IMPACT48 EVENT OVERVIEW AND CREATIVE VOLUNTEER REQUIREMENTS

Impact48 Overview

Design plays a huge role in how we view business and society. It fosters cultural understanding, engages social awareness, improves the human experience, and elevates the value of your business.

On May 17 - 18th, some of the most talented creatives from Metro Detroit will donate 48 hours of their time to make a big impact for one local non-profit.

Impact48 is hosted over two days, where creatives work together as a team. Designers will utilize the best of design thinking in order to create a new, exciting brand identity system for one non-profit in need. After the two days of creative brainstorming and collaboration, the non-profit organization will come away with a brand identity package, social networking graphics and more.

To get more information, please visit our website: www.detroit.aiga.org/impact48

Creative Requirements

If you're a creative who wants to give back, we would love you to join our Impact48 team. We are looking for creative/art directors, graphic designers, illustrators, copywriters and interactive experts to collaborate with us for one weekend. Donate 48 hours of your time to create something truly special. Your talents will help elevate an existing non-profit organization's goals in helping out the community within Metro Detroit.

CREATIVE VOLUNTEER APPLICATION

Name

Address

City/State/Zip

Employer   **Position Title**

Portfolio Web Address (if applicable)

Email Address   **Phone**

1. **Design Experience:** Describe your experience as a creative. Please include school, volunteer and/or work-realted positions held, plus milestones, awards, and other accolades.

2. **Project Interest:** Describe why you want to participate in the Impact48 project.

3. **Project Expectations:** Describe your expectations if your are chosen to participate in the Impact48 project.

4. **Project Time Commitment:** While the event is not a full 48 hours, it is a 22.5 hour commitment. Can you commit fully to the following event times amounting to a total of 22.5 hours?
   Saturday – 9:00 AM to 9:00 PM (12 hours)
   Sunday – 9:00 AM to 6:30 PM (10.5 hours)

5. **Design Samples:** Please attach 5-7 samples of work as hard copies, as a PDF or as link to your portfolio website.