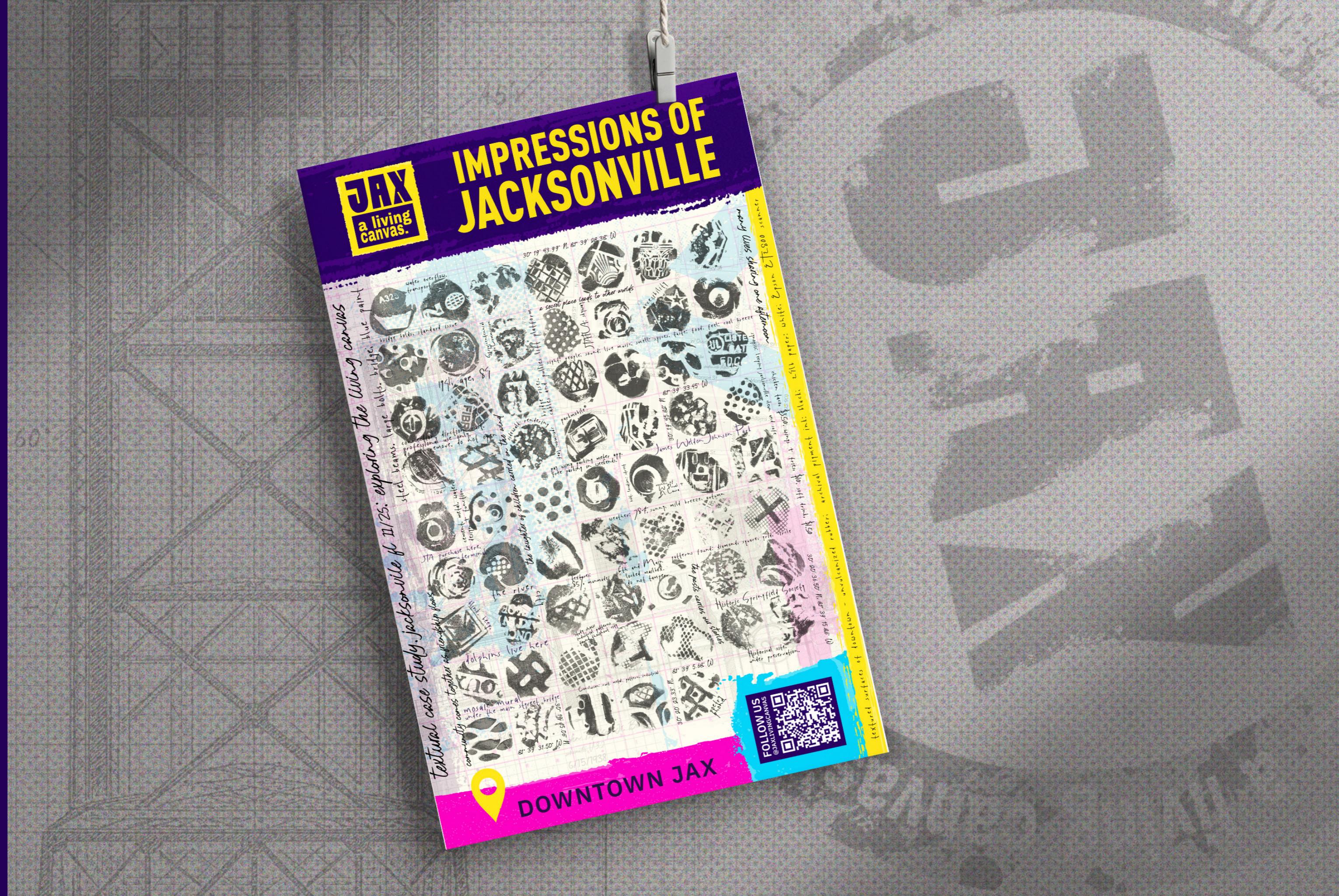
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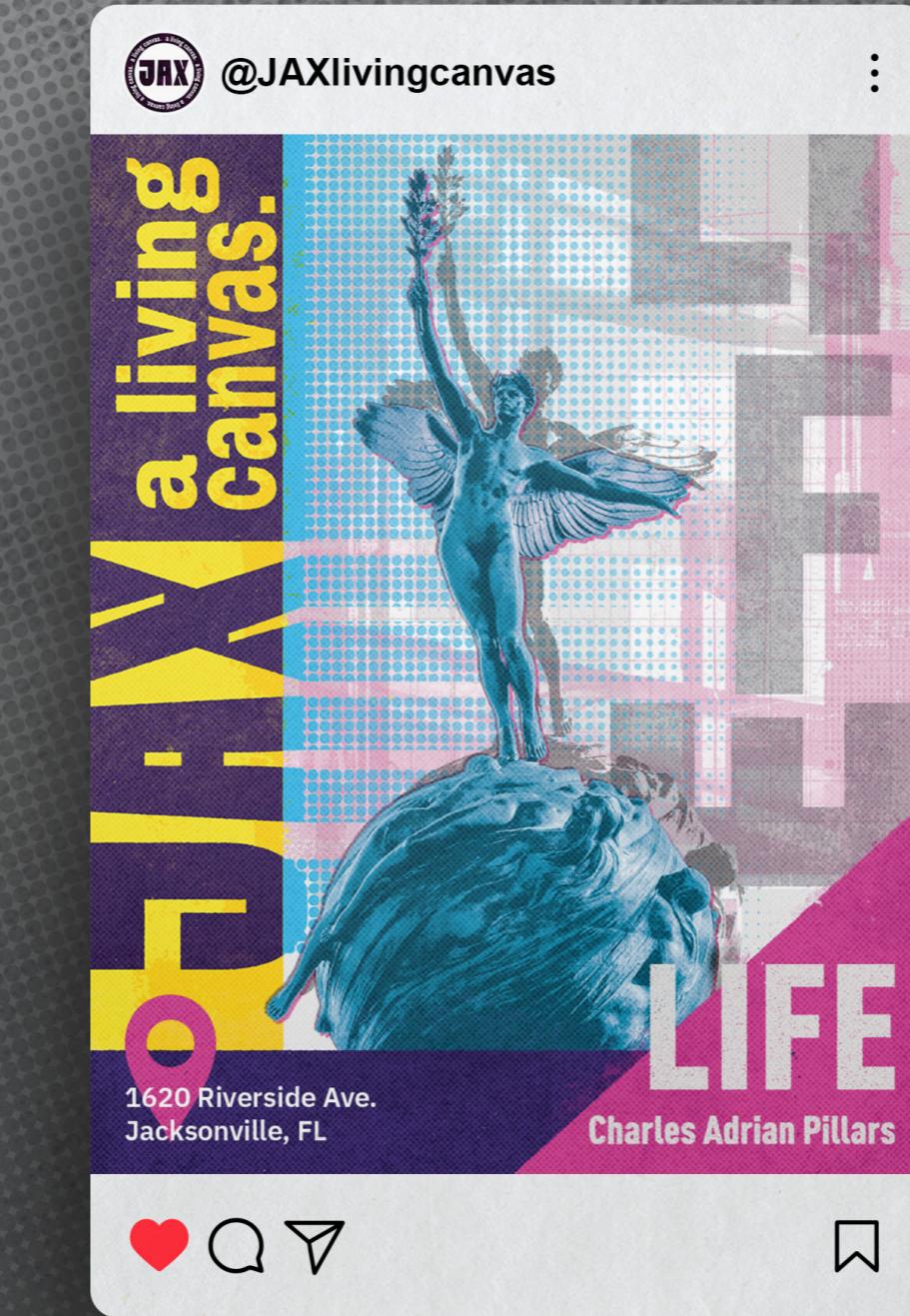
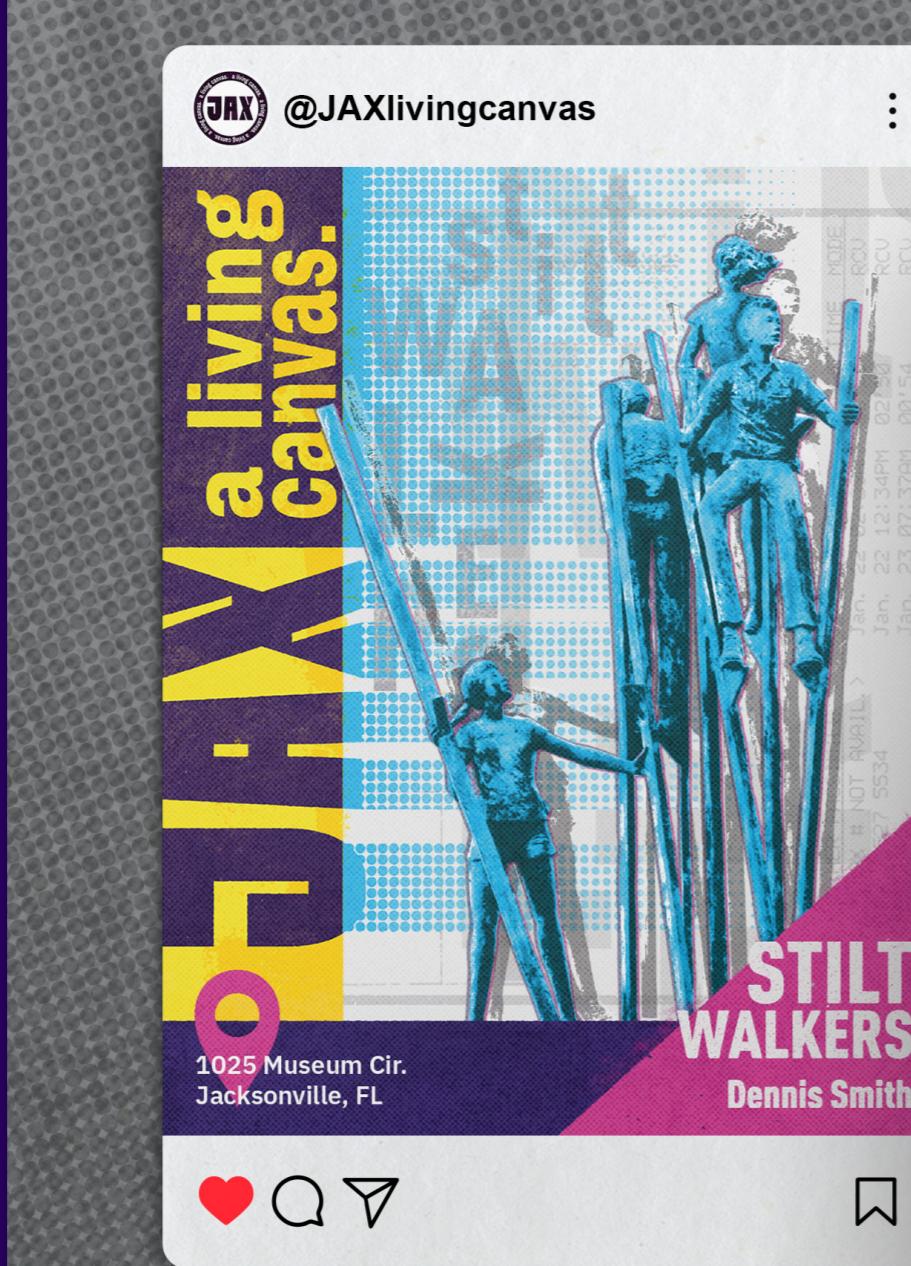
# PRINTMEDIA



# SCREENSETS



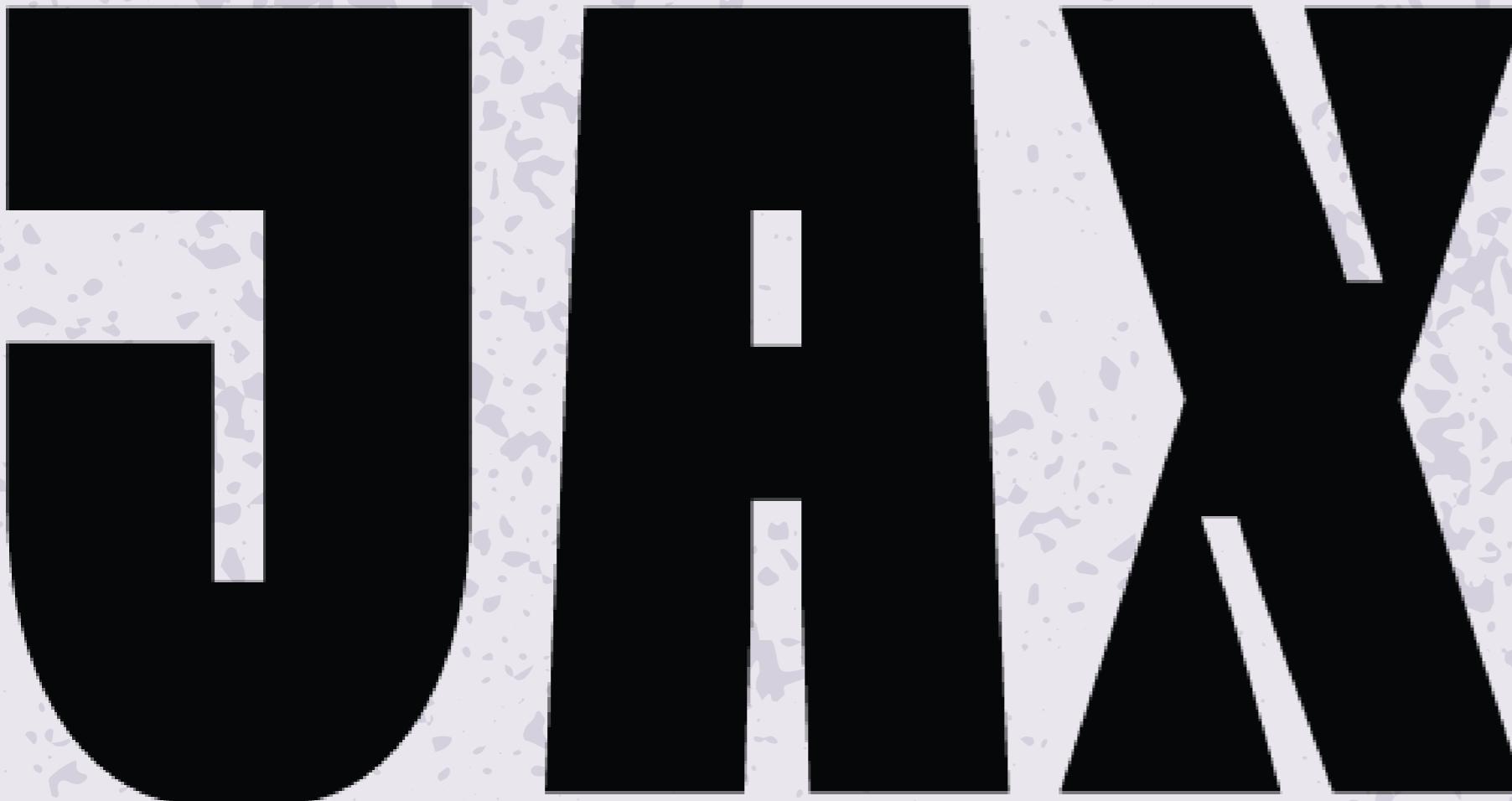
# SCREEN ASSETS



# MOTION GRAPHIC



JACKSONVILLE  
WHERE COMMUNITY  
COLORS THE CITY



a living  
canvas.

## Jess Boaz

[VIEW PORTFOLIO](#)

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Photography  
Video Effects  
Statue Posters  
Buttons  
Stickers  
Skateboard

Mural Zine  
Campaign Strategy  
Logo Suite  
Branding/Style Guide  
Presentation

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### SPECIAL THANKS

## Johnny Romanov

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Videography • Video Editing • Animated Logo