

Development & Design

Creating the medals

The goal

- Convert abstract efforts to numerical measurements
- Provide path to understanding of project impact to those not intimately involved with the project (or OER efforts)
- Provide avenue for more formalized inclusion in P&T and other recognition structures through benchmarking

Considerations

- Projects vary in size and impact
 - ▷ Some big projects
 - ▷ E.g. BIO151: >1000 students/year, \$235 textbook, savings over \$1million
 - ▷ Mostly smaller projects:
 - ▷ E.g. SPTL603: ~35 students/year, \$50 textbook
- Where and how would we recognize impact
- How could we maximize potential for these markers to make a difference?

Selecting medal categories

- Wanted to build on existing data
 - Data we're already collecting:
 - Students Impacted
 - Cost Avoidance (or student savings)
- Non-project-size dependent category
 - Semesters implemented*
 - A bit harder to settle on benchmarks so didn't initially design

Selecting medal levels

- Benchmarks
 - ▷ Want to make sure clearly defined levels to reach
 - ▷ Hesitant to use the word benchmark because don't want comparison, but the easiest to understand
- Gradually increasing levels
 - ▷ Wanted to be able to capture lower impact projects and higher impact projects

Impact levels: initial development

| Student Savings | Students Impacted |
|------------------------|--------------------------|
| \$10,000 | 100 |
| \$25,000 | 250 |
| \$50,000 | 500 |
| \$75,000 | 750 |
| \$100,000 | 1,000 |
| \$250,000 | 2,500 |
| \$500,000 | 5,000 |
| \$750,000 | 7,500 |
| \$1,000,000 | 10,000 |
| \$1,250,000 | 12,500 |
| \$1,500,000 | 15,000 |
| \$1,750,000 | 17,500 |
| \$2,000,000 | 20,000 |
| \$2,250,000 | 22,500 |
| \$2,500,000 | 25,000 |

Note on focus

- These medals are only for those in our grant program, because that is the only impact I am actively tracking
- The impact is only at VCU, as that is what is within my control to measure

Both of these focuses are reflected in the medal design

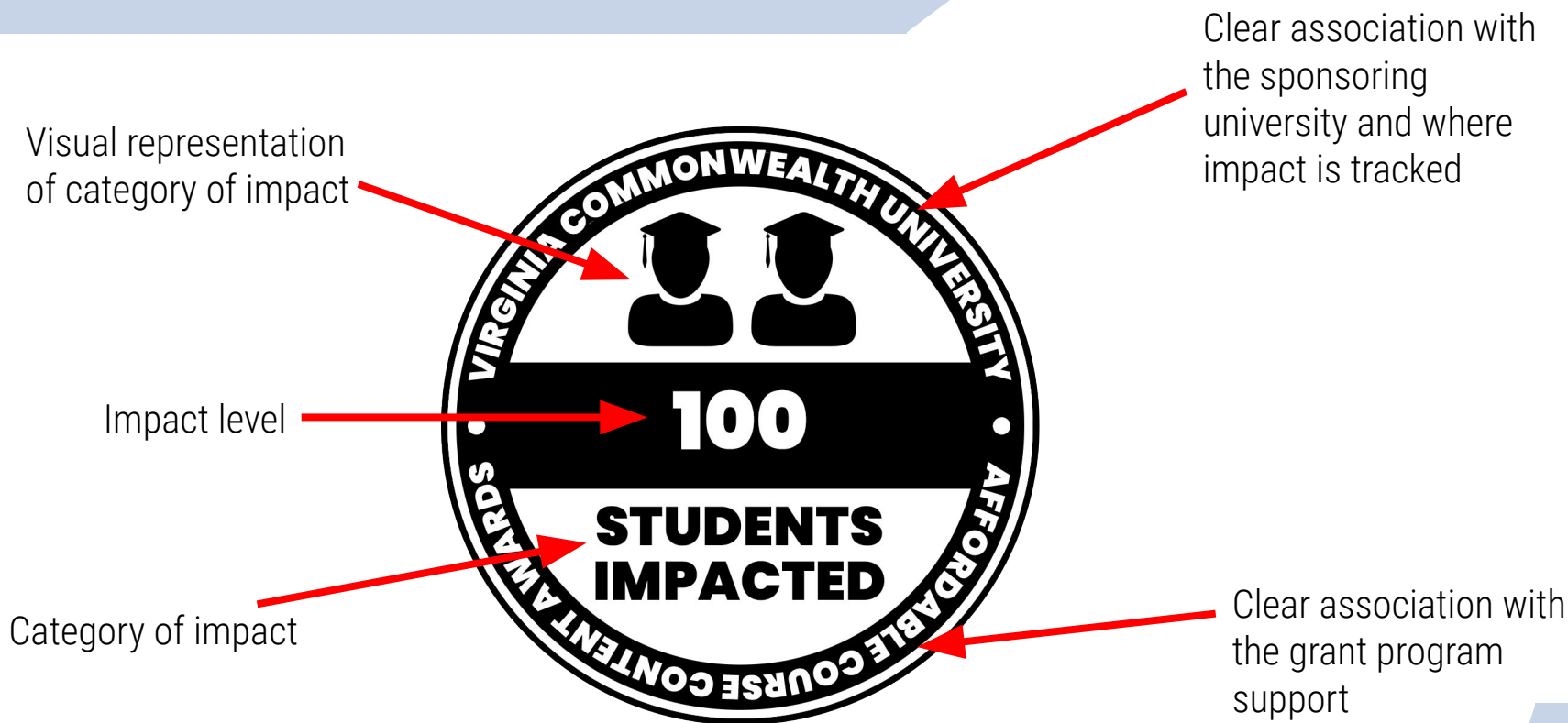
Considerations for medal design

- Easy to comprehend
 - ▷ Simplified layout and design language
 - ▷ Clear messaging and hierarchy of ranks
- Strong presence
 - ▷ Designs need to have weight
 - ▷ Proper celebration of impact

Medal development

- Familiarity with Adobe Creative Suite made for an efficient workflow
 - Design started in Illustrator and finished in Photoshop
- Comps for the design included olympic medals and diploma/ certificate seals
- Designs with relief were ruled out as they can be hard to understand on screens

Medal design



Medal design: level colors

- Colors mimic traditional medal levels
 - ▷ White
 - ▷ Bronze
 - ▷ Silver
 - ▷ Gold

Medal levels (color examples)



Recognition letter

Alongside the medals, drafted an accompanying letter

- Formal acknowledgement of reaching significant impact milestones
- Aimed for inclusion in P&T documentation
- Relate project and impact to values of P&T (research, teaching, service) and institutional values/strategic priorities
 - e.g . [VCU's Quest 2025 strategic plan](#) goals: “student success, advancing innovation, and national prominence”