Analyzed and Compiled by
Allison Gregory
Sean Martin
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Yana Yaroshevich
Ali Weinheimer

Office of Institutional Research
Undergraduate Data

The Fall 2011 Sac State Student Body

28,016 Students (88% Undergraduate) • 23,520 FTES

Age

	18-24	25-29	30-34	35-39	40+	Average	Median
Undergraduates	77 %	14 %	4 %	2 %	3 %	23	22
Graduates	23 %	36 %	16 %	9 %	17 %	31	28
All	70 %	17 %	6 %	3 %	5 %	24	22

Gender

Undergraduate Women	57 %
Graduate Women	68 %
All Women	58 %

Five most popular majors

Undergraduates

Business Administration	10 %
Criminal Justice	7 %
Psychology	6 %
Nursing	6 %
Biological Sciences	5 %

Classified Graduates

Counseling	13 %
Social Work	10 %
Business Administration	6 %
Special Education	5 %
English	5 %

Ethnicity

White	42 %
Asian/Pacific	21 %
Latino	18 %
Other	12 %
African American	6 %
Foreign	2 %
American Indian	1 %

Based on the data given, it appears that the majority of the student population at CSUS are Undergraduate Students ages 18-24 (Mean: 23) with caucasian Ethnicity. The gender of students is relativly balanced between men and women, with a slightly higher percentage of women enrolled.

Course Load

Credit Units:	1-5	6-8	9-11	12+	Average	Part-time	Full-time
Undergraduates	2 %	7 %	8 %	83 %	12.7	17 %	83 %
Graduates	12 %	30 %	24 %	34 %	9.8	43 %	57 %
All	3 %	10 %	10 %	77 %	12.3	20 %	80 %

Sacramento State Freshmen: highly engaged

Our Freshmen **rated significantly higher** than their peers from other universities in six areas:

In class discussions or writing assignments, they included **diverse perspectives**
They prepared **several drafts** of a paper or assignment before turning it in
They **worked harder** than they thought they could to meet an instructor's expectations
Faculty gave them **prompt feedback** on their academic performance
In assignments and discussions, they **combined concepts** from different courses
They participated in a **community-based project** as part of a regular course

On a less positive note, Sacramento State Freshmen were more likely than their peers to "come to class without completing readings or assignments". Let's work on that!

Source: 2011 National Survey of Student Engagement

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	2007-08		2011
	Fall	Spring	Fall
Ethnicity			
African American	1,693	1,571	1,598
American Indian	224	215	190
Asian	4,282	4,073	5,045
Pacific Islander	237	235	293
Latino	3,327	3,164	4,488
Underrepresented Minority	*5,481*	*5,185*	*6,569*
All Minority	*9,763*	*9,258*	*11,614*
White/Caucasian	9,480	9,010	9,943
Foreign	276	264	349
Multiracial			921
Other/Unreported	4,205	4,419	1,874
% Minority	*41.2%*	*40.3%*	*50.8%*
% Foreign	*1.2%*	*1.2%*	*1.4%*
Gender			
Female	13,567	12,990	14,033
Male	10,157	9,961	10,668
% Female	*57.2%*	*56.6%*	*56.8%*
Class Level and Academic Status			
Freshmen	5,507	4,617	4,747
Sophomore	2,531	2,766	2,689
Junior	6,820	6,657	7,988
Senior	8,866	8,911	9,277
% in Good Standing	*91.0%*	*92.0%*	*N/A*
Course Load			
Full-Time	18,045	16,916	20,410
Part-Time	5,679	6,035	4,291
% Full-time	*76.0%*	*74.0%*	*83.0%*
Average Unit load	*12.4*	*12.1*	*12.7*
Age			
Traditional	16,967	16,139	18,530
25 and over	5,387	5,324	5,740
% Traditional Age	*71.5%*	*70.3%*	*75.0%*
Residence			
Living on campus	955	894	1,552
Commuter	22,769	22,057	23,149
% Commuter	*96.0%*	*96.1%*	*93.7%*
Total Enrolled	***23,724***	***22,951***	***24,701***

Based on the data given, the majority of the CSUS student population are full time students who commute to campus and are enrolled as a full-time student. Knowing the vast majority of students commute to school, it may be beneficial to analyze systems in place to advertise in the community via digital billboards, bus stop terminals and other methods of transportation.

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Based on the data given, the majority of CSUS Alumni still live within the Sacramento region and California.. Using this date, we now know it may be possible to reach a great majority of CSUS Alumni through advertisement or out reach via mail.

2011					
California		**United States**		**World**	
Alameda	3,637	Alabama	177	Algeria	2
Alpine	11	Alaska	257	American Samoa	1
Amador	763	Arizona	1,621	Argentina	3
Butte	908	Arkansas	153	Australia	19
Calaveras	491	California	160,642	Austria	1
Colusa	210	Colorado	1,300	Bangladesh	3
Contra Costa	5,575	Connecticut	133	Brazil	1
Del Norte	108	D.C.	111	Bulgaria	1
El Dorado	6,666	Delaware	55	Canada	58
Fresno	825	Florida	1,040	Chile	1
Glenn	72	Georgia	622	China	58
Humboldt	476	Hawaii	554	Colombia	2
Imperial	47	Idaho	729	Costa Rica	1
Inyo	39	Illinois	546	Ecuador	2
Kern	556	Indiana	236	Egypt	4
Kings	90	Iowa	139	El Salvador	2
Lake	287	Kansas	204	France	19
Lassen	141	Kentucky	137	Germany	17
Los Angeles	2,904	Louisiana	135	Ghana	1
Madera	122	Maine	64	Greece	4
Marin	1,102	Maryland	434	Guam	11
Mariposa	44	Massachusetts	311	Honduras	1
Mendocino	432	Michigan	344	Hungary	2
Merced	438	Minnesota	309	India	89
Modoc	45	Mississippi	103	Indonesia	28
Mono	25	Missouri	337	Iran	1
Monterey	1,131	Montana	303	Ireland	5
Napa	1,309	Nebraska	117	Israel	12
Nevada	1,833	Nevada	1,829	Italy	4
Orange	1,495	New Hampshire	73	Japan	101
Placer	15,067	New Jersey	262	Jordan	4
Plumas	153	New Mexico	388	Kenya	3
Riverside	785	New York	599	Kuwait	13
Sacramento	74,370	North Carolina	547	Liberia	1
San Benito	103	North Dakota	33	Malaysia	56
San Bernardino	526	Ohio	443	Mali	1
San Diego	2,080	Oklahoma	239	Mexico	5
San Francisco	1,613	Oregon	2,602	Micronesia	6
San Joaquin	6,305	Pennsylvania	337	Nepal	1

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	Fall									
	2007		**2008**		**2009**		**2010**		**2011**	
Total Faculty	**1,654**		**1,583**		**1,501**		**1,295**		**1,407**	
Ethnicity										
African American	69	4.2%	68	4.3%	71	4.7%	54	4.2%	61	4.3%
American Indian	19	1.1%	15	0.9%	14	0.9%	9	0.7%	12	0.9%
Asian/Pacific Islander	171	10.3%	168	10.6%	166	11.1%	154	11.9%	164	11.7%
Latino	105	6.3%	110	6.9%	98	6.5%	84	6.5%	95	6.8%
All Minority	*364*	*22.0%*	*361*	*22.8%*	*349*	*23.3%*	*301*	*23.2%*	*332*	*23.6%*
White/Caucasian	1,221	73.8%	1,147	72.5%	1,090	72.6%	943	72.8%	1,005	71.4%
Multiracial							6	0.5%	8	0.6%
Other/Unreported	69	4.2%	75	4.7%	62	4.1%	45	3.5%	62	4.4%
Gender										
Female	829	50.1%	771	48.7%	732	48.8%	632	48.8%	693	49.3%
Male	825	49.9%	812	51.3%	769	51.2%	663	51.2%	714	50.7%
Rank										
Full Professor	354	21.4%	350	22.1%	351	23.4%	328	25.3%	342	24.3%
Associate Professor	180	10.9%	207	13.1%	229	15.3%	226	17.5%	209	14.9%
Assistant Professor	213	12.9%	199	12.6%	172	11.5%	141	10.9%	122	8.7%
Lecturer	810	49.0%	733	46.3%	664	44.2%	519	40.1%	654	46.5%
Other	97	5.9%	94	5.9%	85	5.7%	81	6.3%	80	5.7%
Tenure Status										
Tenure	553	33.4%	578	36.5%	618	41.2%	594	45.9%	582	41.4%
On Tenure Track	238	14.4%	219	13.8%	180	12.0%	141	10.9%	121	8.6%
Non-Tenure Track	863	52.2%	786	49.7%	703	46.8%	560	43.2%	704	50.0%
Employment Status										
Full-Time	793	47.9%	796	50.3%	788	52.5%	728	56.2%	698	49.6%
Part-Time	861	52.1%	787	49.7%	713	47.5%	567	43.8%	709	50.4%

Based on the data given, it appears the CSUS staff population is relativley balanced between male/female, Tenure/Non-Tenure and Full/Part Time catagories however, we do know that most of the staff are lecturers of Caucian Ethnicity.

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Based on the data given, we can determine that a quarter of the population is betwen the ages of 6-18 years of age with the majority being of Causian ethnicity. An interesting point though is that 30% of the population calims to speak a language other then English at home. It may be beneficial to consider alternative marketing systems to focus on this catagory. We also know that the vast majority of the population have graduated from high school but only 20% have gone on to complete higher education. Another interesting fact is that on average, it takes the population 25 minutes to travel to work. Again, attention should be brought to outdoor advertisements to reach this population.

People QuickFacts	Sacramento County
Population, 2011 estimate	1,436,105
Population, 2010 (April 1) estimates base	1,418,788
Population, percent change, April 1, 2010 to July 1, 2011	1.2%
Population, 2010	1,418,788
Persons under 5 years, percent, 2011	7.0%
Persons under 18 years, percent, 2011	25.2%
Persons 65 years and over, percent, 2011	11.5%
Female persons, percent, 2011	51.0%
White persons, percent, 2011 (a)	65.7%
Black persons, percent, 2011 (a)	10.9%
American Indian and Alaska Native persons, percent, 2011 (a)	1.6%
Asian persons, percent, 2011 (a)	15.0%
Native Hawaiian and Other Pacific Islander persons, percent, 2011 (a)	1.1%
Persons reporting two or more races, percent, 2011	5.7%
Persons of Hispanic or Latino Origin, percent, 2011 (b)	22.0%
White persons not Hispanic, percent, 2011	48.1%
Living in same house 1 year & over, 2006-2010	79.6%
Foreign born persons, percent, 2006-2010	19.6%
Language other than English spoken at home, pct age 5+, 2006-2010	30.2%
High school graduates, percent of persons age 25+, 2006-2010	85.1%
Bachelor's degree or higher, pct of persons age 25+, 2006-2010	27.8%
Veterans, 2006-2010	101,397
Mean travel time to work (minutes), workers age 16+, 2006-2010	25.8
Housing units, 2010	555,932
Homeownership rate, 2006-2010	59.5%
Housing units in multi-unit structures, percent, 2006-2010	26.9%
Median value of owner-occupied housing units, 2006-2010	$324,200
Households, 2006-2010	508,499
Persons per household, 2006-2010	2.69
Per capita money income in past 12 months (2010 dollars) 2006-2010	$26,953
Median household income 2006-2010	$56,439
Persons below poverty level, percent, 2006-2010	13.9%

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ALUMNI (REGION/COMMUNTIY)

Age
18-24 10.00%
25-29 62.00%
30-34 20.00%
35-39 4.00%
over 40 4.00%

Income $43,800 starting graduate $82,600 mid career graduate

Location
Sacramento 74,370
California 160,642

Gender Male 17.31% **Female 82.69%**

Race/Culture/Language
African American 10.00%
Native American 0.00%
Caucasian 70.00%
Mexican/other Hispanic 6.00%
Asian/Pacific Islander 6.00%
Other 6.00%

CAMPUS COMMUNITY (STUDENTS)

Age

	18-24	**25-29**	30-34	35-39	40+	Average	Median
Undergraduates	**77 %**	14 %	4 %	2 %	3 %	23	22
Graduates	23 %	**36 %**	16 %	9 %	17 %	31	28
All	70 %	**17 %**	6 %	3 %	5 %	24	22

Gender
Undergraduate **Women 57 %** Men 43%
Graduate **Women 68 %** Men 32%
All **Women 58 %** Men 42%

Race/Culture/Language
White 42 %
Asian/Pacific 21 %
Latino 18 %
Other 12 %
African American 6 %
Foreign 2 %
American Indian 1 %

CAMPUS COMMUNITY (FACULTY, STAFF)

Age **62% were over fifty years old** and another 25% were between forty-one and fifty

Income around $51,000 average theatre professors

Gender **58% male** and 42% were female.

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MISSION STATEMENT

The California State University, Sacramento Department of Theatre and Dance provides a broad and thorough foundation of the history, theory, literature and the practice of theatre and dance to students who wish to pursue post graduate studies or join the profession. The Department of Theatre and Dance offers an imaginative and ambitious program of historical and contextual studies supported by studio and production work. Our mission challenges our students to be independent thinkers. Our department provides a collaborative, artistic environment that reflects a richly complex and diverse global perspective complimented by national and international faculty and staff experience.

AREAS OF STUDY

Acting	Makeup Design	Technical Production
Children's Theatre	Musical Theatre	Theatre History
Choreography	Oral Communication	Dance:
Costuming	Puppetry	African/Caribbean
Directing	Recreational Drama	Ballet
Dramatic Criticism	Scenic Design	Cultural Dance Forms
Dramatic Literature	Sons/Ancestors Players	Current Popular Dance Styles
El Teatro Espejo	Sound Design	Jazz
Film Studies	Speech for Theatre	Modern
Lighting Design	Stagecraft	Tap
		Dance Production

PREVIOUS PERFORMANCES

2011-2012
Dance House
Dance Sites 2012: Faculty Dance Concert
The Seagull by Anton chekhov
A Broadway Christmas
Sacramento/Black Art of Dance 20th Anniversary Concert
Zoot Suit
One Acts
Senior Dance Concert

2010-2011
Dance House
Nunsense/Nunsense A Men! by Dan Goggin
Sacramento/Black Art of Dance - Coltrane & Friends
You Can't Take It With You by Moss Hart & George S. Kaufmann
Dance Sites 2010 - Faculty Dance Concert
No Se Paga! by Dario Fo
The Wiz by William F. Brown
Senior Dance Concert

NOTABLE FACULTY'S CREDITS

Walt Disney Productions, Berkeley Repertory Theater, Shakespeare Santa Cruz, Theatre Works, Oberlin Dance Collective, San Francisco Shakespeare Festival, San Francisco Opera, San Jose Repertory Co, Berkeley Shakespeare Festival, Old Globe Theater, Civic Light Opera / AMT , Children's Theatre Workshop, Project Bandaloop, Axis Dance Company, Paufve Dance, Lorelei Bayne Projects, Red Bucket Dance Theatre

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MICHELLE FELTEN: ROBIN HOOD'S DIRECTOR
Assistant Professor of Acting & Voice

Michelle earned her AA in Theatre from San Joaquin Delta College, her BA in Drama from UC Irvine and her MFA in Acting from the American Conservatory Theatre in San Francisco. She began working for Sacramento State's Department of Theatre & Dance in 2004. She is a member of Actor's Equity and SAG.

Michelle's performing resume includes: the national touring shows 42nd Street, Nunsense II as Sister Robert Anne; off-Broadway productions of Secrets Every Smart Traveler Should Know and Mama's Pearls; the world premiere adaptation of Chekhov's The Black Monk; and leading roles in regional productions of Evita, I Do! I Do!, Man of La Mancha, Annie Get Your Gun, Personals, and Six Women with Brain Death.

Her television, film, and commercial credits include: NBC's Midnight Caller; TransAmerica Insurance, B of A and Long's Drug. She has studied voice extensively with Studio A.C.T. and the Fitzmaurice Voice Technique with both Catherine Fitzmaurice and Saul Kotzubei in Los Angeles.

She has directed the Sacramento State productions of Loose Knit, Picnic, Assistant Director duties for 42nd Street and How To Succeed In Business Without Really Trying, and the Sacramento premiere of The Last Five Years for the Highwire Arts Projects.

ROBIN HOOD - EXPECTATIONS
The Department of Theatre and Dance is presenting a production of Don Nigro's Robin Hood in the beginning of December, directed by Michelle Felten.

The task at hand is to create a wide range of marketing deliverables across multiple platforms of distribution that adhere to the unifying brand identity of the College of the Arts & Letters, retain the individuality of the Department of Theatre & Dance, and effectively capture the essence of Nigro's script and Felten's vision.

There is a wide variety of deliverables requested by the client, to continue the marketing blitz of previous performances, including posters, postcards, digital ads, external signage and t-shirts.

BUDGET
Ticket sales, donations, and funds from alumni and sponsors is what drives the budget of the Department of Theatre and Dance's budget. The specific budget allotment for Robin Hood's design system is to be determined.

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CLIENT'S EXISTING DELIVERABLES AND SYSTEMS

Many of the previous marketing pieces include the Department of Theatre & Dance's logo, with the CSUS School of the Arts second level name. This does not correspond with the University's branding identity, and includes the outdated term "CSUS."

Another area that can be improved is the lack of identity from event to event. There is no systematic elements from design to design; each event is essentially fending for itself and starting from scratch. Establishing a system will assist the department (and the college) in creating an identity, and help to gain recognition.

Recent poster designs for dance and theatre performances

*Theatre and Dance's
SOTA logo*

*External signage for Shasta
Hall and Theatres*

The current and previous marketing pieces for the Department of Theatre & Dance's strength lies in their ability to capture the essence of the specific event for which they are advertising. By finding a balance between the current highly individualized designs and the need for unifying elements, a successful identity will start to develop.

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In this section we will analyze the competition of the College of Arts and Letters and more specifically the Department of Theatre and Dance. This will include surveying the materials that the department is currently using, analyzing them for their efficiency and consistency, and comparing them to other theatres and theatre departments in the area.

WEBSITE INDEX PAGES

As the Department of Theatre and Dance website is most likely the main source of information for those who seek information, we must put a lot of consideration into making sure it works well with the system that will be established. On first glance, the department website looks very similar to both the College of Arts and Letters' and the university's websites.

csus.edu
asn.csus.edu
csus.edu/dram

Sac State website

College of Arts and Letters website

Department of Theatre & Dance website

Although this would be beneficial if we wanted everything within the university to look the same, one of the goals in our problem is to create a unique identity for the College and for the departments. Therefore, we must somehow change the image so that it reads as its own separate entity rather than simply a subset of CSUS.

DEPARTMENT WEBSITE IN DEPTH

If we look at just the Department of Theatre & Dance website, we already notice some consistency issues. As we can see in the following images, the website seems to have undergone a layout change at one point in time, but some pages still use an old layout:

Season section of website

Photo section of same website

It also may be important to add that on the photo section of the website, it was last updated on October 8, 2010, but there are only three groups of photos that date from 2003 to 2006.

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PRINTED MATERIALS

This category is rather lacking as printed materials at the Department of Theatre & Dance are hard to come by. This means that setting up a strong system for printed materials is absolutely necessary if we want the theatre to take on an identity and to gain awareness from its target audience.

Playbills on display in Shasta Hall, the Department of Theatre and Dance's main building.

Adverts on display in Shasta Hall

Informational display piece

Some type of advert on display in Shasta Hall

The only real system present here is in the playbills which all look like they're consistent and from the same theatre. However, they don't match any part of the college system.

TYPES OF IMAGERY

The photography that is displayed around the Department of Theatre & Dance building does seem to have a bit of consistency. The lighting, composition, and color schemes work together relatively well.
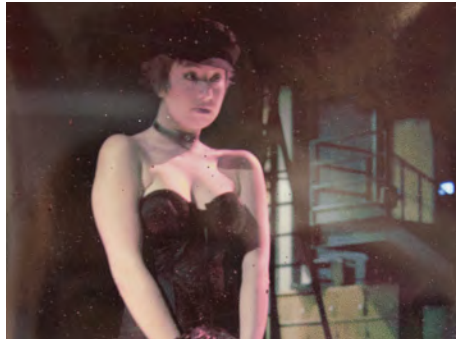

Dance performance photo
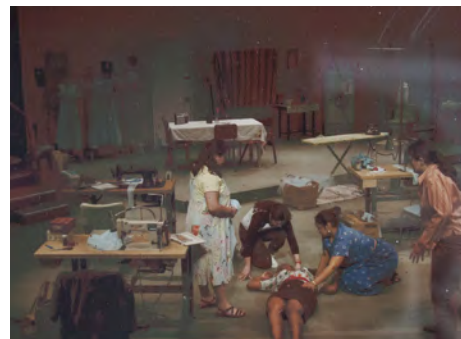
Play scene photo

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Play scene photo

Photo display wall in Shasta Hall

The scenes are consistently relatively dark with harsh, dramatic lighting. Like many other materials at Shasta Hall, there is an emphasis on a red, black, and white color scheme. We can also see this in the building itself.
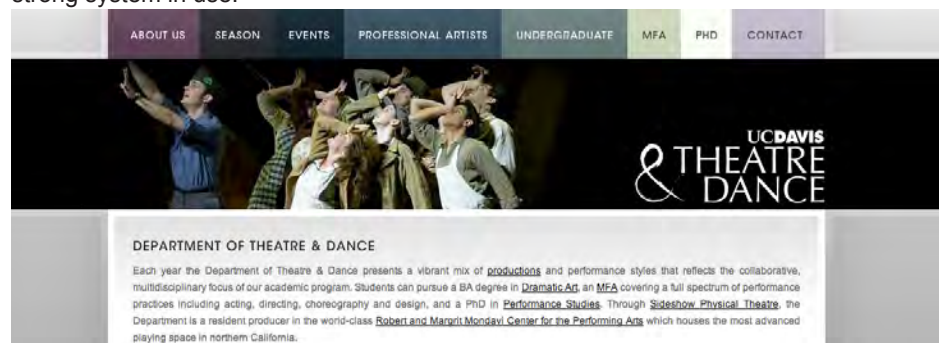

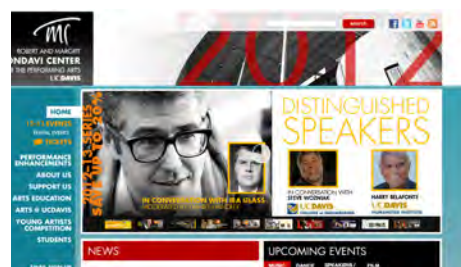*Shasta Hall front entrance*

Department's logo

COMPETITOR: UC DAVIS THEATRE & DANCE AND THE MONDAVI CENTER

The main competitor of the CSUS Department of Theatre & Dance is UC Davis' department of the same name. Upon visiting their website, it is apparent that they have a strong system in use:

theatredance.ucdavis.edu

Department's main page

Mondavi Center's main page (notice the use of famous people's faces)

University's main website (notice the fabulous photography)

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One main difference we see here is that each website has their own distinct look. So even though they're all related in some way, it is still easy to tell them apart. This is a good example of how different systems can help achieve an identity for each group. One way this could be improved may be by using more similar elements across the board so that it's at least somewhat more apparent that all three of these websites belong to the same network.

Some of the printed materials provided by the UC Davis Department of Theatre & Dance almost seem to be using a common system while others do not.

theatredance.ucdavis.edu

Although these don't necessarily use a system, they do use similar elements that make them seem related (vertical type, photo as the main focus, etc.)

These are from the same center, but are drastically different; it's not obvious that they're from the same source.

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theatredance.ucdavis.edu

If we compare UC Davis' theatre photos to those of CSUS, there are many similar elements. Here we see the dark red, blue, and green colors like before as well as a rather consistent style. What Davis seems to do better is they have an actual archive of photos and show descriptions in what they call their press section. These are constantly updated with new images and information and a good source for potential patrons to get an idea of what the shows are like. It seems that the department at CSUS has intended to do the same on their site but many of the links are broken.

Photos displayed on the press section of the UC Davis Department of Theatre & Dance website

Although the UC Davis Department of Theatre & Dance has many successful elements, they don't seem to actually apply their system and overall image to all of their pieces. On the surface, their website and press information works well, but on closer observation, we realize that their materials and not as refined as they perhaps should be.

The interiors of their information booklets, for example, are messy and generally not well-designed. They don't reflect their covers in any way.

The Mondavi Arts Center is the main venue for UC Davis theatre showings. Although one could argue it has a somewhat messy design, it has a very consitent system throughout each of its pages and offers plenty of information to curious visitors.

mondaviarts.org
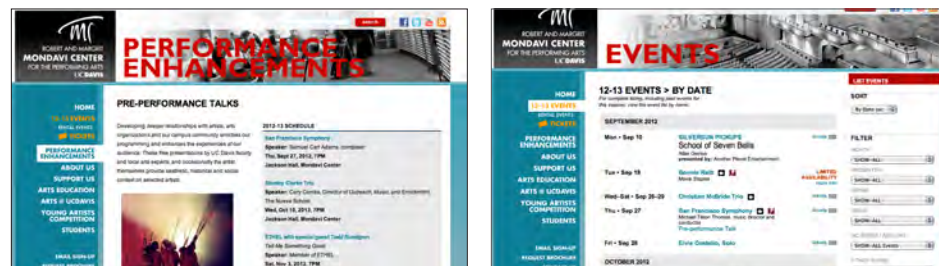
The site also uses black, red, white, and blue which seem to be a very common scheme in theatre. This, however, does also implement yellow.

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They also offer a brochure that fits the system that is used on the site. All around, the Mondavi Center has a good use of system; maybe we could take it into consideration when designing for the CSUS College of Arts and Letters.

mondaviarts.org

Mondavi Centre brochure

COMPETITOR: SMALL LOCAL THEATRES

Since these theatres are relatively small, sample materials and information can be hard to come by. These will be analyzed as a group rather than individually since they all have interesting common themes and elements.

Sites:
sactheatre.org
capstage.org
bstreettheatre.org

From left to right: Sacramento Theatre Company, Capital State, B St Theatre

These theatres' sites seem like they were launched in the 90s and haven't changed since. Although they all contain good information that visitors are most likely going to the sites for, the messy and visually unappealing designs make finding said information a painful experience.

None of these sites has a page with past plays along with photos. The main imagery they use is in the form of small slideshows on the main page or side panel. Again we see the use of red, black, white, blue and yellow as a color scheme. Perhaps, the system for the CSUS Theatre and Dance Department should steer away from a scheme like this so that it can stand out from the rest.

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citytheatre.net
threestages.net

COMPETITOR: SACRAMENTO COMMUNITY COLLEGES

Another possible competitor of CSUS are the theatre arts departments at Folsom Lake College and at Sacramento City College. Upon visiting their sites, they appear to use very similar designs as the small local theatres in the previous section.

From left to right: City Theatre (Sac City College), Three Stages (Folsom Lake College)

Although City Theatre is a bit lacking in info and images, Three Stages has a lot of information and even a press section like on the UC Davis Department of Theatre and Dance website. Both of these sites also use the red, black, white, blue, yellow scheme, but Three Stages has an applies it in such a way that is unrecognizable at first, therefore setting themselves appart from their competition.

threestages.net

Photos from the press section the Three Stages site

The Three Stages photos do not have the same consistency as they do at UC Davis or CSUS. Some of them are promotional shoot photos, some are shots from plays, and some are generic portraits of the actors. It is a bit too obvious that they all come from different sources (and many of them are large, slow loading files).

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COMPARISON: STATISTICAL DATA

When trying to compare statistical data from the universities and theatres, it was difficult to find helpful information as much of the info is either outdated, missing, or hiding. Therefore, we shall mainly compare UC Davis to CSUS since Davis is the largest and most successful competitor to Sac State. Knowing about what makes them successful can help in improving our own university, but we have to realistically weigh the differences between the two. These concern the Departments of Theatre and Dance for each university.

	CSUS	UC DAVIS/MONDAVI CENTER
Faculty (Dept)	20	16
Faculty (Univ)	1,400+	1,600+
Students (Dept)	115	160+
Students (Univ)	28,000	31,700
Alumni (College)	200,000+	70,000+
Facilities	University Theatre (423 seats), Playwright Theatre (200 seats), Studio Theatre (60 seats), Dancespace (100 seats), Scene Shop	Mondavi Center (1800 seats), Main Theatre (470 seats), Wyatt Pavilion (200 seats), University Club Studio (65 seats)
Total seats	783	2,535
Season shows	9	6

Since CSUS does not have the same resources as UC Davis (Davis has more than double the number of seats for shows), we have to think about this when creating our own system and deciding how to go about the deliverables. There are some advantages that CSUS does have such as more than double the amount of alumni and more shows (a greater chance to reach more people).

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In this section we will take a look at and analyze the current system of CSUS Department of Theatre and Dance. We will look at the current system used on their website and other promotional materials. We will also study what makes up a good design system.

WEBSITE
The current website of the Department of Theatre and Dance uses the system of the University website as a guide. There is no qualities present that are unique to the Department.

University Website

College of Arts & Letters Website

Department of Theatre & Dance Website

Old Dept of Theater & Dance Website

As is clear by the examples above, the Department website design is guided by the university standards, or the university design system, which uses the colors of green and gold dominantly. The overall system of the university, which currently also includes the system of the College of Arts & Letters and the Department of Theatre & Dance, is stagnant and formal.

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WEBSITE IN DEPTH

Breakdown of College website

College of Arts & Letters Website

Breakdown of Department website

Dept of Theater & Dance Website

When we look solely on the grid system used in the index pages of the University, College, and Department websites, it is evident that a grid system is present. This grid system is very effective throughout these pages, in that it ties together the three different websites in a cohesive aesthetic look.

However, the website of these various entities may be even more effective if they differed in some way that was unique to their specific mission. This could be a very subtle change, such as using a different color palette. That way, the entity would stand as unique against the others, but through its overall grid and design system, would still be cohesive with the other entities that it is related to.

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PROMOTIONAL PIECES

DANCE SITES 2012: FACULTY DANCE CONCERT
directed by LORELEI BAYNE YACUR
choreographed by FACULTY & GUEST ARTISTS
Dancespace SLN 1010
OCTOBER 17-21, 2012

For Colored Girls Who Have Considered Suicide When the Rainbow is Enuf
directed by MELINDA WILSON RAMEY
Playwrights' Theatre
November 1-11, 2012

DANCE HOUSE
November 14-18, 2012
Dancespace, SLN 1010

Women of Juarez
Playwrights' Theatre
directed by MANUEL PICKETT
March 14-24, 2013

Sacramento/Black Art of Dance
directed by Dr. Linda S. Goodrich
Dancespace, SLN 1010
February 28-March 10, 2013

Sacramento Dance Sampler
directed by LORELEI BAYNE YACUR
Dancespace SLN 1010
April 11-13, 2013

CABARET
directed by ED BRAZO
University Theatre
April 11-21, 2013

SENIOR DANCE CONCERT
directed by LORELEI BAYNE
Solano 1010
May 9-19, 2013

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By simply glancing at some of the promotional pieces recently released by the Department of Theatre & Dance recently, it is very clear to the viewer that there is absolutely no system that the Department is adhering to when creating these. Everything from the colors used, to the fonts selected, to the grid system, each piece seems to be a stand alone effort.

This is a real problem for the Department, as it can create confusion amongst the audience that the Department is trying to reach. Without a cohesive system tying all of the promotional pieces together, every time there is a new event to promote, the Department is forced to come up with a new concept of aesthetics with which to make its audience aware of what they are doing.

These issues are present not only in the promotional pieces, but throughout the various pages of the Department website. Below are some examples of banners that appear on various pages of the Department website. The main issue here is that there is no consistency between the various pieces. The imagery, textures, fonts, and color used all compete with one another. While these elements ideally work together to present a more effective message overall, here these elements are almost working against each other. They do not share anything in common aesthetically, besides format size.

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WHAT MAKES UP AN EFFECTIVE SYSTEM

A good system is present when all elements of the system work together cohesively and seamlessly. It is important to have a consistent system that is visible, even if subtly, throughout various design pieces in an organization. When color, size, format, imagery, font selections, hierachy, and grid work together, the pieces designed are effective in the system, as well as individually. Together, all of the pieces can reinforce the underlying mission statement of the Department, and become an effective platform on which awareness is brought to the Department, and in turn the College of Arts & Letters, and the University as a whole.

EXAMPLES OF EFFECTIVE SYSTEMS