Andrew Hercules

Design and Web Portfolio 2012 - 2014



15 QUESTIONS FOR A BETTER ARTS BUSINESS WITH ANDREW TAYLOR

JANUARY 22, 2014 | 5PM-6:30PM | AA303

Andrew Taylor is an author, researcher, consultant, and a faculty member affiliated with the graduate Arts Management program at American University in Washington, DC. Named as one of the "50 Most Powerful and Influential People in the Non-Profit Arts (USA)", he specializes in business model development for cultural initiatives and the impact of communications technology on the arts. He blogs regularly at www.artsjournal.com/artfulmanager.



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E S This is a template that I developed for a new Speaker series launched by the Department of Arts, Culture and Media at the University of Toronto.

The poster was designed for print on tabloid-size (11" X 17") paper.

The website banner found below was developed for use on a variety of websites, including the department and unit websites. The banner was also redesigned and used on the unit's Facebook page and monthly email newsletter.

As of November 2014, this template is still currently in use. It has assisted in the development of the series' brand and fits well within the branding and style guidelines of the University of Toronto.

14 ACM SPEAKER SERIES



15 QUESTIONS FOR A BETTER ARTS BUSINESS

Named as one of the 50 Most Powerful and Influential People in the Non-Profit Arts Sector in the US, Andrew Taylor specializes in business model development for cultural initiatives and the impact of communications technology on the arts.

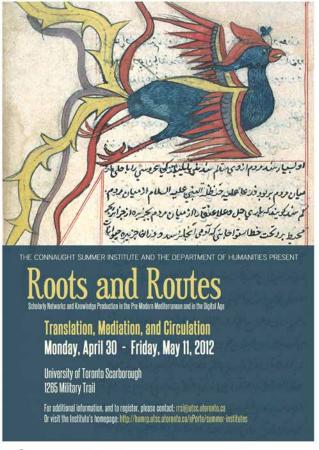
JANUARY 22, 2014 | 5-6:30PM | AA303



Roots and Routes Schelarly Nationics and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age Translation, Mediation, and Circulation

Monday, April 30 - Friday, May 11, 2012

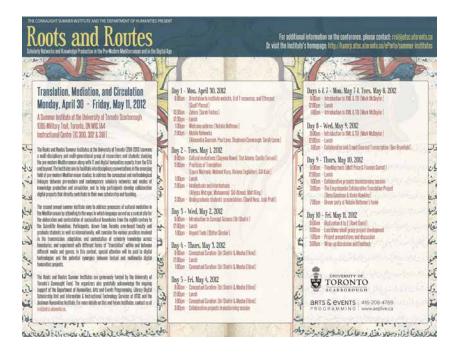








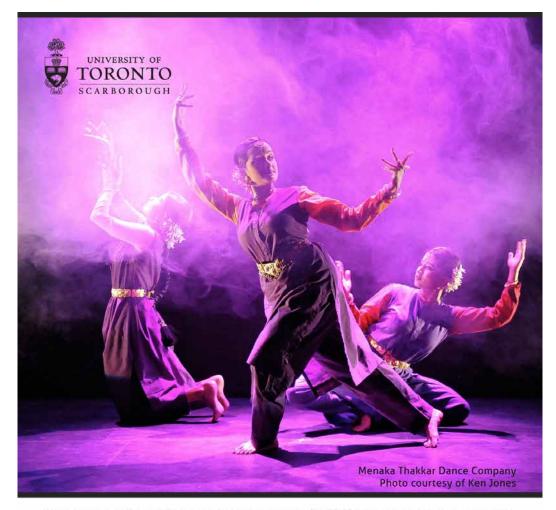
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In 2012, the Department of Humanities at the University of Toronto organized a two-week long conference on digital scholarship.

I created all of the graphic design and marketing materials for the conference including:

- Posters
- Programs
- Name badges
- Website banners
- Participant information kits



The University of Toronto Scarborough (UTSC) is proud to sponsor the Guild Alive with Culture Arts Festival.

Home to the *Department of Arts, Culture & Media*, UTSC serves as a cultural hub for the region. **EXPLORE** your creative and artistic passions by studying art history, music, media studies, studio, theatre, new media studies, journalism, or arts management. **EXPAND** your mind with faculty members who practice and research across a variety of artistic disciplines. **ENGAGE** with the arts and take advantage of more than 50 free performances, exhibitions and events organized by Arts & Events Programming.

created here.

In June of 2012, the University of Toronto Scarborough sponsored the Guild Alive with Culture Festival. The sponsorship was made on behalf of the Department of Arts, Culture and Media and I was asked to develop an ad that would be placed in the event program.

Using a photo from our campus photographer, Ken Jones and copy that I drafted in consultation with the Communications Team, I created this ad, which was well-received by festival attendees and lead to an increase in attendance at a booth we set up to promote our events and initiatives.

The ad was recently used again in June 2014 after the university sponsored the most recent festival.

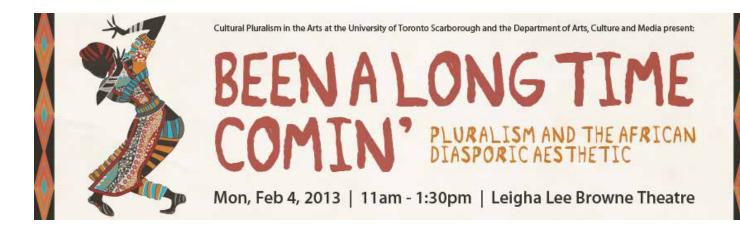


In February of 2013, the Department of Arts, Culture and Media co-presented a music/dance/spoken word event to celebrate Black History Month.

I developed all of the graphic work for both print and web and the poster was reused by other university units that presented similar events during the month.

The poster was designed for print on tabloid-size (11" X 17") paper.

The website banner found below was developed for use on a variety of websites, including the department and unit websites. The banner was also redesigned and used on the unit's Facebook page and was also used on the pages belonging to the groups performing during the event.



The Classical Elements



SATURDAY, NOVEMBER 25, 2014
3PM - 6PM | AC 223
ACADEMIC RESOURCE CENTRE
UNIVERSITY OF TORONTO SCARBOROUGH

UTSC's Concert Band, Concert Choir, and String Orchestra will take the audience on a musical journey exploring the four elements that are essential to life itself. Admission is free



1265 MILITARY TRAIL

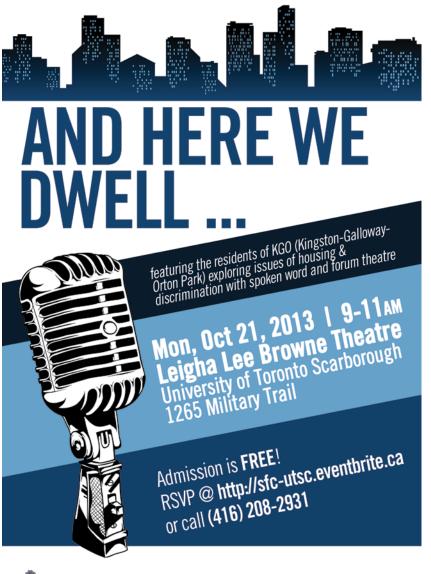






Prior to leaving the University of Toronto in September 2014 to commence the web development program at Makers Academy, I developed this poster for the end-of-term music concert at the University of Toronto Scarborough. The repertoire selected for the concert was based on the Classical Elements - hence I decided to focus on the interplay between the four elements as the concert was going to focus on the interplay between the four distinct pieces.

The Department of Arts, Culture and Media's Cultural Pluralism in the Arts initiative presents ...



This poster was developed to promote a day-long performance and series of interactive workshops featuring local artists and writers.

The event aimed to explore issues of housing, discrimination, and racism within a local neighbourhood - hence the reason for the city skyline. The microphone was added as the event aimed to "give a voice" to those that are often not heard.

The poster was designed for print on tabloid-size (11" X 17") paper.

The website banner found below was developed and used on a variety of websites, including the department and unit websites. The banner was also redesigned and used on the unit's Facebook page and was also used by the university on it's main Facebook page.



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