



# Application for Designathon 2021

Thank you for applying to participate in the 13th 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 email 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 Non-profit 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 • Pennsylvania College of Art & Design  
PO Box 59 • 204 N. Prince St. • Lancaster, PA 17608



Pennsylvania College of Art & Design  
13th annual Designathon  
**Saturday, March 13, 2021**  
9:00 a.m. virtual meetings  
8:00 p.m. virtual presentations

## **Visibility Guidelines for non-profit participants in the 2021 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, website, 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 website. 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](http://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](http://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](http://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](http://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 '21, Pennsylvania College of Art & Design," or "Created by John Smith '21 as part of 2021 Designathon at Pennsylvania College of Art & Design." For website or Facebook, use a similar credit line plus a hyperlink back to [www.pcad.edu/news](http://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 Daina Savage, Director of Strategic Communications at PCA&D, via email at [dsavage@pcad.edu](mailto:dsavage@pcad.edu) or by phone (717) 396-7833, ext. 1017.

Visit PCA&D online at [www.pcad.edu](http://www.pcad.edu).