



PATTERNS FOR PROGRESS

Professor William Berry's graphic design students are establishing a pattern of winning.

For the second year in a row, Berry's students designed posters for the Governor's Committee on Employment of the Handicapped. And for the second year in a row, two of his students placed first and second in the statewide contest. Considering the subject, it's appropriate that Mizzou students fare so well since the University is a national leader in physical accessibility for the handicapped.

Joe Gaschen, a senior art major from Kansas City, won first place and \$100 for his poster which showed a photograph of a quarter superimposed on the familiar international symbol of access and read, "Solid Investment." Gaschen's poster also ranked among the top 10 nationally, and will be permanently displayed by the President's Committee on the Employment of the Handicapped in Washington, D.C.

Coming in second and winning \$50 was junior art major Kimberly Held of St. Louis. Her poster showed three wheelchair wheels with different colored spokes and read, "Different spokes for different folks."

Berry made the posters a class project because he feels the contest shows students how they can apply graphic arts skills and techniques to something that "may improve the quality of life for

people who are handicapped . . . by addressing people who are in the position to help them, such as employers."

Berry first focuses on concept development. "If the idea is there, the design will come," he says. To get the students' wheels turning in the right direction, he shows slides he took of a handicapped person who wheeled through the Boston Marathon. Then students share experiences they've had with handicapped persons.

Even though the students are free to use mixed media in execution of the posters, they soon realize a handicap: few representative symbols of handicapped persons exist. But the students "accept the challenge and work hard on it," Berry says.

Favored themes include removal of physical and psychological barriers, or a combination of both. "Barriers down, opportunities up" by Averil Cooper, "Signs of progress" by Pat Conner, and "Rollaway the barriers" by Betsy Holm address physical accessibility, whereas "Be a part of a changing pattern" by Abby Mintz has a psychological bent and encourages employers to open the door to employment of the handicapped. In a surrealistic style, "Beyond the barriers" by Dianne Gregory shows a breakthrough in an employer's attitude about hiring the handicapped. □





Be part of a changing pattern.

President's Committee on Employment of the Handicapped

BEYOND THE BARRIERS
THAT MAKE DISABILITY AN EMPLOYMENT HANDBICAP

President's Committee
on Employment
of the Handicapped

Joe Gaschen feels employers benefit from hiring handicapped persons.

Solid Investment

President's Committee on the
Employment of the Handicapped