



December, 2012

To Whom It May Concern:

I'm pleased to write this letter of recommendation for Jean Fogt. When Jean was a student at The Art Institute of Pittsburgh, she designed artwork for a project our company piloted called WORD PLAY. This bus shelter-based campaign is meant to turn idle time into a time of nurturing parent-child interaction and early literacy development via eye-catching public art and technology. Using their cell phones, parents retrieved clues for the word games (i.e. letter recognition and rhyming) and prompts to start a conversation with their child about the poster.

She designed one of three posters for the project that was displayed in the bus shelter advertising windows. The artwork was a key element to the success of the project. It needed to be bold, eye-catching and fulfill certain content and design requirements. Jean came through on every level with that assignment. Whenever challenges arose, Jean would work tirelessly to make the deadlines and move the process along. I can say with certainty that Jean is a dedicated, conscientious artist. She goes above and beyond the call of duty. She's easy to work with and accepts suggestions with a gracious and an open mind.

She is a team player as well as a person who takes her own responsibilities with conviction. I believe the combination of her talents and her dedication work together to make her an asset to any design project.

Sincerely,

A handwritten signature in blue ink that reads "Margy Whitmer". The signature is written in a cursive, flowing style.

Margy Whitmer
Media Producer
The Fred Rogers Company