

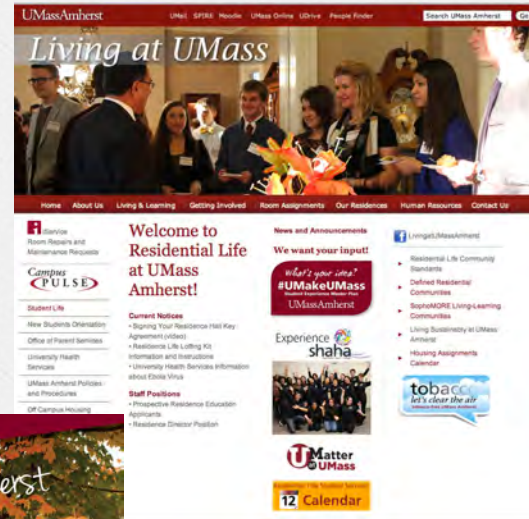


What can we do for you?

Student Affairs and Campus Life Communications

UMassAmherst

- ✓ Context
- ✓ Consistency
- ✓ Integration
- ✓ Support



- ✓ Policies
- ✓ Processes
- ✓ Events
- ✓ Resources
- ✓ Crisis

Where do I find?

How do I choose?

When does it
happen?

What do I do?

What is being creative?

- Articulating ideas
- Play, experimentation, freedom
- Synapses firing, excitement!



What is a creative process?

- Bringing creative impulses to fruition
- Making something that communicates clearly and effectively
- Planning a timeline – with discussion, approval and production deadlines



UMASS AMHERST HALLOWEEN CHECKLIST: IS YOUR COSTUME OFFENSIVE?
Check yourself and your friends.

ASK: DOES THIS COSTUME ...

- ...Mock cultural or religious symbols such as dreadlocks, headdresses, afros, geishas, etc.?
- ...Trivialize human suffering, oppression, and marginalization such as portraying a homeless person, prisoner, disabled person, or person with mental illness?
- ...Attempt to represent an entire culture or ethnicity?

UNSURE IF YOUR COSTUME MIGHT BE OFFENSIVE? DON'T BE SCARED TO ASK QUESTIONS:

- Center for Multicultural Advancement and Student Success (CMASS) cmass@staf.umas.edu (413) 545-2517
- Men and Masculinities mascuallities@umas.edu (413) 577-4636
- Center for Women and Community (CWC) cwcmail@cdm.umas.edu (413) 545-0883
- Stonewall Center stonewall@staf.umas.edu (413) 545-4824
- Office of Religious and Spiritual Life orl@staf.umas.edu (413) 545-9642
- Veterans Services vetserv@staf.umas.edu (413) 545-0399

This poster was inspired by the work of Penn State's College's Community Advocacy Department.

SACL Design

- Use of appropriate color, type and styles for content and audience
- Alignment with division priorities and goals
- Feedback and approval process

Concept

- What do you want to communicate?
- What results do you want? (Include all your goals)
- Who is your audience?
- Why is it important?
- What medium (poster, brochure, video)?
- How much time do you have?
 - Allow time for proofing and feedback in your group.
 - Allow time for production and delivery
 - Work out a rough schedule going back from the date you need it in hand.



Collaboration

- Meet with us to discuss the project
 - * *This is your chance to be creative - let us see this project through your eyes!*
- Provide information about quantities, deadline and delivery.
- Email any substantial content

Can we get a logo?

We need it in two weeks...

We need to reach students and staff.

I like this style...

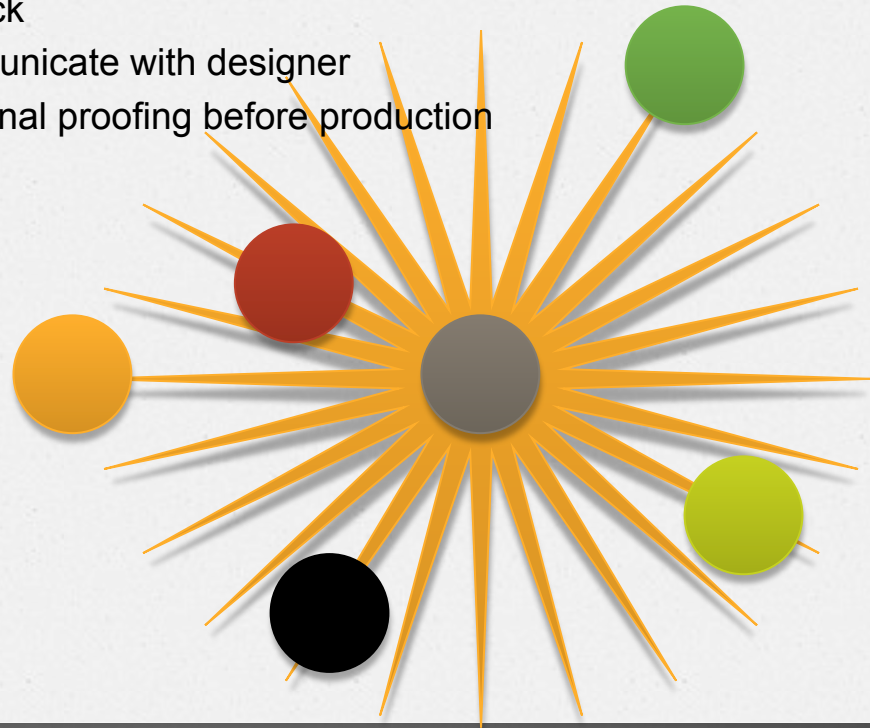
Proof and Review

- Check your proofs
 - Check the content. Is anything missing?
 - Numbers, date, time, location, contact info? Any typos?
- Evaluate
 - Is what you wanted to communicate clear?
 - Does it have the impact you were looking for?
 - Will it appeal to your target audience?
 - Will it result in the action you're looking for?
- Feedback
 - Review your original concept
 - Think about what works, what doesn't, and why.
 - Define as clearly as possible what needs fixing and why it needs fixing.



Approval

- Include everyone who you need to receive feedback from
- Provide deadline for feedback
- Review feedback and communicate with designer
- Allow time for updates and final proofing before production





Thank You!

We look forward to working with you.

<http://www.umass.edu/studentlife/sacl-communications>