

# Showcase Position Descriptions

## **Visual Identity**

Design & execution of all visual assets for advertising, branding, mailing, etc. This design should be cohesive and eye-catching.

## **Program**

Design and compilation of materials for the program. Responsible for all printing for this program. Must have cohesive design.

## **Mailing**

Development & update of mailing list and contacts. Also responsible for printing and mailing the invitations.

## **Outreach and Publicity**

Online, print, TV, radio etc publicity. Responsible for creation of all assets outside of visual identity. Responsible for printing of publicity materials. Innovative ways of reaching people both on and off campus. Getting people excited for the event.

## **Setup/Rehearsal/Food**

Responsible for the installation, design and setup of the event, including refreshments, ushering, management of underclassmen for event resources. Present to support rehearsal.

## **MC**

Writing and performance of script for event.

## **Floating Position**

Responsibilities vary, but may be acquired by other teams to assist with various duties

## **Video Production & Projection**

compilation of video program including aspect ratio and encoding guidelines for underclassmen, opening titles and senior work. Testing projection system and ensuring quality production.

## **Communications Director**

Responsible for communication between teams leading up to the event

## **Stage Manager**

Runs the dress rehearsal and the event itself, responsible for communication between event management teams.

## **Gallery promotion and setup**

Responsible for setup, promotion and events surrounding gallery exhibition. May coordinate with Visual Identity team and communications director if desired.

