

OREGON CENTER FOR THE ARTS & SOU PERFORMING ARTS

TYPES OF PROJECTS CREATED

- Logo/Wordmark/Identifier/Monogram Designs
- Visual Identity/Branding
- Graphic Identity Kit (Business Cards, Envelopes)
- Recruitment Materials: Brochures, Mailers, Folders
- Notecards, Envelopes
- Website Design & Development

ADDITIONAL DETAILS

Contact: David Humphrey, Director | **Client:** 2011–2013 | **Website:** oca.sou.edu*

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*Note: The OCA website we developed was later absorbed into the overall SOU website and is no longer available in its original form. You can view the archived site at the Wayback Machine (web.archive.org/web/20150330184618/https://oca.sou.edu/), but the formatting is mangled due to missing code. The Academic Programs page appears to have fewer display programs so may be a slightly better representation (web.archive.org/web/20150515122805/http://oca.sou.edu/academic-programs/).

Description: Our first assignment for the Oregon Center for the Arts (OCA) and Performing Arts program involved creating recruitment materials for both the OCA and Performing Arts with an emphasis on the Music program. The goal was to maintain unity with SOU by retaining the black-and-red color palette, and we were required to incorporate the SOU logo into OCA logo/wordmark variations. They also wanted artistic identifiers for Music, Art, and Theatre that had the same look, which was accomplished through manipulation of an avant garde typeface. Simultaneously, they wished to set themselves apart with a clean, contemporary, fresh look that would attract potential students.

To achieve this goal, we selected a neogrotesque geometric sans serif typeface for the primary font and typeset large red headings and gigantic, light-gray letterforms as dropcaps against a clean white background. We paired this with a unique image shape (circle with a square corner). We also used a square shape for the Music Brochure and thumbnail images at the website, further solidifying the geometric aesthetic. The introduction of blue and yellow accents captured the Mondrianesque, modern art feel they were seeking while still maintaining connection with SOU through the primary colors of red and black. All of these identifying characteristics were reflected in the publications, graphic identity kit, and website we developed for the Oregon Center for the Arts.

Adding yet another layer of unification, we used a linguistic pattern to create an action-oriented narrative that kept people moving through the pages, whether they be print or digital. We came up with a series of powerful verbs for each section of the Music Brochure: **create, connect, listen, feel, jam, soar, be, do**. This same approach was used at the OCA website for total coherence of visual and linguistic styles. In addition to using verbs for page headings, we also integrated them into huge letterforms overlaying jaw-dropping photographs and a contextually changing full-page slider reflecting images relevant to the respective top-level page's subcategories. This immersive experience in gigantic letterforms and imagery had an emotional impact on visitors and even garnered envious praise from Music programs at competing institutions.

Comments by David Humphrey:

- "Melissa you did an extraordinary amount of work on this project in short time, and we are very appreciative. I believe that the materials will do much in assisting us in our recruiting efforts, and that was the point of the project. Thank you for the good work that you did."
- "We are so pleased with the website that you have created for OCA/Music. It is stunning and it reflects the creative energy found here at SOU and the arts... I believe we have an outstanding product and we are most grateful to you for creating it. This is something we can be proud of and it will definitely have a positive effect on recruitment and obtaining visibility for the new Oregon Center for the Arts @ SOU."
- "It does look fantastic... I really do like the design. It clean, vivid, contemporary, informative, and great marketing."
- "It's been a wonderful journey. Great work."

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SO Southern OREGON
U UNIVERSITY
1250 SISKIYOU BOULEVARD
ASHLAND, OR 97520

do.



MUSIC

541.552.6102 | sou.edu/music

create.
connect.
listen.
feel.
jam.
soar.
be.



MUSIC SOUTHERN OREGON UNIVERSITY

Music Recruitment Brochure: Back and Front Covers (spreads follow)



create.

be brave. This your moment to find your deepest **passion**—and dive in, headlong. At SOU, you will be **inspired** to chart your own musical journey. We want you to fully **express** your creative self. Float into the scary **what if** and discover your **voice**. Seize the day.



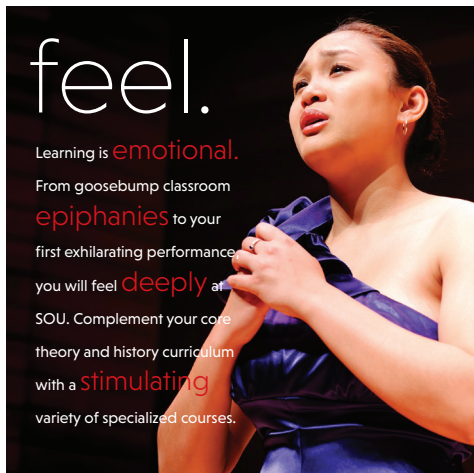
connect.

With **small** class sizes and direct access to your instructors, you will develop lifelong mentoring **relationships** and **collaborate** on creative endeavors with faculty and fellow students. SOU music majors **enjoy** a low faculty-to-student ratio and receive **personal** attention.



listen.

Our visiting artists program attracts **internationally** renowned performers from around the world. **Electrifying** concerts take place in SOU's acclaimed Music Recital Hall.



feel.

Learning is **emotional**. From goosebump classroom **epiphanies** to your first exhilarating performance you will feel **deeply** at SOU. Complement your core theory and history curriculum with a **stimulating** variety of specialized courses.



Jazz Ensemble, Siskiyow Saxophone Orchestra, Percussion Ensemble, Wind Ensemble, Raider Band, Men's Glee Club, Women's Chorus, Concert Choir—SOU boasts more **opportunities** to jam than you can imagine.

jam.



accreditation national association of schools of music (NASM)
bachelor's in music with optional emphases in music business, music instruction, and music performance
master's in music: performance

soar.

sou.edu/music/scholarship

SOU offers **robust** financial support, from endowed and sponsored **scholarships** to need-based **aid** to work-study. Graduate teaching assistantships pay **full tuition** plus a stipend.



chamber music concert scholars

Each year, a handful of extraordinary new music majors is selected to receive the Chamber Music Concerts (CMC) Scholarship. This **4-year** scholarship requires winners to perform at the highest level while retaining excellent academic standing. Scholarship winners **perform** at SOU, throughout Oregon and the US, and internationally.



be.

SOU music majors know how to get to **Carnegie Hall**. They've performed there—multiple times. They are repeatedly **invited** to present at the most **prestigious** conferences in their field. Students cross the **globe** to attend our program. Shall you **join** them?



As an SOU music major, you **practice** what we teach. Our alumni gain entry into the world's most **competitive** graduate programs and successful careers because they not only understand the fundamentals—they **do**. **live** them. SOU music graduates don't just **dream**; they **become**.



frolic.

Smithsonian, Sierra Magazine, Outside Magazine, Trail Runner, and CNN Money all agree: Ashland is one of the **best** places in America to live, study, work, and **play**. Whether you're into **rafting**, kayaking, skiing, snowboarding, cycling, hiking, mountaineering, ziplining, bungee jumping, rock climbing, fishing, or even spelunking, the Rogue Valley's **got it all**.



Southern Oregon's **world-class** arts and cultural offerings draw half a million tourists a year. Take in the show or maybe even **participate** as an intern or performer thanks to SOU's strategic partnerships with the **biggest** players, including Oregon Shakespeare Festival, Britt Festivals, and Chamber Music Concerts. SOU's **thriving** arts programs offer even more chances to engage in the **creative** life. We encourage you to **explore**.



savor.



10whys.

1. Alumni enjoy 95% job placement.
2. Our students pursue graduate studies at schools such as Stanford, USC, UofO, OSU, and NYU.
3. 120+ concerts a year.
4. 90% of music faculty perform nationally and internationally.
5. Our students are invited to perform across the US and abroad.
6. Campus jobs are available to 95% of students.
7. We have an awesome new housing complex and dining facilities.
8. Courses are offered in all of the arts, including emerging media & digital arts, TV, and film.
9. Sierra named SOU one of the top "Cool Schools" in America.
10. Specialized training is tailored to student needs and interests.



Music Recruitment Brochure: Last Spread



sou.edu/performingarts
1250 SISKIYOU BOULEVARD | ASHLAND, OR 97520
541.552.6102 THEATRE 541.552.6346



create.
connect.
listen.
feel.
jam.
soar.
be.



OCA Recruitment Materials Folder



OCA Notecard Envelope

sou.edu/performingarts
1250 SISKIYOU BOULEVARD | ASHLAND, OR 97520



OCA Notecard

SO Southern OREGON UNIVERSITY
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ASHLAND, OR 97520

sou.edu/music
MUSIC

Music Catalog Envelope



MUSIC SOUTHERN OREGON UNIVERSITY



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Music Business Card Template



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CENTER FOR THE ARTS

 OREGON CENTER FOR THE ARTS AT **Southern** OREGON UNIVERSITY

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MUSIC

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MUSIC

THEATRE

THEATRE SOUTHERN OREGON UNIVERSITY

ARTS

ARTS SOUTHERN OREGON UNIVERSITY

