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PHOTO COURTESY OF AMERICAN UNIVERSITY

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.



Arts, Culture and Media
UNIVERSITY OF TORONTO
SCARBOROUGH

For more information, please contact:
arts & events | 416-208-4769
PROGRAMMING | www.aeplive.ca

Description:

In 2014, the University of Toronto Scarborough's Department of Arts, Culture and Media the ACM Speaker Series. Coordinated by the Arts & Events Programming office, the series included talks by various local and international artists, academics, and business professionals.

To support the new series, I created a brand identity along with templates for various marketing collateral, including posters, banners, and programmes. The brand was designed to fit within the University of Toronto's brand and marketing guidelines; however, it did differ in terms of font and colour palette.

I deliberately chose Raleway as a font because it is freely available via Google Fonts and could be installed by any staff member creating posters or marketing materials for an event.

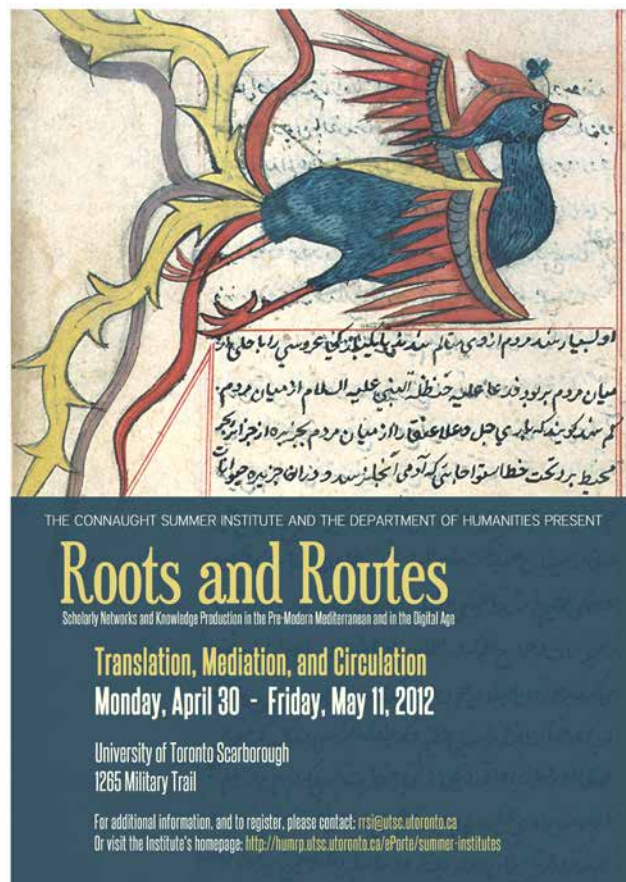
I also incorporated flexibility in the colour palette for the borders and information block so that these elements would complement the colours in the visual image or photograph provided by the speaker.



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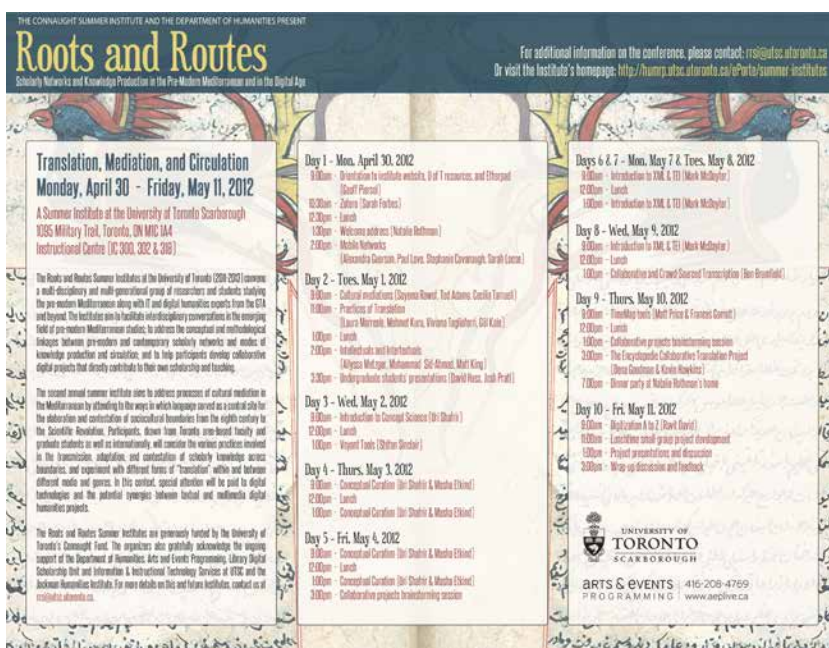
ARTS & EVENTS
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Description:

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

To create a consistent visual identity for the conference, I sourced out a Creative Commons licensed image with vibrant colours and used it as the basis for all conference and marketing materials, 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.



Tomorrow is
created here.

Description:

In June 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 for the event program. Using a photo from our campus archives, I created the copy in consultation with the Communications Team. The ad was well-received by festival attendees and lead to an increase in attendance at departmental events, including the Summer Patio Concert series.



Description:

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

Using vector images and patterns I found online, I developed the graphic design used for both print and digital platforms. The design was also reused by other university departments that presented similar events during the month.



In celebration of the 40th anniversary of the Music & Culture program at the University of Toronto Scarborough, the Department of Arts, Culture and Media presents

(The) Classical Elements

Featuring UTSC's Concert Band, Concert Choir, and String Orchestra



Saturday, November 25, 2014
3PM - 6PM | AC 223
Academic Resource Centre
University of Toronto Scarborough
1265 Military Trail

Presenting partners:



Description:

In August 2014, I developed this poster for an end-of-term music concert. The repertoire selected for the concert was based on the interplay between the four classical elements - earth, wind, water, and fire. My design incorporated that interplay by reusing an existing image with geometric shapes and adding vibrant colours and vector icons to represent each element.

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



AND HERE WE DWELL ...



featuring the residents of KGO (Kingston-Galloway-Orton Park) exploring issues of housing & discrimination with spoken word and forum theatre

Mon, Oct 21, 2013 | 9-11AM
Leigha Lee Browne Theatre
University of Toronto Scarborough
1265 Military Trail

Admission is **FREE!**
RSVP @ <http://sfc-utsc.eventbrite.ca>
or call (416) 208-2931



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Description:

In October 2013, the Department of Arts, Culture and Media at the University of Toronto Scarborough hosted a day-long series of performance and interactive workshops featuring local artists and writers.

I created this graphic design and poster using various free vectors. The skyline represents the fact that the performers were all based in the City of Toronto and the microphone represents their chosen medium - spoken word poetry.

