Dear Richard and Allison,

Thank you for inviting me to participate in this project with you. As a mentor and teacher, I am especially fond of organizations that enrich the lives of children. It would be a great honor to work with you and your schools.

My design practice focuses on non-profits and local businesses, organizations that are embedded in their communities, changing lives for the better. They have wonderful potential for growth, yet these organizations seem to be the most neglected, in terms of graphic design. Perhaps design seems prohibitively expensive, but in the end, good design is a good investment. It’s one that enables companies like yours to realize their potential and fulfill their goals.

By running my operation as a one-man show (with the occasional special guest), I can do more with the available budget. As you can see in my portfolio, my design work reflects the level of dedication I have to clients that promote the greater good. I’m interested in delivering the best work possible, and I’ve learned that, despite my best intentions, unpaid work simply won’t be my best work. While the original idea was to trade design work for music classes, I think we can agree that standard payment is a better initial approach. That said, I would like to meet with you to discuss my fees, the potential for barter, and a discount I offer to non-profit clients.

The following pages are a first draft of my Creative Brief. This is intended to demonstrate my understanding of your business and its needs and goals. The more I know and understand what you’re all about, the better I can present your core ideas in a visual form. This document will help stimulate the dialogue needed to get us off on the right foot.

In addition to what we originally discussed, I’ve proposed several extra elements to this project. Like everything else here, these are suggestions, not contract terms. I am more than happy to discuss and reconfigure the options to best suit your needs.

Please feel free to call or email me at your convenience. I would like to sit down over coffee and discuss the project with you both. I welcome your thoughts, concerns, and ideas as we begin our work together.

Thanks!

Paul Halupka
Lead Designer / Project Manager
Creative Brief:  
Academy of Music & Dance

Project Overview

The Academy of Music and Dance is seeking a new logo adaptation because of the community’s response to their current logo.

This primary goal is absolutely attainable. However, I see this initial project as involving more than a logo. It’s an opportunity to address the school’s over-arching goals by considering a more holistic brand approach.

A fantastic opportunity presents itself in Music House, a sister program to the Academy of Music and Dance, as it celebrates its 60th anniversary in 2011. While these two schools are separate entities, they are clearly collaborative. It makes sense to consider rebranding them as a pair: either as sister programs, or as more of a parent-child relationship, i.e.:

“Music House & The Academy of Music and Dance present The Nutcracker.”

vs.

“The Nutcracker, presented by The Academy of Music and Dance at Music House.”

Rebranding begins with evaluation of the needs of both programs. In this way, we can use design solutions as a considered, long-term approach to meeting the goals of the school. A successful brand addresses both the needs of the client and their audience, demonstrating the quintessential and most successful properties of an organization in an honest and transparent way.
About the Client

Music House Inc. - An Established Presence
This institution has been operating for about 60 years, and has been in the care of the Trumbo family since the mid-80s. The current logo has been used since the mid-90s. Instruction is about 90% music.

Academy of Music and Dance - The New School
The program is a relatively new launch (6 months old), and exists in the same building as Music House, just next door. The programming here focuses on mostly dance classes, but also includes drama and other performing arts/fine arts. The school is a non-profit organization.

Primary Goals
- Redesign the Academy of Music and Dance logo.
- Reach more students.
- Improve reviews, increase number of reviews (Yelp, Google Places, etc.)

Secondary Goals
- Address needs for business cards and stationery suite.
- Address needs for website.
- Reconsider display signs on business exterior.
- Increase visibility and presence in West Ridge.
- Develop schools’ reputation throughout Chicago.
About the Audience

A Young Student Population
Music House and The Academy of Music and Dance reach students at an average of six years old. Many of these youth are first-generation Americans. Because of Music House's in-school programs and outreach, students come from neighborhoods all over Chicago. Materials are passed from the students to parents, who then handle enrollment. Enrollment is also encouraged through Free Saturday Classes.

A Diverse Community and Neighborhood
The schools are nestled in the West Ridge neighborhood. From Wikipedia:

“West Ridge is one of 77 Chicago community areas. It is a middle class neighborhood located on the far North Side of the City of Chicago, bordered on the north by Howard Street, on the east by Ridge Boulevard, Western Avenue, and Ravenswood Avenue, the south by Bryn Mawr Avenue and Peterson Avenue, and on the west by Kedzie Avenue and the North Shore channel of the Chicago River.

Today West Ridge is one of Chicago's better off communities, filled with thriving multi-ethnic culture lining Devon Avenue, historic mansions lining Ridge and Lunt Avenues, cultural institutions such as St. Scholastica Academy and one of the highest per capita incomes on the North Side of Chicago. It is represented in City Council by Alderman Bernard Stone.

It is home to the Midwest's largest Hasidic community, as well as other Jewish, Irish American, German-American, Indian, Pakistani, Bangladeshi, Assyrian, Russian, and Korean immigrant communities.”

On Hasidic Judaism and Modesty
Since the rejection of the Academy of Music and Dance’s logo centers on the needs of a more conservative population, it makes sense to consider this cultural context, moving forward:

“Bekishe or rekelech (men’s robes) serve as a sign of modesty and cover almost the entire body.

The majority of Hasidic women, being Haredi, will wear clothing adhering to the principles of modest dress in Jewish law. This includes long, conservative skirts and sleeves past the elbow. In keeping with Jewish law, married women will cover their hair using either a sheitel (wig) or a tichel (scarf) which is often used to cover a shpitzel. In some groups, such as Satmar, women cut their hair short and wear a wig or tichel.”
Approaching the Project

We have a unique opportunity to present Music House and the Academy of Music and Dance to the public in a new and exciting way. Here’s how I’d recommend approaching this.

**Phase 1: Research and Understanding**
Develop a thorough understanding of the music programs and their needs.
Who are you serving? Who would you like to be serving?
How are these audiences being reached? How can you improve your outreach?
Who are your competitors, how do you compare? What are they doing right and wrong?
What are your over-arching goals? i.e., growth, expansion, neighborhood awareness?

**Phase 2: Redesign of Logos and Brand**
Design of a logo is best when supported by a stationery suite: the business card, letterhead, and envelope kit. This lends itself to the development of a brand, an average of all points of contact between your school and your audience. The goal for a brand is to deliver to your audience a presence associated with your program’s identity.

A logo says so many things to people, and it has only a split-second to connect. This connection with your audience is extended into your print materials (brochures, flyers, etc.) and on the internet (website and social media presence). We can work together to establish a sense of consistency that parallels the presence of your brand, building a powerful connection between the quality of your branding and the quality of your services. Your audience knows and appreciates this experience, even if they don’t realize it.

**Phase 3: Website & Brand Extension**
From the central branding pieces, we will expand to the website. This included addressing your needs and redesigning as needed. We can discuss social media as well, if you feel like your audience can be reached in this way.

**Phase 4: Campaign Launch**
Once the internal part of the brand has been addressed, we can begin to present the new materials to the public. This will center around community presence and advertising of the 60th Anniversary Celebration, which will establish the schools as a keystone of the community and great place for learning about the performing arts. I would go so far as to suggest that you coordinate this launch with a school performance, bringing the community together while unfolding your exciting new presentation.
Competitors

*These competing programs deserve a good, hard look at where they are succeeding, where they are falling short, and where you fit in this equation.*

**Old Town School of Folk Music**
http://oldtownschool.org/

OTSFM has a well-developed brand presence, a community rapport, two large locations in Lincoln Park and Lincoln Square, and loyal clientele. They teach music in many forms and to all age groups, including small children. Advertising happens in print media as well as on the El.

**Performing Arts Ltd.**
http://www.performingartslimited.com/

This school offers programming in dance, music, theatre and fitness. They have a strong presence in West Rogers Park, according to the alderman there. They offer classes to all ages. The website isn't bad, but isn't great. However it can be quickly translated to Spanish or Russian, which is a nice feature for a diverse audience.

**Space (Dance School)**
http://www.southportarts.com/

As a program of the Southport Performing Arts Conservatory, SPACE presents itself as a very reputable set of programs. The website is highly functional and works nicely as a catalog for the classes offered. They seem to have nice facilities.

**Merit School of Music**
http://www.meritmusic.org/

The Merit School seems to have a strong presence downtown with a large facility and a reputable library, offering classes offsite to 71 schools and community centers. They have a good web presence, and have recruited Yo-Yo Ma and other prominent musicians onto their National Advisory Board. *(How does that work?)*
Project Scope & Costs

**Brand/Logo Elements: Academy of Music and Dance**
- Logo Design, Business Cards, and Building Sign
  (Estimated at 25 hours.)
  $1625

**Brand/Logo Elements: Music House**
- Logo Design, Business Cards, and Building Sign for Music House
  (Estimated at 25 hours.)
  $1625

**Web Design Elements**
- Website redesign for both schools as one site.
  (Estimated at 50 hours.)
  $3250
- Website programming, development, and maintenance.
  (Third-party)
  $5000

**Brand Launch/Anniversary Campaign**
- Design services and project consulting for 60th Anniversary Launch Event.
  (Estimated at 20 hours.)
  $1300
- Event Public Relations and Marketing consulting.
  (Third-party)
  $2000

**ha-lup-ka’s Design Fees:**
- 20% Non-profit Discount: -$1560
- Barter Value: -$500
- New Total: $5740

**Total Third-Party Fees:** $7000

**Printing Budget:** $2000

**Total Estimated Project Cost:** $14,740

This estimate includes time for research, exploration and revisions, as well as production time and file preparation. Actual hours may flex depending on the needs of the project.