

## Polly Bond entry 2026

Category: Visual Arts / Graphic Design

The Episcopal Church in Delaware

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### **Holy Obi-Wan Kenobi!**

Faith, Fun, Food, Fastballs, and Fireworks

**Summary:** The *Holy Obi-Wan Kenobi!* graphic promoted a diocesan picnic at a Blue Rocks baseball game featuring a Star Wars theme, fireworks, and community gathering. The design uses vibrant colors, gradients, playful typography, rounded text boxes, and layered visual elements to reflect the festive nature of the event while keeping information easy to scan.

At the center of the layout is an AI-generated, cartoon-style illustration of Bishop Brown enjoying a picnic with a diverse group of people as the Blue Rocks play in the background – visually anchoring the message of shared faith, fun, and fellowship. Key event details are presented through stacked text blocks and six color-coordinated callout boxes that highlight major draws of the evening, including fireworks, the bishop throwing out the first pitch, viewing the diocesan outfield sign, and the communal nature of the gathering.

A concluding callout at the bottom reassures viewers that no prior interest in baseball or Star Wars is required, reinforcing the event’s inclusive spirit. The QR code provides a direct pathway to registration and additional information, connecting the playful design to practical action.

**Metrics:** Effectiveness was measured through participation and registration. Interest exceeded expectations, resulting in the picnic area – seating 125 people – selling out ahead of the event. Attendees who registered after the picnic space reached capacity were seated in the adjacent section, extending participation beyond the original plan.

The unexpected sellout indicated that the graphic successfully captured attention, communicated key details clearly, and motivated action. The design’s playful tone, clear information hierarchy, and accessible registration contributed to high engagement.

**Goals:** The goal of the *Holy Obi-Wan Kenobi!* promotional graphic was to generate excitement and broad participation for a diocesan-wide picnic at a Wilmington Blue Rocks ballgame by embracing the event’s playful, family-friendly tone while clearly communicating multiple details at a glance. Built around the Blue Rocks’ Star Wars-themed game night, the design intentionally blended pop culture, faith language, and community invitation to lower barriers to participation and signal that the Church was hosting a joyful, welcoming, and inclusive gathering.

Visually, the goal was to balance energy and clarity – using gradients, layered elements, and color-coded text boxes to organize information without overwhelming the viewer.

The inclusion of a central, cartoon-style image of Bishop Brown enjoying a picnic at the game alongside a diverse group of people reinforced accessibility, approachability, and shared joy. A QR code was intentionally incorporated to streamline registration and invite immediate engagement.

**Audience:** The primary audience for this graphic included Episcopalians across the Diocese of Delaware, with special emphasis on families, young adults, and individuals who may be newer to diocesan-wide events. A secondary audience included friends, guests, and community members invited to attend alongside parishioners.

The design intentionally speaks to a wide age range, using pop culture references, bright visuals, and informal language to appeal to children, teens, and adults alike, while maintaining clarity for those seeking logistical details.

**Entry:** <https://delaware.church/holy-obi-wan-kenobi-polly-bond-2026/>