



**Advanced Career Writing**

**Group 6**

**Professor: J. Ellis**

**Subject: City Tech Grace Gallery**

What are the things we like about city tech? The convenience of location, the elevators so we don't have to climb eleven flights of stairs, and the updated cafeteria. What are the some things we would like to be improved, well there are many, but for this proposal we would like to expand gallery space . The “New Look” is designed to increase the capacity of the gallery and improve the visual look. We will also create a new gallery at the atrium ground floor.

**How can we accomplish this?**

*-Our proposal is increasing student activity in City Tech for which we have decide to expand the Art Gallery in the 11th floor and Atrium in the basement. This will start at the Nam building and, hopefully it can expand into the Vorhees. We want more space available so that the students room to showcased on the eleventh floor Nam building and the atrium ground floor. However, the art gallery showcases will only be available for students in the Communication Design major. Ultimately our hope is to attract students from various majors to do the same and participate in the gallery in an attempt to bring back the “school spirit”.*

Being able to in some way communicate or feel apart of the community is part of the “school spirit”. How does this help students feel as being part of the community and is good for current students is an assortment of reasons. It allows some students who do not feel if they are creative BE creative. It

also gives a moral boost as well and importantly increases school pride; happiness as well. We're almost there.

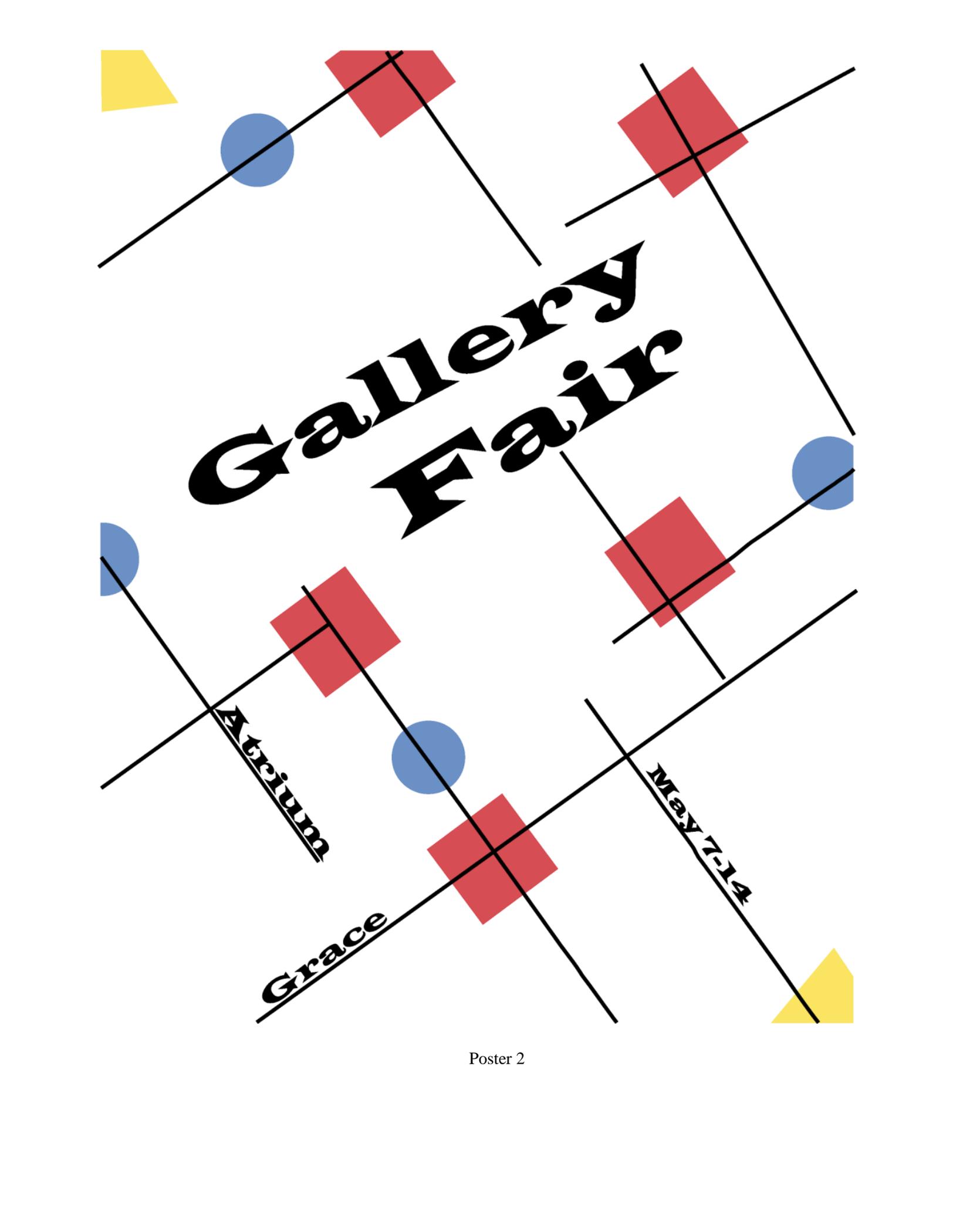
#### Ideas 1

Poster will be made to help alert students when the gallery will be made available to the public. The following are simple poster that Marko had created to demonstrate what you be expecting to see through-out school.

Poster 1



*“When coming up with roughs on how we would like to get the information out to the public as well as the students at city tech we had to rethink of what a poster should be like, and how we can send this message in a fun way but also unique in its own right. So we contemplated on how our lives were changed by designers of past and present. So after looking through the history of graphic design we all came to see a certain design school, Bauhaus design school. Where form and function was key. There was also a playfulness that we all liked as well. So we chose this design theory for our first poster design. As you can see we used form and function for this poster. This is a themed poster as well, for certain art pieces as well, when we have different gallery themes. So like one gallery could be celebrating the Bauhaus School of Design, and so on and so forth. We decided not to have a stiff or very formal design. We have three shapes, the square triangle and circle, but the circle is cut in half, was primarily an aesthetic design choice. As the Designer of this poster I felt that having the full circle should be too obvious of a design. I also made all the shapes to be on an angle, to help with the playfulness that my group and I were focusing on. This art style we also liked because a lot of designers may not look into the past in order to create their new designs, which may have been already done, so having this poster will draw many eyes and question if this was done by a “professional designer” or just a student piece. So we intrigue their interest, but also hold their attention for them to interpret what the shapes of the piece.”*



# Gallery Fair

**Atrium**

**Grace**

**May 7-14**

*When coming up with roughs on how we would like to get the information out to the public as well as the students at city tech we had to rethink of what a poster should be like, and how we can send this message in a fun way but also unique in its own right. So we contemplated on how our lives were changed by designers of past and present. So after looking through the history of graphic design we all came to see a certain designer. We Looked at Paul Rand's work and really liked the playfulness of his designs, even simplistic design as well. This is also a themed poster as well, so this one could be celebrating art styles of the 20th century. So we adapted this for our second poster design. With this poster we grabbed a couple of elements from the first poster. The angle of the copy and the simplicity of the shapes that were used in the first design, but this time I, as the designer, added lines in the background in an arbitrary manner to not have a certain distinction. Once I added the lines I decided to add the shapes to the poster as in the last design. So when I started to add the shapes into it, I wondered to myself if I should have them in a very particular order or if I should just experiment with it. That's exactly what I did. But when doing so, I saw a pattern that I liked. The squares would outline a ninety degree angle perpendicular to the line. With the circles I thought of the same theory, and I decided why not the circles on the lines have as well, like ornaments. So I continued with it and I got what I have. With the triangles, I decided to have them bleed off the page because I have so much going on already, the lines, the typeface I chose, the angles, so I decided to have them on the opposite of the corners.*

## **Ideas 2**

First and foremost, social media account is needed for this project. We decided to create a facebook page for the Grace gallery that will have a link to our school's home website. We are all aware that facebook is the fastest way to get information across to students and staff. The Facebook account

will have the date and time of the event. There will also be instructions to students on how they'll be able to submit their work. The website will feature a few of the students' best works, but not all their work will be shown on the website to ensure that more students will show up to the event. It will also give insights to potential employers that our school has creative talent that can rival school of visual arts SVA) and PRATT.

Our second social media account will be Twitter (Second most popular social media after Facebook).

The majority of people today have smartphones so this method is the most efficient way to send news to students in City Tech. Twitter is a fast and easy way to alert students; when to sign up to participate in the event, date to submit their work and the time of day the exhibition is held.

### **Ideas 3**

Next we have to add an additional link to the student website under "Current Student" indicating the schedule and location of the gallery event. Tim will be working on a small logo for that specific part of the page while adding information for the event.

### **Ideas 4**

For us to further understand student awareness and get additional feedback from the students, we have created a survey to gather students' opinion on the matter. We have found out through our survey, students who aren't majoring in Communication Design are not aware of the fact that the school has a gallery on the 11th floor. It is upsetting to know that the works displayed in the gallery aren't being noticed. Displaying student's work in the gallery can also help bring recognition to their work.

*The following is the question we ask the student in our survey*

- 1. When is the best time for you to have your work shown in the art gallery?(Are you aware of the gallery space in the school ?)**

-After gathering information of all the surveys, the best time for the students to have their work shown is two weeks before finals' week. This gives the student time time to prepare their work to be printed and shown in the gallery without interfering in their studies. It was also suggested to have their work up after

finals' week because the final projects would be their best work. However, we do fear that most students will not show up during the first weeks of their summer break.

**2. Would you be interested in participating in a design competition?**

-Based on this survey question, we have found that students would be interested in presenting their best project in a design competition. This will give the students opportunities to show their work to the world.

**3. Would you be able to volunteer at the art gallery? Why is it good, benefit, reward?**

-Students volunteering their time to work in the art gallery will benefit both parties. The first reason is “networking”, students who volunteer their time will help us spread the word and attract others student to come and join our events. Secondly, it would help improve the student resume. Those who help in the art gallery will be given credit for their participation.

**4. Should we increase the size of the art gallery? (using the space in Atrium building)**

-We must first ask ourselves “Is there a need to expand the size of the gallery?” If there is an overflow of work in the current room, an expansion would definitely be necessary. However, if we do expand the gallery and it ends up not being used, that would be a problem in it of itself. Based on the survey, many students agreed to leave the size of the gallery the way it is. That being said, some work will only be available in a digital format. How that will be determined will be voted by the students themselves.

**5. Are you willing to participate in a fundraiser to upgrade the art gallery?**

-In addition to question 5, besides being able to volunteer in the gallery, students will also be able join the fundraiser event that will help improve the art gallery.

**6. Would you prefer to receive notifications through the school's e-mail or through posters throughout the school?**

-The majority of students who took the survey agreed that the best way to receive notifications would be Twitter and Facebook. We know that Twitter is a popular social media outlet that can carry information as fast as you send it. With everyone who owns a smartphone and 4G to receive these notification, it would be the most convenient way to send information.

**7. Would you like your work to be a hard copy, digital copy or both?**

-Based on the survey took, student's would like to have both printed and the digital copy available at the Grace Gallery. The digital copy will be view by the ipad provided by the school and an 32 inch television.

**8. Do you use the school's computer lab for your design needs?**

-The computer lab has some of the programs that newers students needs. However for students in the higher courses like 3D animation and film doesn't have the programs available like Maya and Final Cut. And the most important equipment of all is coloring printing. Many students have ask for free or even color printing service available at City Tech.

**Ideas 5**

One question that you may have for this initiative is "when would it happen". We would like to do this after the spring semester, to start spreading the word of this great opportunity, but also gather the necessary budget and supplies that is needed in order to accomplish this.

Another question that may arise is the monetary funding for such project. We have identified a number of ideas that could serve as fundraisers for the creation of the art gallery space. One main idea and perhaps the most profitable one is the idea of painting community murals for a profit. The students who choose to volunteer will reach out to local schools, businesses and people at church to promote our services. Doing so will also give the students a real life opportunity to create professional documents that would be necessary to persuade potential clients.

Lastly, we have thought of an idea to hold a fundraiser in the gallery. The money raised will be added to the school's budget in the Communication Design department. This will allow the student to get the supplies they need for their project. Various items will be sold during the event. For instance, custom t-shirts designed by the student, postcards, and cups with student artwork in it.

In addition to a fundraiser, there will be a 50-50 raffle at the beginning of the event to serve as an additional donation to the school. The raffle holder would be able to win various items or even students' work at the show.

**-Etsy.com:** [Etsy.com](https://www.etsy.com) is a wonderful website for selling crafts. You could have each of the members of your group produce a few items to be sold on Etsy.

-Start an online campaign to raise money.

-Offer to paint community murals for a profit.

/\*-----Q&A-----\*/

**Question that will be helpful to further help you understand how we plan to execution our plan.**

**“When would the student's learn about this?”**

They would learn about this during the fall semester by their professors and emails to their city tech emails. We will also implicate banners around school, including making a desktop friendly ads as a screensaver for the computers on the eleventh floor, as well as via social media apps.

**“How we would choose the best?”**

There will be a panel of judges like in any other contest, preferably we would like to department heads to be present as the judges since it will be their hallway that the design is going to be, also the president of city tech too, and including senior professors from each department, or not.

**“How would we get the submissions?”**

There are many ways to get the submissions. Some options could be USB delivery and email submission.

**“So the deans and senior staff will just look at the documents and choose the best?”**

Yes for each floor submission, but we would also like to implicate a presentation as well. It is very beneficial for the students to give those skills preparing and doing a presentation, communication skills, and technical skills that they will need for a real world presentation. It will also help the students get to know who are the department heads and senior staff.

**“When would these presentations happen?”**

It would be before the semester ends, more or less likely during midterm season, reason being when it gets later into the semester everyone becomes a lot more focused on studying for the finals, so we don't want the contest to disrupt their studying for their classes.

**“How much would this cost us?”**

I will have to do more research about prices. The supplies needed would have to be paints, plastic covers, some artist tape, and brushes. It will have a cost, but the results of creating this opportunity outweighs the cons of this concept.

**“So, who would be a part of this project, who will be supervising this?”**

Senior staff, some professors, also

**“Would we have to pay the students?”**

Painting it is voluntary, but preferred. No, you do not have to pay them, but pay them in a certificate, a newspaper story about it in City Tech Times, also some posters around school as well. Face time and recognition by their peers will be great and more rewarding than monetary, plus it can help make friends, network, and get an extra document to put in their resumes.

**“When will this be started?”**

The first one could be this semester, but it may not yield the traction that we would want for this. We could start advertising during the fall semester, having meetings here and there, also with the

executions I mentioned earlier. It'll give students time to prepare for it and start to draft the designs. Or we can announce it the beginning of the semester so its fresh in the mind since the due date is in the middle/nearing the end of the spring semester so it just doesn't fade away. Also we can have preliminary rounds, like critique rounds with design professors, to help them, but it would keep them on task with the project and guide them to the final version.

This idea as my group's believe is a great method of connecting our staff and students, giving the incoming students motivation, give current students a "bang for their buck", My group and I believe this will work and will become not just a competition, but a tradition at city tech, a living legacy. Thank you for your time, we will now be accepting questions and answering them.

MEMO

To: Professor Ellis  
From: Marko Vlagic  
Date: 16/03/2015  
Subject: Meeting Minutes

Present: Marko Vlagic, David Herrera, Aaron Feng, Timothy Lok  
Missing: No one

TEAM NAMES:

Metro Tri-state Design Agency (A)

MTDA Agency (B)

lets vote: A or B

David: A

Tim: B

Marko: B

Aaron: B

We all have agreed to call ourselves MTDA Agency.

MADT DATM

MEMO

To: Professor Ellis  
From: Timothy Lok  
Date: 18/03/2015  
Subject: Meeting Minutes

Present: Marko Vlagic, David Herrera, Aaron Feng, Timothy Lok  
Missing: No one

Proposal: Giving 11th Floor Hallway a makeover

Discussed Ideas

Increasing student activity in City Tech

Showcases student work

Attracts new students

Building a community

Week Long showcases not only for the Art Department but other majors

Expanding Grace Gallery into makeover

MEMO

To: Professor Ellis  
From: Aaron Feng  
Date: 30/03/2015  
Subject: Meeting Minutes

Present: Marko Vlagic, David Herrera, Aaron Feng, Timothy Lok

Missing:

Proposal: Giving 11th Floor MORE gallery space

Discussed Ideas

Get rid of the staff restroom (this is a joke) (if only, they spent X amount on it already lol)

Expand the space in the art gallery. How? diff departments goes at diff time?

We can allocate some space in the atrium Ground Floor (public gallery)

Can student buy and sell artwork? ( have to check policies/ask department head, I think you can but not sure entirely) (I think it would be fine to sell artwork because clubs sell cupcakes and bake good without asking) (Student will be able to prom their work, business cards)

Maybe do like a fair thing where we can get space from an outside source aka Brooklyn museum or something to that extent.....(MAY NOT DO) (students or staff are free)

How would the student get the info?

Flyers, Posters, Desktop Screen Savers, Mass Email to CTech email, also do some surveys as well (no one really reads the email)(well its just an option and its free as well)

When is the art gallery or fair held? (i would say spring and fall semester ideally, makes more sense) ( a week before finals when the student have improve in developing their skills )

Should we have a website posting students works?(can put it on the city tech website in a separate link, maybe "student gallery 2015") ( we are suppose to stay on the topic of art gallery isn't website going off topic )( well our main idea is to get more gallery space, now we are deciding on how to execute it) (art department should have a website any way WDF) (SHOWCASE PIECES ONLINE) (CAN RE-SUBMIT WORK)

Two fair within the year, one that is digital and another that is a hard print? (why not both? or have certain works digital like Ebooks, Websites, etc.)(FIND SOLUTION FOR DIGITAL WORK PRESENTATION)

NO FOOD or DRINKS (if somebody mess up my work, i swear to god):(NO PHOTO "UNSPOKEN RULE")

MONEY? Budget?

Memo

To: Professor Ellis

From: David Herrera

Date: 01/04/2015

Subject: Meeting Minutes

Present:David Herrera, Aaron Feng, Timothy Lok

Missing: Marko Vlagic

Proposal: Giving 11th Floor MORE gallery space

Create a Header for group: Today's goal is to create a header for our group (logo)

How should the logo be presented?Tim, has volunteered to design the logo for our group by no later than 4/4/2015

Proposed colors: Scarlet red (D), colors will be picked according to the design at a later time

meeting time: we have all agree to physically meet up sometime next week to discuss work progress.

Memo

To: Professor Ellis

From: Marko Vlagic

Date: 13/04/2015

Subject: Meeting Minutes

Present: Marko Vlagic, David Herrera, Aaron Feng

Missing: Timothy Lok

wHErE's mY LogO TIm?

Deliverables:

Posters

Banners

Desktop Screensaver

Website icon (City Tech Site: "logo")

Web Page as well?

We have decided to have our logo to contain red and possibly grey.

Sans Serif

A Serious Creative and Energetic feel to the logo

We have arranged to find time on thursday to either meet up/use teamviewer to jointly create the deliverables

Memo

To: Professor Ellis

From: Aaron Feng

Date: 15/04/2015

Subject: Meeting Minutes

Present: Marko Vlagic, David Herrera, Aaron Feng, Timothy Lok

Missing: No one

Deliverables:

Survey, today we need to create a survey form so we can gather students opinion.

Survey questions?

1.Are you a student at City Tech?

2..Do you know what floor the design department is located in?

3.When is the best time for you to have to work shown in the art gallery?(Are you aware of the gallery space in the school ?)

4.would you be interested in participating in a design competition?

5.would you be able to volunteer at the art gallery?

6. Increase the size of the art gallery? (using the space in Atrium building)
7. Are willing to participate in a fund raiser to upgrade art gallery?
8. Best way for getting notification from by school email or poster?
9. Hard copy or digital copy or both?
10. Do you use the schools computer lab for your design needs?

Memo

To: Professor Ellis  
From: Timothy Lok  
Date: 20/04/2015  
Subject: Meeting Minutes

Present: Marko Vlagic, David Herrera, Aaron Feng, Timothy Lok

Missing: No one

Working on the previously talked about deliverables:

Talked about what would be on the posters itself and designing of the posters on Adobe Illustrator.

Such as :

Writing of the body copy  
placement of information of the copy  
overall design concept

Poster Ideas:

Overall typography designed poster  
A graphic ( most likely vector images ) with a simple type treatment

Memo

To: J. Ellis  
From: Group 5 MTDA  
22/04/2015  
Meeting Minutes  
Recorder: Marko Vlagic  
Present: Marko Vlagic, David Herrera, Tim Lok, Aaron Feng

Absent: none

Subject: Working on surveys and poster design  
Aaron designing Survey, Design Professional presentation layout  
Timothy: Working on Type of Design for version 1 poster  
Marko: Working on Poster Design, second version.

David: Working on Reviewing Deadlines. Also creating Wireframe for the presentation. We need to create two social media pages (facebook, Instagram or twitter) to present our proposal. This will allow us to get some feedback that we can use to make the necessary changes to our proposal.

Aaron: Will submit survey this evening online to classmates. A mock slideshow is being prepared for the final presentation.

Memo

To: J. Ellis

From: Group 5 MTDA

27/04/2015

Meeting Minutes

Not here: Marko Vlagic

Present:, David Herrera, Tim Lok, Aaron Feng

Absent: Marko Vlagic

/\* Update the to pitch script\*/

1. Aaron doing presentation 2 sample

2. Tim website branding

3. David creating timetable for deliverables.

4. We need:” . A minimal proposal will be at least eight pages long, but it is very likely that your proposal will extend beyond that threshold. Your research must include observations, interviews with students, faculty, and staff, research in the archives, college reports, and academic journals.”

5. Also need: “use at least two of the following media: poster, brochure, flyer, postcards, website, and social media (e.g., Twitter, Facebook, Instagram, Pinterest, etc.). Each deliverable should include a 500-word memo that explains your team’s rationalization for using that media and using that media specifically in the way you choose to use it, and reports on feedback that you received from 10 people not in your team about the usability and suitability of each deliverable.”

TO DO LIST:

Eight Page Proposal (Not started) (4K WORDS)

Ten Page Slides (working)

Script (not started)

A recording(not started)

Posting media (at least two with a 500-word memo) (working)

Memo

To: Professor Ellis

From: Aaron Feng

Date: 29/04/2015

Subject: Meeting Minutes

Present: Marko Vlagic, David Herrera, Aaron Feng, Timothy Lok

Missing:

Marko and Aaron are designing poster

Tim doing website mockup

David doing research on presentation

Memo

To: Professor Ellis

Date: 29/04/2015

Subject: Gallery fundraiser ideas

Present: Marko Vlagic, David Herrera, Aaron Feng, Timothy Lok

- Custom t-shirts, postcards, cups with students artwork.
- Gallery Opening: Host a student gallery opening with a 50-50 raffle.
- Etsy.com: Etsy.com is a wonderful website for selling crafts. You could have each of the members of your group produce a few items to be sold on Etsy.
- Start an online campaign to raise money.
- Offer to paint community murals for a profit.

Memo

To: J. Ellis

From: Group 5 MTDA

04/05/2015

Meeting Minutes

Recorder: Marko Vlagic

Present: Marko Vlagic, David Herrera, Aaron Feng

Absent: TIM LOK

Progress: Currently working on media to use for presentation and also conducting research for the presentation

CAN WE MAKE MOCK SOCIAL MEDIA ACCOUNTS

Facebook

Twitter (Meeting, time, event)

TO DO LIST:

Eight Page Proposal (Not started) (4K WORDS)

Ten Page Slides (working)

Script (not started)

A recording(not started)

Posting media (at least two with a 500-word memo) (working)

Memo

To: Professor Ellis

From: David Herrera

Date: May 06, 2015

Subject: Meeting Minutes

Present: Marko Vlagic, David Herrera, Aaron Feng, Timothy Lok

Missing: All Present!

Two posters have been completed. One by Mr. Marko and the other by Mr. Feng. We need to decide on which

poster should be used as our art gallery fair advertisement. social media page has been created as well.

TO DO LIST:

Eight Page Proposal ( Work In Progress) (4K WORDS)

Ten Page Slides (working)

Script (not started)

A recording(not started)

Posting media (at least two with a 500-word memo) (working)

Memo

To: Professor Ellis

From: Aaron Feng

Date: May 11, 2015

Subject: Meeting Minutes

Present: Marko Vlagic, Aaron Feng, Timothy Lok

Missing: David Herrera

Aaron working on proposal

Tim doing website and logo

marko doing more poster,....



# Metro Tri-state Design Agency (MTDA)

Marko Vlakic founder ceo Tim Lok designer

David Herrera chief of operations Aaron Feng marketing

# The Problem At City Tech Is.....

THERE IS HARDLY ANY SCHOOL SPIRIT/PRIDE

- No City Tech Motto
- There's little to no love for City Tech
- There's little to no relationship between students and staff
- Student life is not prevalent at City Tech



# How Can We Change It?

## The New Look Campaign

Hallway Makeover Competition

Student Showcase Fair

More Gallery Space

Develop City Tech App

**Thank You for Your Time!**

Questions?

## Pitch Script

### Opener:

When you look at the outside of city tech it is a sight rooted in a modern style of functionalism and is quite dingy. School pride is not that large nor is the social media outlets buzzing with our handle. There is also a disconnection between the staff and students here at the college. Sometimes students are intimidated to go and look for help, sometimes the experiences students have with getting help can be a grueling experience that they would not want to go through again. So how do we join the gaps between the look of the institution and create good rapport between students and faculty?

### Solution:

How can we accomplish this, sure there have been many attempts such as free giveaways, little to none social social functions, and an attempt of a "community" but what makes a person love something, what makes something pull at our heart-strings, to make CityTech more than just an institution but more like a second/even third home?, How can we change the perspective? How can we build good rapport? How do we get staff and students to collaboratively to create a new image from the inside and resonate it when the students leaves?

The New Look campaign is a campaign which will help bridge that gap in a simple way that benefits students and staff, but also increases current student pride, and create more school spirit for the incoming freshmen.

MTDA

Advanced Career Writing

Group 6

Professor Ellis

Subject: Our problem with city tech and how we plan to fix it proposal

When you look at the outside of city tech it is a sight rooted in a modern style of functionalism and is quite dingy. When you walk on the inside you are bombarded with different looks of the institution as well as looks from the late nineties. School pride is not that large nor is the social media outlets buzzing with our handle. There is also a disconnection between the staff and students here at the college, no one really communicates, or there are a lot of complaints about certain services and such. So how do we join the gaps between the look of the school and student staff participation? The New Look campaign is an experimental campaign which will help bridge that gap in a simple way that benefits both parties, but also increases student pride and incoming student's spirit when coming to the institution.

How can we accomplish this, sure there have been many attempts such as parties, raffles, but what makes a person love something, to mean more than just an institution, but more like a secondary home where their professional careers can begin? How can we change the perspective? How can we build good rapport? How do we get staff and students to collaboratively to create a new image from the inside and resonate it when the students leaves? "Personalization of the hallways" (name edit) is the solution. What makes you root for your home team? Being able to in some way communicate or feel a part of the community.

How does this help students feel a part of the community and is good for current students is an assortment of reasons. It allows some students who do not feel if they are creative be creative and can help some students if they feel that their opinion is not of value. It also gives a moral boost as well and importantly increases school pride. It will increase happiness as well. Hallway Pride Competition. City tech has eleven floors, eleven floors that have so much potential to be something more and to accomplish something more? But what does it all mean, how will this happen, what are the technical questions behind the idea? We're almost there.

For the experimental standpoint we would start this in the Nam building. There is about nine floors in the Nam building that can be renovated in a short amount of time, summer break. Students and staff can collaboratively create the design for their floor. Groups can be small from one person to large such as a class size. To Judge the designs of the groups there will be a department committee from every major in the Nam building will deliberate which design is the "best". The design that wins will last for one year, each floor will have their own design.

How is doing this beneficial to the students besides what is already mentioned? It gives students to work collaboratively with their peers, gives them the opportunity to get "work" experience inside the realms of the institution, helps students to network among themselves and create life-long support group, (group design entries will also have to build and present their ideas to the committee view presentation applications, video, or any other mediums) it also helps students learn to become better presenters, also how to professional presentation, public speaking, group communication, also introducing realistic timelines, and learning that city tech likes people to be their selves and grow into their future selves.

Some questions that you may have for this initiative is "when would it happen". We would like to this to do this after the spring semester is over during the June July and august when classes or not in session or very few.

"When would the student's learn about this?"

-They would learn about this during the fall semester by their professors and emails to their city tech emails. We will also implicate banners around school, including making a desktop friendly ad as a screen saver for the com-

puters on the eleventh floor, as well as via social media apps.

“How we would choose the best?”

- There will be a panel of judges like in any other contest, preferably we would like to department heads to be present as the judges since it will be their hallway that the design is going to be, also the president of city tech too, and including senior professors from each department, or not.

“How would we get the submissions?”

-There are many ways to get the submissions. Some options could be USB delivery and email submission.

“So the deans and senior staff will just look at the documents and choose the best?”

-Yes for each floor submission, but we would also like to implicate a presentation as well. It is very beneficial for the students to give those skills preparing and doing a presentation, communication skills, and technical skills that they will need for a real world presentation. It will also help the students get to know who are the department heads and senior staff.

“When would these presentations happen?”

-It would be before the semester ends, more or less likely during midterm session, reason being when it gets later into the semester everyone becomes a lot more focused on studying for the finals, so we don't want the contest to disrupt their studying for their classes.

“Would we have to hire painters to paint the designs in the hallways?”

-Yes, it would be the most rational decision, but what I would like to introduce an idea as well. It would even better for the winners of the design to actually paint their design in the hallways, with supervision of course. Also students in the communication design majors could be offered to help paint the floors and get documentation of community service, or something else in that nature. This approach helps students and staff to gain rapport with each other, gives those opportunities to network with their peers and the professors, also learn how to work collaboratively in a group.

“How much would this cost us?”

-I will have to do more research about prices. The supplies needed would have to be paints, plastic covers, some artist tape, and brushes. It will have a cost, but the results of creating this opportunity outweighs the cons of this concept.

“So, who would be a part of this project, who will be supervising this?”

-Senior staff, some professors, also NSLS (National Society of Leadership and Success) since we always looking for an opportunity to help our school community, we have about 400 members to date, so we can have a good staff to get the painting done before the start of the fall semester.

“Would we have to pay the students?”

-Painting it is voluntary, but preferred. No, you do not have to pay them, but pay them in a certificate, a newspaper story about it in City Tech Times, also some posters around school as well. Face time and recognition by their peers will be great and more rewarding than monetary, plus it can help make friends, network, and get an extra document to put in their resumes.

“When will this be started?”

-The first one could be this semester, but it may not yield the traction that we would want for this. We could start advertising during the fall semester, having meetings here and there, also with the executions I mentioned earlier. It'll give students time to prepare for it and start to draft the designs. Or we can announce it the beginning of the semester so its fresh in the mind since the due date is in the middle/nearing the end of the spring semester

so it just doesn't fade away. Also we can have preliminary rounds, like critique rounds with design professors, to help them, but it would keep them on task with the project and guide them to the final version.

"How can we prevent plagiarism and cheating in this competition?"

-Well what we can do is remind them of the rules and policies of this institution. We also can print out contracts that state they understand what it is and agree not to. This competition is purely conceptual, so there should not be a high level of cheating, but we also will have design professors look at their projects to make sure they are not stealing designs/intellectual property.

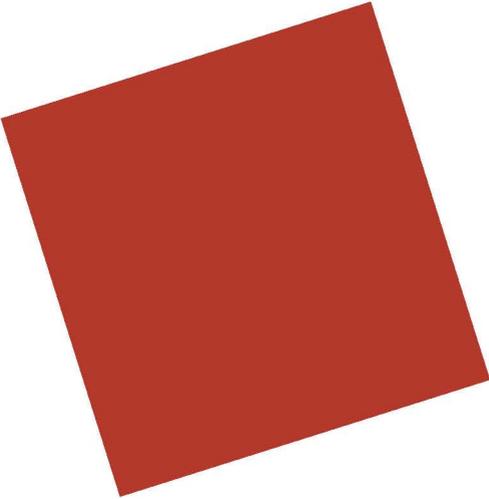
"There will be a set of guidelines for designing the hallways right?"

-Yes there will be a set of guidelines such as dimensions of certain panels. Do's and Can Not's, what is acceptable, how far the designs can go, also a quick guide on what the judges will be looking at primarily when it comes to judging the pieces.

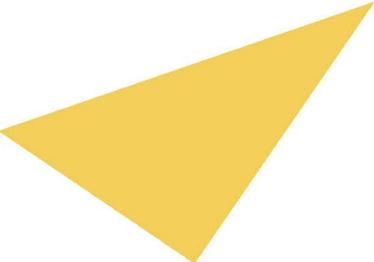
This idea as my group and I believes is a great method of connecting our staff and students, giving the incoming students motivation, give current students a "bang for their buck", upgrade the school's interior from a modern functionalistic look to a more contemporary, increase pride in the majors that they chose. This project will be a little costly, but to increase the morale of the students and staff is very important especially in ratings, when the school gets reviewed by outer sources. My group and I believe this will work and will become not just a competition, but a tradition at city tech, a living legacy. Thank you for your time, we will now be accepting questions and answering them.



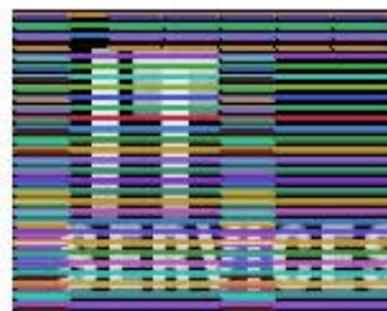
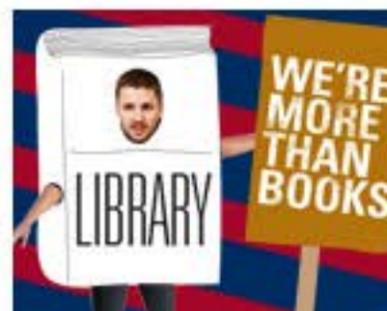
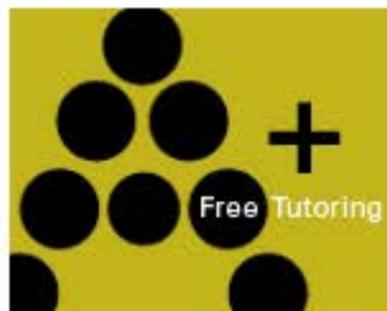
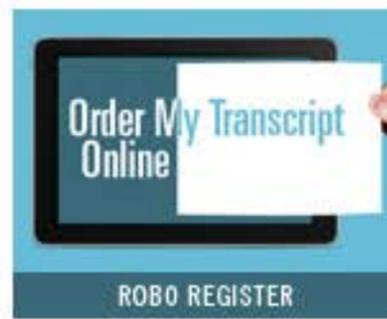
**Gallery  
Fair**



**Grace  
Atrium**



**05/7-14**



- » SEEK
- » SRL - Self Regulated Learning
- » Students with Disabilities
- » Veterans
- » Websupport1
- » Wellness Center

**Academic Services**

- » Bookstore
- » Emerging Scholars Program
- » Learning Center
- » Library
- » Schools/Departments

**Extracurricular Activities**

- » Recreation
- » NYPIRG
- » Student Life & Development
- » Student Clubs
- » Student Government Association
- » Theatreworks

**Important Information**

- » Emergency Information
- » Facts & Policies
- » Title IX



# Gallery Fair

**Atrium**

**Grace**

**MAY 7-14**

# ART GALLERY @ CITY TECH

What we can do to expand and create a more powerful gallery.

# OUR SITUATION

- Not enough people know about Grace Gallery
- Not enough people endorse it
- Not enough space to present all of the work
- We have the ability to make it so much more

# TO GROW AND EXPAND

- We need to expand the grace gallery online
- We need to create another “gallery” at the atrium ground floor
- We need to increase our social media presence
- We need to become more renowned as a gallery
- We need to become more noticeable to potential employers

# WHY?

- Increase student participation
- Allows them to volunteer and get some work experience
- Many other colleges have bigger galleries with a higher online presence so more employers will look to them for new hires
- Having a bigger gallery and online presence
  - Presence & Bigger Galleries=More opportunities + More employers looking to City tech for new hires.

# HOW WILL THE STUDENTS FIND OUT?

- Different mediums we will be using
- Posters
- Facebook
- City Tech Student Email
- City Tech Website



**Gallery  
fair**

**Grace  
Atrium**

**05/7-14**



POSTER 2

# SOCIAL MEDIA USAGE

- Facebook
- Twitter
- City tech student email

The image shows a screenshot of a Facebook profile page for 'Mdta Cuny'. The browser's address bar shows 'facebook.com'. The page header includes the Facebook logo, the name 'Mdta Cuny', and navigation links for 'Mdta', 'Home', and 'Find Friends'. The profile picture is a placeholder silhouette with an 'Add Photo' button. The name 'Mdta Cuny' is displayed in large text, with buttons for 'Update Info' and 'View Activity Log'. Below the name are tabs for 'Timeline', 'About', 'Friends', 'Photos', and 'More'. A 'ADD PROFILE INFO' section prompts the user to 'Fill out your profile to help you connect with more friends.' Below this is a progress bar for 'Mdta, where did you go to high school?' which is 66% complete. The dropdown menu shows 'I haven't gone to high school' with a lock icon, an input field for 'Enter a high school', a 'Public' privacy setting, and 'Skip' and 'Save' buttons. The 'Timeline' section shows 'NO RECENT POSTS' with the message 'You have not made any posts recently. Once you make one, it will show up here.' At the bottom, there are links for 'Studied Graphic Design at New York City College of Technology' and 'From New York, New York' (Born on January 27, 1991 (24 years old)). A 'Chat' button is visible in the bottom right corner.

FACEBOOK PAGE

MTDA

[Prospective Students](#)[Faculty and Staff](#)[Parents](#)[Current Students](#)[Alumni](#)[About City Tech](#)[Academics](#)[Enrollment](#)[Administrative Services](#)[News and Events](#)

## Gallery Page

*This is where we have some current student work, and more of their personal work to be displayed. This happens twice a semester and with great talent comes more space.*

### May Gallery Show



Marko Vlagic



Marko Vlagic



Marko Vlagic



Marko Vlagic

# CITY TECH WEBSITE

# THE SURVEY

- Do you use the computer labs for design work?
- Should we increase the size of the gallery?
- Would you be interested in participating in a School Design Competition?
- Would you volunteer to at the gallery
- Would you like to have a second gallery on site?

docs.google.com

ENG 3771\_Project 2 - Google Drive Presentation 2 - Google Slides Art Gallery @ City Tech - Google Forms Art Gallery @ City Tech

Edit this form



## Art Gallery @ City Tech

**1. Are you aware of the gallery space in the school ?**

Yes

No

Other:

**2. When is the best time for you to have to work shown in the art gallery?**

Morning

Afternoon

Evening

**3. Would you be interested in participating in a design competition?**

Yes

No

Other:

**4. Would you be able to volunteer at the art gallery?**

Yes

SURVEY EXAMPLE



Survey shows.....



AN OVERWHELMING YES!!

# HOW CAN WE DO THIS?

- Low cost temporary improvements
- Get student volunteers
- Get supporters for funding
- Do fundraisers
- All in house

# WHAT DID I JUST SEE?

Fast recap

# RECAPPING

- We need the gallery to expand
- Creating the atrium ground
- Increasing online presence
- Rival other schools with galleries
- Increase the opportunities for graduates to get job
- Have more space to display work
- Increase student participation

# BENEFITS FOR STUDENTS?

- Add experiences on resume
- Work in a team
- Gallery experience
- Networking potential
- Meet and great professionals who would come and tour
- Create Friendships



# ANY QUESTIONS?

Thank you for your time