



Application for Designathon 2017

Thank you for applying to participate in the 9th annual Designathon. Pennsylvania College of Art & Design looks forward to the shared opportunity to work with your organization and to serve your design needs. Please fill out all questions as fully as possible. Please e-mail any inquiries regarding the application to pbarby@pcad.edu with "Designathon question" in the subject line.

Organization Information

Organization Name

Applicant Name

Contact Name *(if different)*

Title/Position

Title/Position

Organization Web URL

Contact Phone

Proof of Nonprofit status/Tax ID

Contact e-mail

Organization Description

Is the board a "working board?" Yes No

What is the organization's operating budget?

What percentage of the budget is grant money?

Project Information

Project Name

Project Type Brochure Logo/Identity Newsletter Poster Web site Other

Projected Quantity

Will the project need to be mailed? Yes No

Goal/Purpose of the project

Key Message of Project

Target Audience/Demographics

What material support will the organization provide? *(Photography, existing logo, text)*

Are there any organizational restrictions regarding the project?

PCA&D has the right to publish your project on our Web site/social media and printed literature. Agree Disagree

Applicant Signature

Date

Contact Signature *(if different)*

Date

Please return application to: Graphic Design Department • PO Box 59 • 204 N. Prince St. • Lancaster, PA 17608
Or fax to: 717.396.1339



Pennsylvania College of Art & Design
Ninth annual Designathon
February 24 & 25, 2017
Begins at 6 p.m. on 2/24/17

Visibility Guidelines for non-profit participants in the 2017 Designathon

In order to participate in PCA&D's annual Designathon, your organization must be able to complete the following publicity tasks:

1. In your organization's print newsletter, Web site, and Facebook page:
 - a. Your organization writes a mention about PCA&D and its Designathon on the home page or a logical sub-page of your Web site. Post must remain for a minimum of 30 days prior to and 30 days after the Designathon. The mention on your site or Facebook page must include the PCA&D logo and a hyperlink back to pcad.edu/news.
 - b. On Facebook, you post an announcement about the initiative at least once before and once after Designathon. The mentions link back to pcad.edu/news.
 - c. Your print and electronic newsletters published before and after the Designathon must include a mention about PCA&D and the event. This can be as simple as a few sentences with PCA&D's location (Lancaster) and its Web address (www.pcad.edu). After the event, the newsletter blurb can include a photo of the design created by PCA&D students for your organization, the students' names, PCA&D's location (Lancaster) and its Web address (www.pcad.edu).
2. When you use PCA&D's student work in your marketing pieces, include a credit line. For print, the credit line would read: "John Smith '17, Pennsylvania College of Art & Design," or "Created by John Smith '17 as part of 2017 Designathon at Pennsylvania College of Art & Design." For Web site or Facebook, use a similar credit line plus a hyperlink back to www.pcad.edu/news.
3. After the completion of the Designathon, an appropriate representative of your organization makes a brief mention at your next Board meeting about the Designathon and working with Pennsylvania College of Art & Design students.

Questions about the "Visibility Guidelines" can be directed to Kathy Smyser, director of communications at PCA&D, via email at ksmyser@pcad.edu or by phone (717) 396-7833, ext. 1017.

Visit PCA&D online at www.pcad.edu.