

Annual  
Report  
**2024**

# VisLab

**ASU** VisLab  
Arizona State University

# On that note



**Megan Joyce**  
Creative director

The past year has been one of considerable change and growth for the VisLab. We have spent the last year ideating new approaches to design and leadership within our department and within the larger Arizona State University ecosystem. Notable accomplishments including on-boarding a talented creative team who have demonstrated dedication to advancing university's goals and charter, and supporting our colleagues in the School of Life Sciences while honing their skills and taking on new and impressive projects. We increased our gross revenue by **121%**, much of that accomplished in the past 6 months through enhanced collaboration and diversified approaches to workflow management. I look forward to the strategies we are implementing in the next year and seeing the continued personal and professional growth of my colleagues.

## What's inside



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Team and what our clients say



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Designing for success



**John Blair**  
Graphic designer,  
principal



**Megan Richmond**  
Print and design  
coordinator



**David Goodwater**  
Multimedia  
specialist



**Omar Hernandez**  
Web application  
developer



**Vandan Gohil**  
Visual design  
assistant



**Yan Rong**  
Visual design  
assistant



The Emeritus College at ASU has entrusted the composition of all of its publications to the skilled artists at VisLab. Our publications are sent throughout the community and the country, and we are proud to have their outstanding quality of production represent us.

**Richard Jacob**  
Editor, Emeritus College

# \$197k

\$197k in gross revenue  
↗ 121% increase from FY23 overall

## \$51k

School of Life Sciences

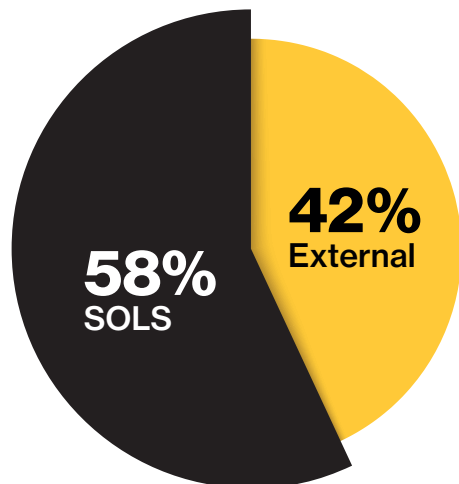
\*no data available for FY23 as fees were not collected.

## \$145k

External Revenue

↗ 63% increase over FY23

### Project distribution



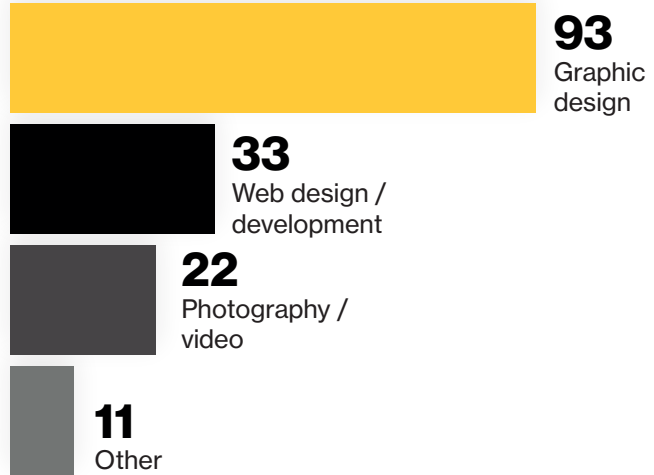
### Financials

We closed FY24 with a **121%** increase in gross revenue and a **63%** increase in external revenue. Creative projects accounted for **74%** of our external income, print **25%**. Improved data keeping, tracking practices and tools have been integral to managing progress and identifying areas for improvement and growth. Distribution of projects between SOLS and external was **58%** and **42%** respectively, but external work accounted for **73%** of our revenue for the year.

# 159

## Creative projects

We completed **159** unique design projects ranging from highly technical web development, brand identities, product design and more.



## Posters Printed

Printing accounted for **25%** of our external revenue totaling **\$36k**.

\*comparison data not available for FY23

# 498

## Our Clients\*

In FY24 our clients span 23 ASU departments, centers and units. This included several returning clients as well as new relationships that we are continuing to grow.

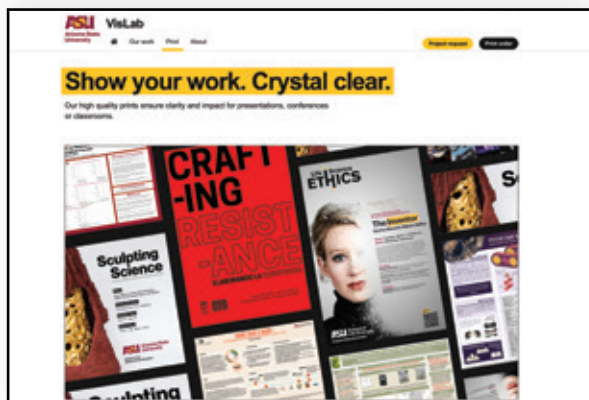
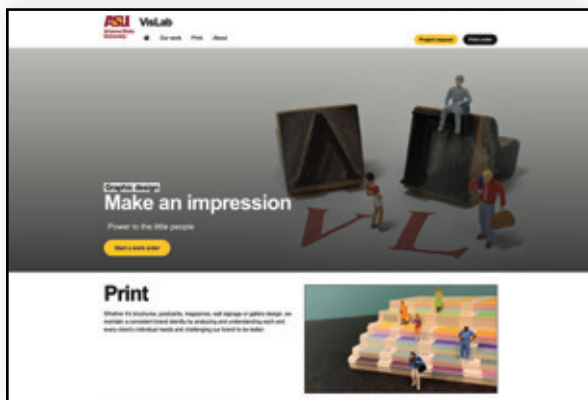
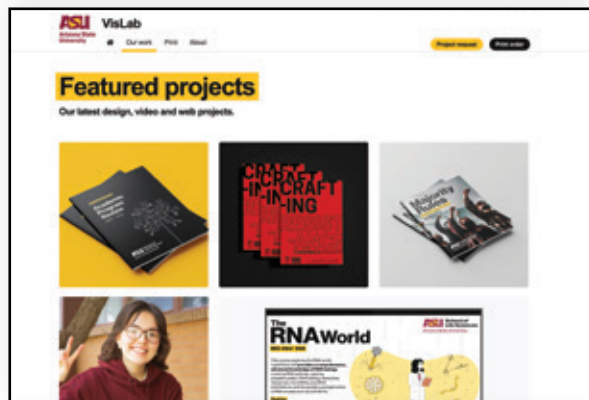
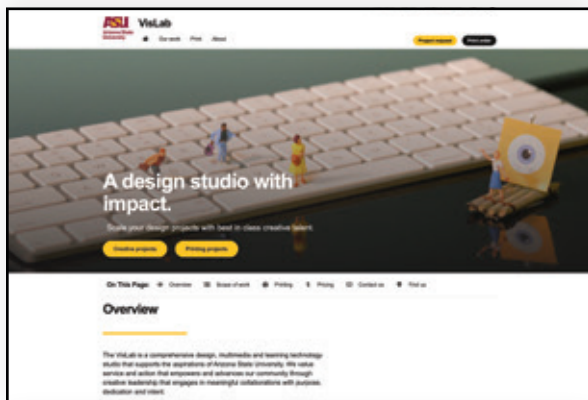
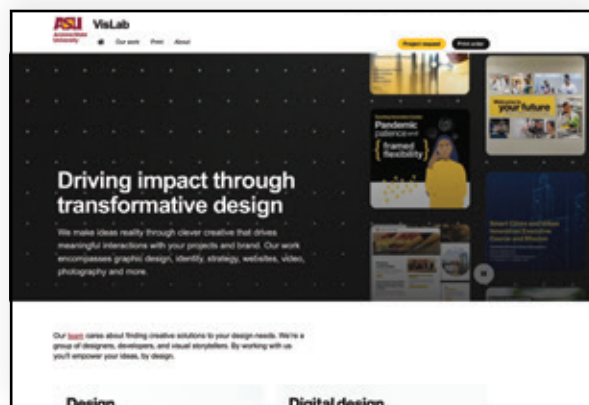
\*Indicates new client relationships in FY24  
Right: Sampling of clients in FY24.

- American Indian Policy Institute
- Barrett, The Honors College
- Bob Ramsey Executive Education\*
- Center for Biodiversity Outcomes
- Center for Strategic Communication\*
- Center for the Study of Economic Thought Leadership
- Center for the Study of Religion and Conflict
- Center for Work and Democracy
- College of Global Futures\*
- Emeritus College
- Future Security Initiative
- Humanities Institute
- Ira A. Fulton Schools of Engineering
- Leadership, Diplomacy and National Security Lab\*
- Office of the President
- T. Denny Sanford Harmony Institute in Knowledge Enterprise\*
- Sandra Day O'Connor School of Law\*
- University College\*
- W.P. Carey School of Business\*
- Watts College of Public Service and Community Solutions\*

# Brand refresh

Along with structural changes to the department we underwent a brand refresh to better position the VisLab as a design leader on campus. With a new brand aesthetic and website we are demonstrating the creative expertise of our team, as well as the depth and breadth of specialization represented by our staff.

The redesign represents a new collaborative model and approach to all VisLab projects. Designs were ideated and deployed through the work of John Blair, Vandan Gohil and David Goodwater.



# Designing **Success**

In May 2024 we held our first team retreat with the purpose of building community among our team and co-designed the first steps of a strategic plan for the next 3 years.

In our visioning workshop we outlined personal and group visions for the future of the VisLab. Building on those initial ideas we identified support structures, trends and challenges we may face going forward.



## **FY25 goals**

- Launch our new subscription platform in fall 2024
- Grow the reputation of the VisLab at ASU and externally
- Grow external revenue in by **30%**
- Create opportunities for cross-institutional collaboration
- Innovate through contemporary web design and output
- Provide expert design guidance to our clients
- Expand our service offerings to utilize AI models and tools

# **Mission**

**Create innovative and impactful stories and products that elevate, empower and build community through inclusive and transformative design.**



