



PROPOSAL FOR THE CITY TECH FOUNDATION

Objective

The Art Directors Club is seeking to travel to Paris, France between Tuesday, April 15, 2014 and Tuesday, April 22, 2014. Flying from JFK airport to Charles de Gaulle airport in economy class.

Goals

New York City College of Technology (City Tech) is the only public CUNY branch that offers a Bachelors of Technology in Communication Design. This travel experience will give our students a career advantage as they compete with the two of the most acclaimed Ivy League schools of art and design colleges: *Pratt* and the *School of Visual Arts*. As well as, will give them the ability to impress future employers with their adventurous travels, broadened minds and cultural knowledge. This opportunity embodies City Tech's mission of fostering intellectual curiosity, an appreciation for the aesthetic dimension of life and work, and a respect for cultural diversity.

While in Paris, the students will have the opportunity to visit the *Vogue Paris* publication office, Ogilvy & Mather (an advertising agency) and Ubisoft (a game design studio). These connections will be invaluable to their future careers and create a global network for our students and faculty. This opportunity could lead to internships, as well as job offerings, which would, otherwise, be difficult to achieve from within the United States. Furthermore, this will enable the students to function well in a variety of work environments. After the trip, the students will write and design an article based on their experiences abroad to share with other students from the Communications Design major in the club's publication, *Command + J*. The students will also create a short documentary, in which they hope to interview designers from the agencies and studios and will share the documentary on their website and all social media outlets. As the club's faculty advisor, I understand that I must cover the cost of all of my expenses. On behalf of our faculty and students, we thank you for your time and consideration of this wonderful opportunity.

Funding	Amount
Student Government Association (Air-marked with the stipulation that the funds will not be released until both the City Tech Foundation and the ADGA Department agree to cover the students' airfares)	\$5,000
Advertising Design / Graphic Arts Department	\$5,000
The City Tech Foundation	\$5,000
Indiegogo Crowd-funding Website	\$3,000
Student Contribution (\$200 per student)	\$2,200
Fundraising through bake sales & raffles	\$2,235.10
Total Cost:	\$22,435.10