

WE NEED A FEW GOOD MANAGERS

www.createathononcampus.org

MASC 467 Nonprofit Project Development
Semester course; 3 lecture hours. 3 credits.
Prerequisites: MASC 323 or 380, and permission of instructor. Students will be selected to work with area nonprofit clients to create and produce a wide variety of advertising and promotional materials. Students will develop strategy, write creative briefs, recruit teams to work with them during CreateAthon onCampus (a 24-hour creative event held during Spring Break), present work to clients and follow any deliverables through production. Strong emphasis on leadership and a commitment to working with nonprofits.



To make cool stuff, help cool people, and make cool stuff.

And keep a bunch of teams on track.

CreateAthon onCampus 2010 is a unique class and a unique experience. VCU Mass Communications students earn credit, enrolling in MASC 467, while working directly with select nonprofit clients. Students selected to be team leaders for CreateAthon onCampus meet with clients, develop a strategy and creative brief to outline the direction for your client, as well as recruit team members. The high point is the 24-hour creative blitz held during Spring Break where each student will lead their team to execute the work. At the end of the 24 hours, teams present finished products to the client, all without sleeping for over 24 hours! The remainder of the semester is spent guiding work through the production process. It will be the most unique learning experience you'll ever have.

This year, we are recruiting a limited number of Project Managers to be enrolled in the class and become a vital part of the program. Project Managers will be involved with more than one team, helping to motivate, organize and keep the teams moving forward on the right paths. Project Managers can see through the "creative haze" and get to the point, keep the teams on target and suggest possibilities without dictating creative. Students best suited for this role are:

organized :: able to work well with different personalities :: have a GREAT eye for design but can't necessarily produce it :: able to see the "big picture" and capture it in one line :: full of positive energy

Students who are interested in applying to be a CreateAthon onCampus Team Leader must submit three bodies of work to show your various skills - creative, strategic, organizational, or whatever makes you stand out. It can be anything that you would deem worthy for your portfolio.

Please submit your work to prowe@vcu.edu attached as PDFs and return this completed form to Peyton Rowe's mailbox by October 23, 2009.

GENERAL INFORMATION:

Name: _____

E-mail address: _____

Major/Focus: _____

Class Year: _____