

## PROPOSAL:

My plan for Comparative Technologies in Arts Administration is twofold. First, I will be increasing my depth of understanding how to use InDesign and Illustrator in Adobe. This benefits the two projects I will be working on for this class. I am going to 1) use InDesign to create a strategic plan for the Oregon Supported Living Program's Arts and Culture Program with Emily Payne and Cait Bothwell for the professional project, and 2) rebrand myself by creating a personal logo, website, and business card to market myself as an arts professional. This will also involve creating a website with SquareSpace and figuring out what kind of content I want to create for said website. I just learned that when I do graduate with my Masters', I will be moving to Washington, D.C. and would like to be prepared to hit the ground running, as they say. If I have an established brand, it will be easier for my to market myself as a professional once I start looking for opportunities in D.C. I will need to: purchase a domain name, purchase a SquareSpace website, create a brand logo for myself in Illustrator, create business cards in Illustrator, and decide on a schedule of digital content creation, curation, and management. For the OSLP Arts & Culture Plan, I will need to work with my teammates to make sure that we all contribute to the project, learn more about InDesign, and create an aesthetically appealing and comprehensive document to present at our AAD Graduate Research Presentation. I have taken many photos for the professional project and will need to take more, as well as learn more about how to edit them in Adobe LightRoom.

## TIMELINE:

**Week 2:** Recovering from pneumonia would be nice; submit proposal; start exploring SquareSpace, find some good beginner tutorials on InDesign.

**Week 3:** Start to play with creating my own brand. Think about how it will transfer between a website, business card, and resume. Hone Illustrator skills, continue to increase familiarity with InDesign and start to input information for the OSLP Arts & Culture Strategic Plan. Play around with LightRoom and photographs.

**Week 4:** Arrange for peer review of brand creation process, continue learning about and working in InDesign for OSLP Arts & Culture Strategic Plan with Emily and Cait.

**Week 5:** Midterm presentation and report; share rough website and get feedback. Purchase domain name and SquareSpace account.

**Week 6:** Implement feedback in OSLP Arts & Culture Strategic Plan in InDesign.

**Week 7:** Finish OSLP Arts & Culture Strategic Plan in InDesign. (Present at AAD Graduate Research Presentations).

**Week 8:** Switch back to website focus. Implement midterm feedback and launch website.

**Week 9:** Finalize resume and business-card branding and creation.

**Week 10:** Final presentation of brand, including website and business cards. Final draft of OSLP Arts & Culture Strategic plan with Emily and Cait.

## GOALS:

- Learn more about how to use InDesign.

- Learn how to create a brand for myself as an arts professional that I can take with me as I try to start my career in Washington D.C.
- Become familiar with website digital content creation and management.
- Trust myself to create and curate digital content.

#### STRATEGIES/TACTICS:

- Find webinars and tutorials on using InDesign and Square Space.
- Utilize the knowledge and experience of professional graphic designers I know to help give me tips and feedback.
- Look at other strategic plans to compare our work with.
- Do research to determine an aesthetic that suits me and my branding needs.
- Play around in InDesign, LightRoom, and Illustrator! Learn through doing.

#### EVALUATIVE STANDARDS:

- Are my clients happy with the strategic plan?
- Is the document my team creates clear and comprehensive?
- Does my website function properly? Does it look clean and professional?
- Can I maintain a schedule of digital content creation?
- Does my brand reflect who I am and what I have to offer, and can it transfer between different mediums and media?