

Andrew Hercules

Design and Web Portfolio

2012 - 2014



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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

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.



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.

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THE CONNAUGHT SUMMER INSTITUTE AND THE DEPARTMENT OF HUMANITIES PRESENT

Roots and Routes

Scholarly Networks and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age

Translation, Mediation, and Circulation

Monday, April 30 - Friday, May 11, 2012

University of Toronto Scarborough
1265 Military Trail

For additional information, and to register, please contact: rsi@utsc.utoronto.ca
Or visit the Institute's homepage: <http://hump.utsc.utoronto.ca/ePorta/summer-institutes>

<p>Roots and Routes 2012 Summer Institute Translation, Mediation, and Circulation <small>Scholarly Networks and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age</small></p> <p>Sarah Loose University of Toronto</p> <p><small>Presented by the University of Toronto's Connaught Fund and the Department of Humanities at the University of Toronto Scarborough</small></p> <p>Roots and Routes 2012 Summer Institute Translation, Mediation, and Circulation <small>Scholarly Networks and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age</small></p> <p>Alexandra Guerson University of Toronto</p> <p><small>Presented by the University of Toronto's Connaught Fund and the Department of Humanities at the University of Toronto Scarborough</small></p> <p>Roots and Routes 2012 Summer Institute Translation, Mediation, and Circulation <small>Scholarly Networks and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age</small></p> <p>Ted Adamo University of Toronto</p> <p><small>Presented by the University of Toronto's Connaught Fund and the Department of Humanities at the University of Toronto Scarborough</small></p>	<p>Roots and Routes 2012 Summer Institute Translation, Mediation, and Circulation <small>Scholarly Networks and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age</small></p> <p>Stephanie Cavanaugh University of Toronto</p> <p><small>Presented by the University of Toronto's Connaught Fund and the Department of Humanities at the University of Toronto Scarborough</small></p> <p>Roots and Routes 2012 Summer Institute Translation, Mediation, and Circulation <small>Scholarly Networks and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age</small></p> <p>Mehmet Kuru University of Toronto</p> <p><small>Presented by the University of Toronto's Connaught Fund and the Department of Humanities at the University of Toronto Scarborough</small></p> <p>Roots and Routes 2012 Summer Institute Translation, Mediation, and Circulation <small>Scholarly Networks and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age</small></p> <p>Muhammad Sid-Ahmad University of Toronto/Humber College</p> <p><small>Presented by the University of Toronto's Connaught Fund and the Department of Humanities at the University of Toronto Scarborough</small></p>
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THE CONNAUGHT SUMMER INSTITUTE AND THE DEPARTMENT OF HUMANITIES PRESENT

Roots and Routes

Scholarly Networks and Knowledge Production in the Pre-Modern Mediterranean and in the Digital Age

For additional information on the conference, please contact: rsi@utsc.utoronto.ca
Or visit the Institute's homepage: <http://hump.utsc.utoronto.ca/ePorta/summer-institutes>

Translation, Mediation, and Circulation

Monday, April 30 - Friday, May 11, 2012

A Summer Institute at the University of Toronto Scarborough
1265 Military Trail, Toronto, ON M1C 1A4
Instructional Centre (IC 300, 302 & 308)

The Roots and Routes Summer Institutes at the University of Toronto (2009-2012) convene a multi-disciplinary and multi-generational group of researchers and students studying the pre-modern Mediterranean along with digital humanities experts from the UTA and beyond. The Institute aims to facilitate interdisciplinary conversations in the emerging field of pre-modern Mediterranean studies, to address the conceptual and methodological linkages between pre-modern and contemporary scholarly networks and modes of knowledge production and circulation, and to help participants develop collaborative digital projects that directly contribute to their own scholarship and teaching.

The second annual summer institute aims to address processes of cultural mediation in the Mediterranean by attending to the ways in which language served as a central site for the elaboration and contestation of sociocultural boundaries from the eighth century to the twentieth century. Participants, drawn from Toronto, one-on-one faculty and graduate students as well as internationally, will consider the various practices involved in the transmission, adaptation, and contestation of scholarly knowledge across boundaries, and experiment with different forms of "translation" within and between different media and genres. In this context, special attention will be paid to digital technologies and the potential synergies between textual and multimedia digital humanities projects.

The Roots and Routes Summer Institutes are generously funded by the University of Toronto's Connaught Fund. The organizers also gratefully acknowledge the ongoing support of the Department of Humanities, Arts and Events Programming, Library Digital Scholarship Unit and Information & Instructional Technology Services at UTS and the Academic Humanities Institute. For more details on this and future institutes, contact us at rsi@utsc.utoronto.ca.

<p>Day 1 - Mon, April 30, 2012</p> <p>9:00am - Orientation to Institute website, list of T resources, and Ethical (David Pines)</p> <p>10:30am - Welcome address (Sarah Fardes)</p> <p>12:30pm - Lunch</p> <p>1:30pm - Welcome address (Natalie Redman)</p> <p>2:00pm - Mobile Networks (Alexandra Guerson, Paul Lane, Stephanie Cavanaugh, Sarah Loose)</p> <p>Day 2 - Tues, May 1, 2012</p> <p>9:00am - Cultural evolutions (Suzanne Rowell, Ted Adamo, Cecilia Tamarit)</p> <p>10:00am - Practices of Translation (Laura Morone, Mehmet Kuru, Viviana Tagliavini, Gil Kaly)</p> <p>1:00pm - Lunch</p> <p>2:00pm - Digital tools and infrastructure (Vijaya Marjag, Muhammad Sid Ahmad, Matt King)</p> <p>3:30pm - Undergraduate student presentations (David Hess, Josh Pratt)</p> <p>Day 3 - Wed, May 2, 2012</p> <p>9:00am - Introduction to Concept Science (Dr. Shafiq)</p> <p>12:00pm - Lunch</p> <p>1:00pm - Project Tools (Shafiq Shafiq)</p> <p>Day 4 - Thurs, May 3, 2012</p> <p>9:00am - Conceptual Clarification (Dr. Shafiq & Mehdi Elkind)</p> <p>12:00pm - Lunch</p> <p>1:00pm - Conceptual Clarification (Dr. Shafiq & Mehdi Elkind)</p> <p>Day 5 - Fri, May 4, 2012</p> <p>9:00am - Conceptual Clarification (Dr. Shafiq & Mehdi Elkind)</p> <p>12:00pm - Lunch</p> <p>1:00pm - Conceptual Clarification (Dr. Shafiq & Mehdi Elkind)</p> <p>3:00pm - Collaborative projects brainstorming session</p>	<p>Days 6 & 7 - Mon, May 7 & Tues, May 8, 2012</p> <p>9:00am - Introduction to TML & T3 (Mark McGeary)</p> <p>12:00pm - Lunch</p> <p>1:00pm - Introduction to TML & T3 (Mark McGeary)</p> <p>Day 8 - Wed, May 9, 2012</p> <p>9:00am - Introduction to TML & T3 (Mark McGeary)</p> <p>12:00pm - Lunch</p> <p>1:00pm - Collaborative and Crowd Sourced Transcription (Ben Brumfield)</p> <p>Day 9 - Thurs, May 10, 2012</p> <p>9:00am - Roundtable (Matt Price & Frances Garnett)</p> <p>12:00pm - Lunch</p> <p>1:00pm - Collaborative projects brainstorming session</p> <p>2:00pm - The Encyclopedia Collaborative Translation Project (Dana Goodman & Kevin Hawkins)</p> <p>7:00pm - Dinner party at Natalie Redman's home</p> <p>Day 10 - Fri, May 11, 2012</p> <p>9:00am - Application to T3 (David David)</p> <p>10:00am - Lunchtime small group project development</p> <p>1:00pm - Project presentations and discussion</p> <p>3:00pm - Wrap-up discussion and feedback</p>
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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.



Tomorrow is
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.



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



SATURDAY, NOVEMBER 25, 2014
3PM - 6PM | AC 223
ACADEMIC RESOURCE CENTRE
UNIVERSITY OF TORONTO SCARBOROUGH
1265 MILITARY TRAIL

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



ARTS & EVENTS PROGRAMMING | 416-208-4769
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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 ...



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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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 its main Facebook page.

