



“C.A.R.E.” Community Arts Resource Exchange

Program Overview

The Community Arts Resource Exchange “C.A.R.E.” Program at The Art Institute of California – San Francisco provides students with opportunities to apply their talents to projects that support the needs of the community, while at the same time advancing their educational progress and career goals. The school carefully selects community outreach projects that are a good fit with its educational programs and goals. Nonprofit groups, arts organizations and other community groups may apply for project assistance from students, faculty and staff at The Art Institute of California – San Francisco. Areas of assistance may include the following:

- Logo Development
- Public Service Announcements
- Poster Design
- Brochures
- Flyers
- Business Cards
- Postcards
- Other Marketing Collateral Material
- Fashion Show Production
- Illustrations
- Computer Animation Sequences
- Multimedia Projects (e.g., Streaming Audio or Video for Web)
- Web Site Recommendations or Development Assistance
- Other Student Volunteer Projects

Criteria for Selection

- **Educational fit.** Requests must be consistent with our applied arts focus and programs of study. The Academic Director and sponsoring faculty member must approve the project, in consultation with the Director of Public Relations.
- **Feasibility.** The project must fit into our educational calendar. Therefore, proposals must be submitted at least two months in advance of project start. Quarter starts occur in January, April, July and October, and projects should be completed by the end of an 11-week quarter.
- **Learning opportunities.** Students should be given the opportunity to expand their knowledge and skills through the completion of the project.
- **Partnerships with non-profit organizations.** The school prefers to work with non-profit organizations that are focused on the arts or service to the community.
- **Client Responsibilities.** Clients should meet with the students in class and/or at their offices during class hours at onset and approval stages of the projects. Clients must provide all copy for informational materials and supply digital files of text and images as needed. Outside costs, such as supplies and printing, will be paid by client. Proofreading is the sole responsibility of the client.
- **Opportunity for student recognition.** Clients should provide students and The Art Institute of California – San Francisco copies of all printed materials and letters of appreciation whether or not the work is used. As appropriate, all materials designed or created by students must identify students by name and affiliation with The Art Institute of California – San Francisco and include the school logo where possible.
- **Publicity opportunities.** The school welcomes any opportunity to publicize student contributions to the community. The school will retain the right to use the project in its marketing materials and students will retain the right to use the project in their personal portfolios.

Partnerships



Recent “C.A.R.E.” projects include a PSA for Pets Unlimited, SF Fleet Week logo redesign and the San Francisco Food Bank fundraiser/fashion show. At left, please see a photo of signage for a San Francisco City Hall urban container garden, designed and screen printed by Graphic Design students from The Art Institute of California – San Francisco. The project was done in partnership with Mayor Newsom’s Office & the City of San Francisco.

Here are a few other organizations our students have partnered with:

- City of San Francisco
- St. Vincent de Paul
- Engineers Without Borders
- Boys & Girls Club of San Francisco
- San Francisco Food Bank
- SF’s Faithful Fools
- Stop Global Warming
- San Francisco Homeless Connect
- People Organized to Win Employment Rights (POWER)
- Terwilliger Nature Education Legacy (TNEL)
- Neighborhood Parks Council
- Heart of the City Farmer’s Market
- Peninsula Youth Theatre
- San Francisco Green Hotel & Hospitality Initiative
- The Cerebral Palsy Center for the Bay Area
- Community Action Marin (CAM)
- Tibetan Aid
- Alameda Community Emergency Response Team (CERT)
- Fairytale Town
- The Public Press

The National Week of Service



The National Week of Service is a community service initiative that our campus participates in each April. This year, the focus of our volunteer efforts is the Tenderloin Boys & Girls Club. We have planned a week of arts programming and a service & facilities improvement project (repainting & reorganizing the art room) that our students, staff and faculty can work on together.

Last year, volunteers from our campus volunteered at the St. Vincent de Paul Society, giving 150 hours to assist with various projects at San Francisco’s Multi-Service Center, the largest homeless shelter in Northern California. Projects included assisting in the laundry, food services and facilities improvements. During the 2009 National Week of Service, Digital Filmmaking & Video Production students from The Art Institute of California – San Francisco created a short promotional film for the St. Vincent de Paul Society of San Francisco. The Art Institute of California – San Francisco also hosted a blood drive with Blood Centers of the Pacific, a non-profit community blood bank, where staff, faculty and students were able to contribute to the blood supply for patients throughout the Bay Area. We have

scheduled another blood drive for this year as well.