

# Public Design

## A SERVICE OF THE ALBERTA COLLEGE OF ART + DESIGN

### APPLICATION FORM

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Who will be the official contact person(s) who will make all decisions on the job?  
Please list this person if it is different than the name above.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Will there be a committee involved in the final decision-making?  Yes  No

Describe the design project your organization needs, being specific about all of the component pieces (for example, logo design with stationery package or website re-design).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the main goal(s) for this project? ie; fundraising, publicity for an event or program; public education, etc.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who is the primary target audience for this project? Describe gender, age, income, education, regional, local, international, and other information about the group of people that your organization is trying to reach.

\_\_\_\_\_  
\_\_\_\_\_

**Please complete the following two-page application form and submit it to ACAD by September 15, 2018.**

Select which semester your project will run

- Fall (Sep - Dec 2018)  
 Winter (Jan - Apr 2019)

Check if applicable

I am not certain of the exact project at this time, however, I wish to make sure my organization is registered for this year's Public Design Program. I understand I must confirm the specifics before the second week of September.

ALBERTA COLLEGE OF ART + DESIGN

**ACAD**

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What is the total budget for the job, not including the Public Design fee (\$500 per student)?

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What media is this project to be completed in? i.e. produced in-office (for example, photocopied brochures) or sent to a printer; website; on-line advertising etc. ?

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What is the final deadline for this project to be completed?

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Please note, students must complete final design files by mid-December in order for them to receive final grades.

If your deadline is later, please describe the circumstance.

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Will the project require photography and/or illustration, programming, copywriting/technical or promotional? Will you be supplying this, or will it need to be coordinated by the Public Design Program? Please give details.

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Does this project have to be consistent with other existing materials, or is it a brand new approach?

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Are there any design or production limits to the project? ie: size, fonts, number of colours, folds, one-sided or two-sided printing, transportability, etc. Please describe.

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Is there an existing logo that must be used?  Yes  No

Will you be able to supply the students with a digital file of the logo?  Yes  No

Do you have a marketing plan? If so please include it in this application.  Yes  No

**In signing I understand and agree to the conditions of the application including the \$500 fee per student assigned.**

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Print Name:

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Client Signature:

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Date:

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**Deadline for Applications:  
September 10th**

### Questions?

Please call Scott Cressman at  
403.613.3142

### Fax Application to:

Public Design Program  
Attn: Scott Cressman  
Fax: 403.289.6682

**Please note: Successful applicants will be notified early in September. The information gathered in this questionnaire is for planning purposes only. A student or team of students will be assigned to you and will meet with you to clarify all of the details of your project in person. Your team or student will contact you during the third week of September.**

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