

Application for Designathon 2024



Thank you for applying to participate in the 16th 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 mhostetter@pcad.edu with "Designathon question" in the subject line.

Organization Information

Organization Name	
Applicant Name	Contact Name <i>(if different)</i>
Title/Position	Title/Position
Organization Web URL	Contact Phone
Proof of Nonprofit status/Tax ID	Contact e-mail
Organization Description	
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Is the board a "working board?" Yes <input type="checkbox"/> No <input type="checkbox"/>	
What is the organization's operating budget?	What percentage of the budget is grant money?

Project Information

Project Name	
Project Type <input type="checkbox"/> Brochure <input type="checkbox"/> Logo/Identity <input type="checkbox"/> Newsletter <input type="checkbox"/> Poster <input type="checkbox"/> Web site <input type="checkbox"/> Other	
Projected Quantity	Will the project need to be mailed? Yes <input type="checkbox"/> No <input type="checkbox"/>
Goal/Purpose of the project	
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Key Message of Project	
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Target Audience/Demographics	
<hr/> <hr/>	
What material support will the organization provide? <i>(Photography, existing logo, text)</i>	
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Are there any organizational restrictions regarding the project?	
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PCA&D has the right to publish your project on our Web site/social media and printed literature. Agree <input type="checkbox"/> Disagree <input type="checkbox"/>	

Applicant Signature	Date
Contact Signature <i>(if different)</i>	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
14th annual Designathon
February 10, 2024
Begins at 9 a.m.

Visibility Guidelines for non-profit participants in the 2024 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 '24, Pennsylvania College of Art & Design," or "Created by John Smith '24 as part of 2024 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 Daina Savage, director of strategic communications at PCA&D, via email at dsavage@pcad.edu or by phone (717) 396-7833, ext. 1017.

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