

# QuarkXPress supports synergy between The Art Institutes and nonprofit organizations

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The Art Institutes schools promote nonprofit organizations across the United States. Students at The Art Institutes periodically create and design projects — such as annual reports, posters, brochures, and full-blown marketing campaigns — for nonprofit organizations with QuarkXPress®, the design and layout software used by professionals around the globe. The symbiotic relationship between The Art Institutes schools and nonprofit organizations provides students with the real-world experience they need to land jobs after graduation and furnishes nonprofit organizations with collateral to promote their causes without incurring huge expenses.

## Engaged in their communities

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) consists of 32 educational institutions located throughout North America. A commitment to service and to the community is an important element of The Art Institutes' instructional philosophy. The Art Institutes estimates that more than 5,000 students will donate a quarter of a million hours to hundreds of charitable and nonprofit organizations in North America this year alone.

## Students design award-winning annual reports

Students at The Art Institute of Charlotte®, North Carolina, create annual reports, newsletters, invitation and reply cards, and brochures for many nonprofit organizations. Just recently, they completed projects for such organizations as Community in Schools®, Crisis Assistance Ministries, and Children's Lost Centers. According to Carole Drummond-Johnson, academic department director of graphic design, students complete their most successful projects in a class called "Special Topics."

"In this class, students are given the task of completing a community service project for one of the local nonprofit organizations," said Drummond-Johnson. "We don't charge for these services. Many professional graphic designers do

pro bono work once a year, so this helps students get used to doing these types of projects and gets them involved in their community. Working with nonprofits is great for the school because it gets our name out there, and there are so many volunteers that see the work of our students. We have done so many of these kinds of projects that word has really gotten out among all of the nonprofit groups."

"Students get to work on a real job that's a printed, bound piece that is a great addition to their portfolio," she said. "Students get a taste of what it's like to work with a client and how to incorporate client feedback into the finished piece."

Over the past four years, The Art Institute of Charlotte has worked with Community in Schools, an organization that helps students stay in school, learn successfully, and prepare for life by connecting schools with community resources. The Art Institute of Charlotte has produced several 28-page annual reports for Community in Schools and won an Image Award from United Way® for the student-designed year-end annual report, The Faces of CIS, for 2002–2003. Their 2003–2004 report, Building Blocks to Success, was nominated for the same award.



"These pieces were designed completely in QuarkXPress, except where extensive photo manipulation was required," said Drummond-Johnson. "All of the community service annual reports were multi-page documents and were set up using the spread format. Our students use QuarkXPress because it is the best product for compiling multi-page documents of this type."

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## Many worthy causes, many worthy uses

"Our programs involving QuarkXPress are the cement used to form the concrete relationships between us and the nonprofit organizations," said Melinda Lester, associate dean of academic affairs at The Art Institute of California®, Orange County. The Art Institute of California, Orange County, works closely with the Community Arts Resource Exchange (CARE) program, which has nonprofit relationships across southern California.

"Most nonprofits are running with limited budgets and often need assistance with marketing and design. Our students need projects to put in their portfolios," said Lester. "This creates a really nice partnership and is a win-win for all of us."

Each quarter, students use QuarkXPress to complete projects for nonprofit organizations that range from media packets or event invitations to brochures, posters, or Web site design for groups such as Ability Awareness, CSP Victim Assistance Programs, and California Dollars for Scholars.

Graphic design students use QuarkXPress to design numerous projects, including a newsletter mailed to hundreds of local volunteers of the Orange County Make-A-Wish® Foundation and to create an entire marketing campaign for United Cerebral Palsy® of Orange County. Other projects include brochures used by Mercy Airlift during

humanitarian aid and disaster relief missions and informational posters that domestic-violence victims who reside in Laura's House®, a shelter in Orange County, see every day.

"If you attend a performance of the nationally acclaimed All-American Boys Chorus, you will be given a handbill designed by our students in QuarkXPress," said Lester. "Our students also used QuarkXPress to design the thank-you postcard and donor newsletter that is sent to contributors to Soka University of America."

## The 'workhorse' of graphic design

At The Art Institute of Fort Lauderdale, Florida, students in the design honors class complete a project for nonprofits every quarter.

"We love working with the community, and a good deal of the time that means pro bono," said Christine David, department chair for graphic design and advertising. "We need to work fast and efficiently. QuarkXPress allows us to do that. QuarkXPress is the workhorse of graphic design. We use QuarkXPress to create many projects and Web sites, all for the greater good."

"Because we design so much using QuarkXPress, we can take many of the projects — such as a postcard — convert it to HTML quickly and send that out as an e-mail [message]," said David. "In some instances, we create HTML pages from QuarkXPress and put them right up on a Web site."

## Why QuarkXPress?

The Art Institutes locations all cite one primary reason for teaching students to use QuarkXPress: Learning the software prepares them for real-life work environments and helps them land a job after graduation.

"We teach our students QuarkXPress and require students to use it in various classes because it prepares them for working in our industry (graphic design)," said Drummond-Johnson, adding that The Art Institute of Charlotte teaches QuarkXPress extensively

in the graphic design program, introducing it to students early and using it throughout subsequent courses.

"Once students learn about quick keys and style sheets, they appreciate them," said Drummond-Johnson. "As a long-time user of Quark?, my personal favorite is the picture effects."

"By using QuarkXPress, students are getting the experience they need to go out there and get a job," said David. "Companies need students that are ready to rock and roll the minute they get out of this door." David added that QuarkXPress training starts early in the curriculum at The Art Institute of Fort Lauderdale.

"With QuarkXPress, we maintain a steady, managed workflow and can convert pages to PDF and HTML quickly, which is not easy in other programs," said David. "We can send files to clients quickly while maintaining the integrity of the layout."

"QuarkXPress is great layout software that is also widely used as the design software of choice by the industries for which we are preparing our students for a career," said Crystal Mitchell, assistant academic department director for graphic design at The Art Institute of California, where QuarkXPress is taught in a full range of design classes.

With more than 3 million QuarkXPress users worldwide in every industry, discovering that the software plays such a critical role at The Art Institutes is no surprise.

"QuarkXPress is the standard tool utilized in the industry," said Lester. "Therefore, it is the standard tool utilized at The Art Institute of California, Orange County."

## About The Art Institutes

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) with 32 education institutions located throughout North America, provide an important source of design, media arts, fashion and culinary arts professionals.

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