



Marketing & Conservatory Performance Publications Partnership

CONSERVATORY OF THE ARTS PERFORMANCE GUIDELINES

[Google Drive Graphics Library](#) & [Google Sheets Timeline](#)



"Do it heartily as to the Lord." Col. 3:23

Rev. 1/18/23

ARTWORK RESPONSIBILITIES FOR PERFORMANCES

Below outlines who is responsible for the creation of each performance graphic on the [Affirming the Arts poster](#) established and created in the month of July.

If there is a last minute performance added, that was not on the Affirming the Arts calendar, the Conservatory needs to give Marketing or Jill two months in advance notice to be able to create the graphics for this performance.

Conservatory Performance Artwork

THEATRE

Jill Carlson, jcarlson@vcs.net

Jill handles the creation of all the theatre performance artwork.

VISUAL ART, MUSIC, MEDIA, DANCE

Marketing, vcs.net/helpcentral Under Marketing

Marketing handles the creation of all the visual art, music, media art, and dance performance artwork.

Conservatory Performance Programs

ALL ART PROGRAMS
(Except what is outlined to the right)

Jill Carlson, jcarlson@vcs.net

Jill puts together all the programs, using the created artwork assets, for the conservatory except the one's outlined to the right.

**FESTIVAL OF THE ARTS (FOTA)
CHRISTMAS AT THE CA**

Marketing,
vcs.net/helpcentral

Marketing handles the program creation for the above performances.

**PRIVATE TEACHER/
CLASS RECITALS**

Teachers
design their own recital programs.

Print Products: *Marketing prints all the final graphics and handles website page creation needs.*

DELIVERABLES FOR PERFORMANCES

Below lists out all of the deliverables requested for each performance type.
Festival of the Arts and Christmas at the CA is a different process and will require a meeting to discuss

PERFORMANCE DELIVERABLES

All performances for theatre, dance, music, media, and visual art receive the same deliverables. Additional deliverable requests are outlined on the right under the specific discipline.

1. **1080x1080 Social Media Square Graphic**
2. **1080x1080 Newsletter Square Graphic**
This is the graphic to go in emails to promote the performance.
3. **534x400 Rectangle Graphic - For Box Office Website**
4. **3840x2160 JumboTron Size**
Save as jpg and send to Melissa and Meg/Maegan in Marketing will handle getting up on board on football field
5. **1920x 500 Moodle Graphic - For Learn.vcs.net**
Conservatory Admin will need to give this file to Jeremy Cunningham, jcunningham@vcs.net to put on learn.vcs.net. Make sure to let him know a install and take down time in the email.
6. **2qty | Posters 24x36 Mounted to Foamcore**
These posters are hung up on the ceiling of the Student Learning Center in the Conservatory as well as the 4th floor (bottom floor) of the Conservatory Building. Conservatory will need to put in an operations request to schedule these posters get installed.
Email VCS Operations at operations@vcs.net.
7. **2qty | Rolled Poster 24x36 - Put Inside Metal Frames Around Campus**
(mainly the HS Hallway) Conservatory will install these posters.
8. **12qty | 11x17 Fliers**
Conservatory is responsible for placing these posters on the campus bulletin boards or whatever campus location they desire.
9. **100qty | 8.5x5.5 Fliers**
Conservatory is responsible for placing these fliers at the office desks or whatever campus locations they desire.
10. **4qty | 22x28 A-Frame Posters**
These are to put into 2 A-Frames to display outside the event venue to direct people to the event.
11. **2qty | Poster 24x36 Mounted to Foamcore with QR Code to Program**
These posters are to be put on easels in front of the doors to enter the event venue for guests to scan to obtain a digital program.
12. **300qty | Performance Programs**
Printed programs are passed out at the performance to guests.

THEATRE

In addition to everything on the left...

- **600qty | Programs**
Instead of 300 programs we print 600 programs for theatre due to the multiple shows dates.
- 13. **1qty | Softball Fence Banner (96 x 42 inches)**
Marketing will create a softball banner file to promote the event and ticket sales. Conservatory Admin is responsible to send this file over to the performance leads to have them order the printed banner through Fast Signs out of their budget.
[Fast Signs - Click Here for the website to order.](#)
Once the sign is delivered, the performance leads will need to put in an operations request and indicate the location of banner, install date and tear down date in the email request.
Email VCS Operations at operations@vcs.net.
- 14. **Performance T-shirt**
At times marketing will design a show t-shirt for theatre based on the artwork created for the performance. Marketing works usually directly with theatre to determine the assets needed for the shirt. Performance leads are responsible for getting the t-shirt files to their print vendor to print, pay, and produce the tshirt.

DANCE

In addition to everything on the left...

- **1qty | Softball Fence Banner (96 x 42 inches)**
Marketing will create a softball fence banner to promote the event and ticket sales. Conservatory Admin is responsible to send this file over to the performance leads to have them order the printed banner through Fast Signs out of their budget.
[Fast Signs - Click Here for the website to order.](#)
Once the sign is delivered, the performance leads will need to put in an operations request and indicate the location of banner, install date and tear down date in the email request.
Email VCS Operations at operations@vcs.net.
- **Performance T-shirt**
Marketing always designs a show t-shirt for dance based on the artwork created for the performance. Marketing works directly with dance to determine the assets needed for the shirt. Performance leads are responsible for getting the t-shirt files to their print vendor to print, pay, and produce the tshirt.

GOOGLE DRIVE LINK

Used to Access Graphics
Conservatory can share with
performance leads

DELIVERY PROCESS FOR JILL, MARKETING, AND CONSERVATORY TO PERFORMANCE LEADS

Below outlines the steps Jill, Marketing, and Conservatory need to take to make sure the artwork is delivered to the performance leads.

1

CREATION OF ARTWORK

Marketing or Jill creates the artwork. Once the artwork is approved by Conservatory Jill/Marketing share the assets with each other via dropbox.

2

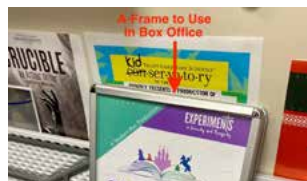
DELIVERABLES CREATED

Marketing designs the deliverables and prints them out. **NOTE:** The program is delivered later and will need to be proofed by Conservatory and performance leads before Jill gives to Marketing to print. Once it is in Marketings hands, marketing will make any further edits not Jill.

3

DELIVERABLES DELIVERED

Marketing then delivers the deliverables to conservatory. Marketing will send an email to Conservatory to inform them of the **print** delivery as well as include the **digital assets** in that email such as the newsletter, social media, box office, and moodle graphics...etc. Marketing will place the digital files in the [shared google drive](#) for Conservatory to share with anyone who needs the graphic such as the performance leads and invite them to the google drive.



4

CONSERVATORY INFORMS PERFORMANCE LEAD OF PRINTED ASSETS LOCATION & PASSES ON DIGITAL FILES

Conservatory then passes along the information to the performance lead that their promotional pieces are printed and tells them to pick up their prints for the performance lead to distribute around campus. The Conservatory Admin will need to pass along the softball banner file to the performance leads and the leads need to put in the print order as well as put in the operations request stating the location of banner, install date and the tear down date, operations@vcs.net.

5

DAY OF THE PERFORMANCE PROMOTION

Performance leads, performance lead assistants, or conservatory admins are responsible to set-out the A-Frames to point guests to the location of the show as well as the easels with the QR code posters of the digital program at the venue doors. See photos below for reference and pg. 5.

A-Frames Go Near Venue



Easels & Poster Go Near Venue Doors



IMPORTANT NOTE!!!! Once a show is done the conservatory needs to make sure that the easels and the A-Frames are returned to the **Box Office Room**.

LOCATIONS/PURCHASE INFO OF SIGNAGE ASSETS

Below outlines the signage locations as well as the purchase info if the Conservatory needs to replace any assets due to general wear and tear.

22x28 qty 2 | A-Frames Go Near Venue



[Click Here to Purchase A-Frames](#)

Easels & Poster qty 2 | Go Near Venue Doors



[Click Here to Purchase Easels](#)

ADDITIONAL SIGNAGE NEEDS

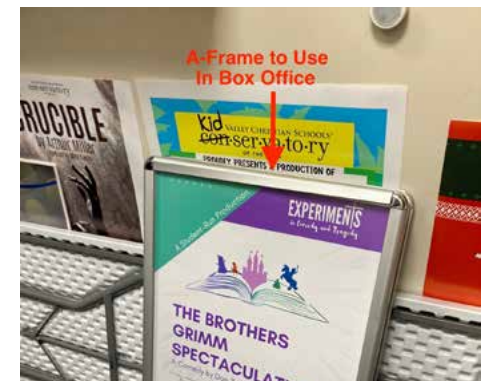
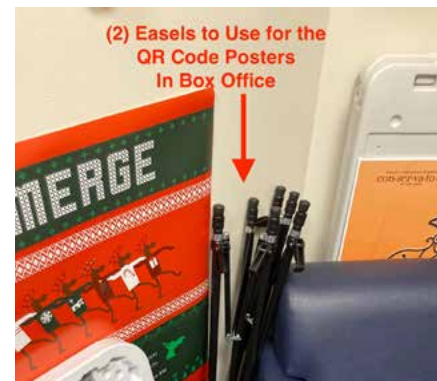
If the Conservatory needs 24x36 sized directional A-Frames frames for a larger event or more easels then just two, they will need to request these frames from operations. **Email operations at, operations@vcs.net.**



SIGNAGE ASSET LOCATIONS

The 2 easels and the 2 A-Frames 22x28 should always be found in the Box Office Room in the HS Office Hallway if a show is not in session.

IMPORTANT NOTE!!!! Once a show is done the conservatory needs to make sure that the easels and the A-Frames are returned to the **Box Office Room.**



WEBSITE CALENDAR/NEWS POST TRAINING/DETAILS

Conservatory is responsible for putting all their performances and news posts on the website. Below outlines the recommended time frame and instructions.

CALENDAR

As soon as the [Affirming the Arts Calendar](#) is created the Conservatory can go ahead and add all the performances to the calendar.

It is recommended to do this all in July/August before school starts.

The image shows a calendar for January 2023. The days of the week are listed at the top: SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY, SATURDAY. The calendar grid shows dates from 1 to 28. Key events include: 'No School - Christmas Break' on Jan 1; 'No School - In-service Day' on Jan 2; 'HS A Day' and 'JH A Day' on Jan 3-5; 'HS B Day' and 'JH B Day' on Jan 4-6; 'HS A Day' and 'JH A Day' on Jan 8-10; 'HS B Day' and 'JH B Day' on Jan 9-11; 'HS A Day' and 'JH A Day' on Jan 12-14; 'HS B Day' and 'JH B Day' on Jan 13-15; 'No School - MLK Day' on Jan 16; 'HS A Day' and 'JH A Day' on Jan 17-19; 'HS B Day' and 'JH B Day' on Jan 18-20; 'WCE Dance Team Competition' on Jan 21; 'HS A Day' and 'JH A Day' on Jan 22-24; 'HS B Day' and 'JH B Day' on Jan 23-25; 'HS A Day' and 'JH A Day' on Jan 26-28; 'HS B Day' and 'JH B Day' on Jan 27-28. A sidebar on the right lists 'Chapel Schedule' and 'School Resumes'.

[Click Here to Access Calendar Instructions](#)

[Click Here to Watch Video](#)

NEWS POSTS

It is recommended to publish the news posts about 1-2 weeks before a performance. Conservatory can go ahead and draft up all posts once they get the Affirming the Arts Calendar in July/August and then just change the details as they go throughout the school year and publish.

Valley News & Events



2022 Alumni Recap

2022 was an incredible year, here is a short recap of what we got to be a part of this year as an Association.

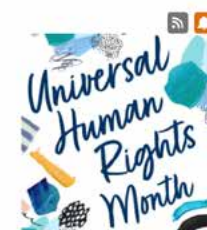
[Read More](#)



The Aristocats, Kids

Purchase tickets at boxoffice.vcs.net.

[Read More](#)



Universal Human Rights Month

December is Universal Human Rights Month. VCS invites you and your families to celebrate that we have been created in God's image (Genesis 1:27) and

[Click Here to Access News Post Instructions](#)

[Click Here to Watch Video](#)



CONTACT MARKETING

vcs.net/helpcentral Under Marketing
[Submit a Request](#)