

Project Information

Community Partnership

The **Graphic Design program at Georgian College** in Barrie has partnered with the **United Way Simcoe Muskoka** to provide pro bono design services to non-profit organizations in the community.

Services Provided

Georgian College Graphic Design Students will provide any of the following print or digital DESIGN services:

- » Marketing and promotional materials (pamphlets, brochures, posters, eblasts, banner ads, landing pages, logos, etc.)
- » Collateral materials for events (programs, forms, signs, name tags, invitations, etc.)
- » Informational materials (newsletters, presentation graphics, etc.)

Clients may choose **ONE PROJECT** to work on and the project must be completed between **September and November**. It is important for non-profit clients to be aware that some projects may be deemed too large or too complex to be completed within the designated time frame. Every effort will be made to identify these projects early in the planning stages.

Project Lead

The process for creating effective graphic design materials involves ongoing communication between the designer and the client during all phases of the process. It is recommended that one person from the non-profit organization be identified as the Project Lead. This person will be the main contact for the student designer. The Project Lead for the non-profit organization should expect to commit **an average of 1 to 2 hours per week for the duration of the project**, keeping in mind more time may be required during the initial and final phases of the process. If it is necessary for the non-profit organization to have more than one person involved in the project, all project members should be kept up-to-date by the Project Lead.

Non-profit Client Commitment

In return for receiving pro bono design services, client agencies will be asked to AGREE to do the following:

- » Select ONE project to work on, which must be completed between September and November
- » Provide weekly communication with students through face-to-face, email, or telephone communication (please note that students CANNOT be required to travel off campus to meet face-to-face)
- » Provide text and photos for the project within one week of them being requested by the student designer
- » Provide the organization's branding style guide, or any specific requirements that must be followed, at the commencement of the project
- » Provide timely feedback with required changes during the design process
- » Cover any project costs, such as the printing of materials (all costs will be outlined and discussed prior to the commencement of the project)
- » Complete a simple student/project evaluation form at the conclusion of the project (this will take about 5–10 minutes to complete)
- » Provide printed samples of the final design for the students to display in their portfolio

Student Commitment

To meet the design needs of their assigned non-profit clients, students will be asked to AGREE to do the following:

- » Provide weekly communication with clients through face-to-face, email, or telephone communication
- » Provide the non-profit client with a Design Brief outlining the specific project scope and any possible project expenses prior to the commencement of design
- » Inform the non-profit client of any necessary changes to the project scope in a timely fashion
- » Complete the project within the time agreed upon with the non-profit client (must be completed between September to November)
- » Send production-ready files to the non-profit client at the conclusion of the project

To book your project, please complete the online form at the following address:

<https://goo.gl/forms/4hPRkZW6luTqaRH2>

The number of accepted projects is limited based upon the number of students enrolled in semester 5. All bookings are made on a first come, first served basis.

For more information, contact:

George Mashinter

George.Mashinter@GeorgianCollege.ca