



For Immediate Release

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Smith Design and Morristown Partnership Partner to Support Morris County School of Technology Design Students

How Sweet it Is! Students Bring Their Imagination to Life in a Candy Package Design Showcase

Through an outstanding new partnership, organized in concert with the Morristown Partnership, Smith Design - a Strategic Brand Design agency - and the Morris County School of Technology, collaborated to hold a showcase for Freshman and Junior students in the Academy for Design. This one-day exhibit showcased student work and provided students the opportunity to meet professional designers who shared industry insights.

This student led project was headed by Junior design student, Thomas Foody, when he challenged his peers to invent and create their own candy by designing a wrapper – either as a ready-to-print template or 3D prototype. The Junior students learned how to develop creative briefs and style guides, while freshmen students helped by creating business cards and posters. Academy for Design co-teachers Kerrie Bellisario and Ruben Rosado recognized that this student-led project really energized the students.

Instructor Kerrie Bellisario explained, “Students in the Academy for Design are highly creative, skilled artists. Our Academy's goal is to build bridges with the community to provide authentic real-world opportunities for students to learn and grow. We are sincerely grateful to the Morristown Partnership and Smith Design for supporting our students and making education come to life for them.”

Jennifer Wehring, Executive Director of Morristown Partnership, explained “Connecting an exceptional local business, like Smith Design to the Morris County School of Technology exemplifies the Partnership’s goal of building community and facilitating opportunities for our member businesses. Considering the career trajectory of the outstanding young designers at MCST, it only made sense to connect them with Smith Design. We hope they become the next generation of talent for Morristown’s workforce.”

Jenna Smith, CEO of Smith Design, couldn’t agree more. “Over our 40+ year history, Smith Design has offered clients strategic and imaginative thinking, visual clarity and impactful design that drives brand love and significant commercial success. We unlock the power of design to create value, build brands and contribute to a better world. When we heard about the work being done in the design classroom at the

Morris County School of Technology, we were eager to support the students' professional growth. Our designers were happy to share their industry insights and examples of their work while providing tips to guide the students on their career trajectory."

About the Morristown Partnership:

The [Morristown Partnership](#) is the management entity for the Special Improvement District (SID) in downtown Morristown. Morristown Partnership's mission is to help Morristown achieve its full potential as a premier community in which to live, work, play, shop and do business.

Since 1994, Morristown Partnership has continuously supported the resurgence of downtown Morristown through economic development initiatives in areas of redevelopment, business recruitment and retention, marketing, promotions, events and capital improvement projects.

Working together with other civic and community organizations and local, county, state and federal government agencies, the Partnership has successfully brought together the private and public sectors in the on-going revitalization of Morristown's business district.

Along with recruiting and sustaining businesses, the Partnership maintains a social media presence, gathers district data, and connects business owners to one another.

About Smith Design:

Smith Design is an enterprising, award-winning design and marketing agency. Founded in 1978, we've partnered with global CPG companies/brands including Unilever, Hormel, Henkel, Pfizer, and Hershey's as well as emerging entrepreneurial brands like Simit and Smith, Ocean Huggers, and Aprés. We specialize in strategy, branding, packaging, activation, and digital marketing, including social media and web design. Contact us at smithdesign.com

About Morris County School of Technology

The Morris County School of Technology, part of the Morris County Vocational School District, (www.mcvts.org) houses full-time, four-year high school Academies and Share Time programs for high school juniors and seniors. The Academy for Design, located at the Morris County School of Technology in Denville, provides students with the foundational skills required of the various and diverse careers in the creative world; additionally, they will explore a multitude of these opportunities in more depth. The goals of the program are for students to build a well-developed portfolio of their work and to exercise creative thinking and problem-solving skills.