Project ID

Master Project:	CAL_System121012
Sub-Project:	THD_Campaign101512
Sub-Project:	MUS_Poster101512
Sub_Project:	ART_Campaign102212
Sub_Project:	CAL_Pub+Broch121012

Client Contacts

CAL_System121012
Edward Inch - Dean, College of Arts & Letters
Catherine Labbe - Assistant to the Dean, College of Arts & Letters

THD_Campaign101512
Michelle J. Felten - Associate Professor of Acting, Director
Cindy Piccinini - Administrative Support Coordinator, Department of Theatre & Dance
Melinda Wilson-Ramey - Chair, Department of Theatre & Dance
Lorelei Bayne - Vice-Chair, Department of Theatre & Dance

MUS_Poster101512
Keith Bohm - Artistic Director, Festival of New American Music
Ernie Hills - Chair, Department of Music
Glen Disney - Events Manager, Department of Music

ART_Campaign102212
Pattaratorn Chirapravati - Associate Professor of Art, Director of Asian Studies
Catherine Turrill - Professor Art Department

CAL_Pub+Broch121012
Edward Inch - Dean, College of Arts & Letters
Catherine Labbe - Assistant to the Dean, College of Arts & Letters

Purpose: Utility

CAL_System121012

There are multiple areas of planning and production that need to be addressed by this project.

The creation of a set of standard sizes and specifications to choose from for print collateral. Known print collateral that would fall under this area would be postcards and posters. There is potential that a shared program cover would be included under this parameter.

The creation of a request for quotation form that will be submitted to University Reprographics. The specifications available will correspond to those standard sizes and specifications established in the previous parameter.

The creation of a set of standard sizes and specifications that correspond to on campus digital promotion opportunities. These currently include:

Digital Display - Highway 50	Web Promotion - University Web Site
Digital Display - Campus Wayfinding	Web Promotion - College Web Site
Digital Display - University Union	Web Promotion - Department Web Site
	Web Promotion - External (Currently Theatre & Dance)

For each set of sizes and specification a template will be established that includes event information. The template will also consider proper identification of the University, College and Department based on a system established that combines University branding standards and new College and Department identification standards. These templates will maintain a consistent form of communication throughout all Departments within the College while not compromising the ability of the Department to properly communicate the message/call to action associated with their event. Ease of use and clarity in designation of University, College, Department and Event areas of each piece of print collateral.

Compile and document all available distribution channels in current use by Departments within the College of Arts & Letters.

Purpose: Communication

CAL_System121012
Establish a system present within print and digital collateral that visually associates key events and performances within the College of Arts & Letters. The visual vocabulary associated with this system must connect to print collateral created for the College of Arts & Letters in Sub_Project: CAL_Publication+Collateral121012.

THD_Campaign101512
Communicate all event information as provided by the client. Adhere to specific typographic parameters stipulated by the client. Communicate themes found in the play. Use images provided by the client.

MUS_Poster101512
Communicate all event information as provided by the client (TBP). Communicate support received to make event possible (TBP). Communicate message (TBD). Use images provided by the client (TBP).

ART_Campaign102212
Communicate all event information as provided by the client (TBP). Communicate support received to make event possible via sponsor logo (TBP). Communicate theme of exhibition. Use images provided by the client. See attachment: ART_Campaign102212_a1

CAL_Pub+Broch121012
Communicate mission and values of the College of Arts & Letters. Provide information on the Departments contained within the College as well as how the College works within the larger University.

Purpose: Call to Action

CAL_System121012   Produces awareness as to the existence and potential structure of the College of Arts & Letters within the context of its public events and performances. Elevates key events and performances in an effort to attract the attention of key audience demographics for a variety of purposes.

THD_Campaign101512   Creates awareness of the performance and promotes attendance by the target audiences.
Potential ROI measure: higher attendance than other Theatre performances in the season.

MUS_Poster101512   Creates awareness of the performance and promotes attendance by the target audiences.
Potential ROI measure: higher attendance than previous years Festival of New American Music.

ART_Campaign102212   Creates awareness of the exhibit and promotes attendance by the target audiences.

CAL_Pub+Broch121012   Communicate the quality of the programs and the importance of the College to the University to the target audiences.

Deliverables

CAL_System121012   Documentation of guidelines prescribing a cohesive system of visual elements that can be used to tie key events and performances within the College of Arts & Letters together. Documentation of guidelines prescribing all points covered under Purpose / Utility: CAL_System121012.

THD_Campaign101512   Poster - 11x17", 1 sided, 4/0, full bleed
Postcard - Size TBD, 2 sided, 4/4, full bleed, non self mailing
T-shirt - 2 sided, 2 color (silk screen)
Digital Promotion: All Campus Digital Signs, University Web Site, College of Arts & Letters Web Site, External Web Promotion (Sizes TBD)
Banner - Size TBD, 1 sided, 4/0
Program - Tentative, refer to: CAL_System121012

MUS_Poster101512   Poster - 18x24" flat size, 2 sided, 4/4, full bleed, fold size TBD

ART_Campaign102212   Poster - 11x17", 1 sided, 4/0, full bleed
Postcard - Size TBD, 2 sided, 4/4, full bleed, non self mailing
Digital Promotion: All Campus Digital Signs, University Web Site, College of Arts & Letters Web Site, Video Title Slide (Sizes TBD)

CAL_Pub+Broch121012   Publication - Multiple pages, 4/4, Saddle stitch, Size TBD
Brochure - Page count open, 4/4, Size TBD

Delivery Deadlines
Milestones
Research (All)   Week 3 Class 2

Concept Development
CAL_System121012   Week 4 Class 2
THD_Campaign101512   Week 4 Class 2
MUS_Poster101512   Week 5 Class 1
ART_Campaign102212   Week 5 Class 1
CAL_Pub+Broch121012   Week 11 Class 1

Form Development
CAL_System121012   Week 6 Class 1
THD_Campaign101512   Week 6 Class 1
MUS_Poster101512   Week 6 Class 2
ART_Campaign102212   Week 7 Class 1
CAL_Pub+Broch121012   Week 14 Class 1

Presentation / Comprehensive
CAL_System121012   Week 7 Class 1
THD_Campaign101512   Week 7 Class 1
MUS_Poster101512   Week 7 Class 2
ART_Campaign102212   Week 8 Class 1
CAL_Pub+Broch121012   Week 15 Class 2

Production / Delivery
CAL_System121012   Week 8 Class 1
THD_Campaign101512   Week 8 Class 1
MUS_Poster101512   Week 8 Class 2
ART_Campaign102212   Week 9 Class 1
CAL_Pub+Broch121012   Finals Week

Quantity

CAL_System121012	N/A	
THD_Campaign101512	Posters	50
	T-shirts	46
	Postcards	500
	Programs	3350
MUS_Poster101512	TBD	
ART_Campaign102212	TBD	
CAL_Pub+Broch121012	TBD	

Distribution Channels

CAL_System121012	N/A
THD_Campaign101512	TBD
MUS_Poster101512	TBD
ART_Campaign102212	TBD
CAL_Pub+Broch121012	TBD

Budget

CAL_System121012	N/A
THD_Campaign101512	$2,440.00 Estimate based on similar expenditure in previous season.
MUS_Poster101512	TBD
ART_Campaign102212	TBD
CAL_Pub+Broch121012	TBD

Content Provisions

CAL_System121012	N/A
THD_Campaign101512	See attachment: THD_Campaign101512_a1
MUS_Poster101512	TBP
ART_Campaign102212	Written Content: TBD Images see attachment: ART_Campaign102212_a1
CAL_Pub+Broch1210122	TBP

Audience Definition

CAL_System121012
THD_Campaign101512
MUS_Poster101512
Sub_Project: ART_Campaign102212
CAL_Pub+Broch121012

The audience as presented by the client can be placed into three categories.
University Advisors / Donors: President's Circle, Dean's Circle, Alumni
Campus Community: Students, Faculty and Staff
Regional Community: Alumni, Arts Communities and Patrons

Outstanding Inquiries

Currently waiting for responses from multiple contacts as to content provisions.