BCEC EVP

Fall 24

Loading...

PORTFOLIO

CONTENT & MARKETING

PR COMMITTEE

MERCHANDISE PLAN

ENHANCING INTEGRATION

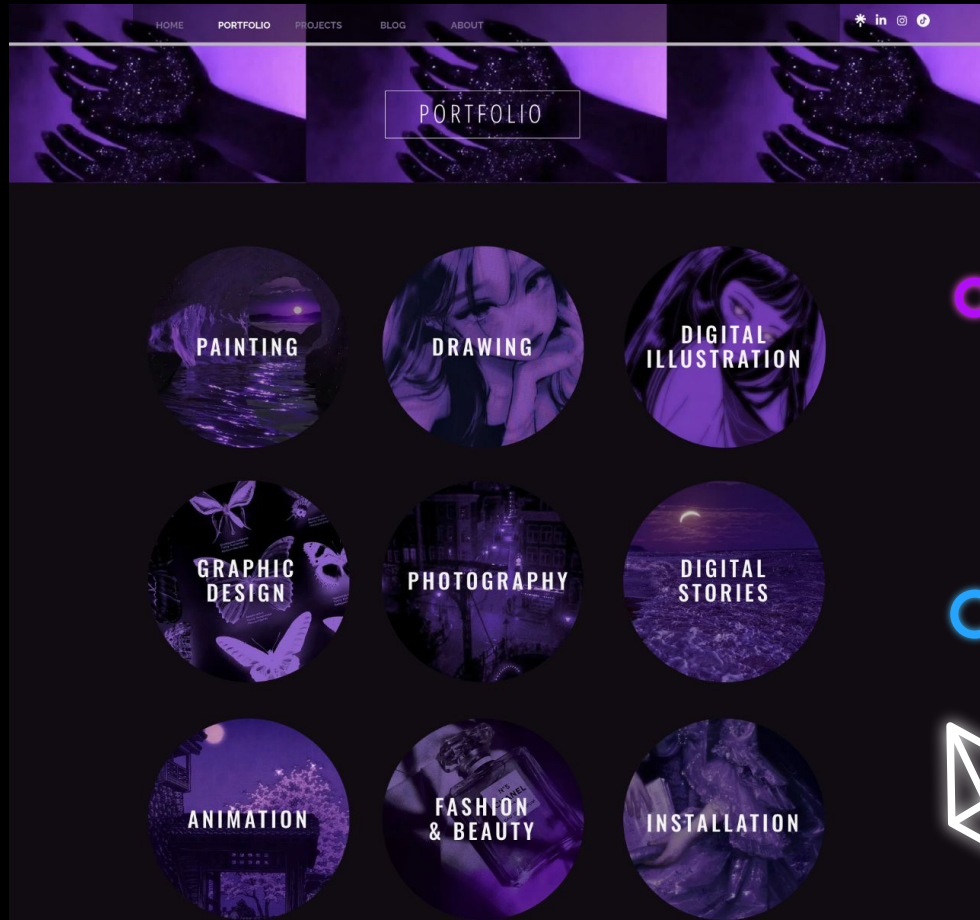# PORTFOLIO

Portfolio Overview

- Emphases: painting, drawing, **digital media**

  photography, videography, animation, digital illustration

- Adobe Ps/Lr/Pr/Id, Blender, DLSR, Figma, Final Cut Pro, Procreate, HJ, etc.

√   Website Management

√   Social Media Management

√   Graphic Design & VFX

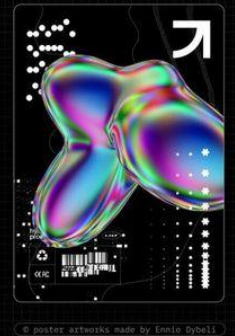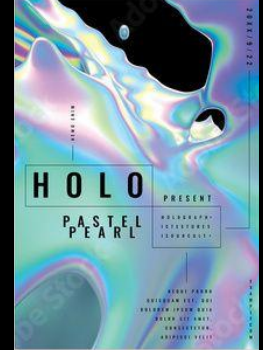🔍 LaineOnline.com/portfolio

CONTENT & MARKETING

Theme Inspo & Mockup

Content & Marketing

Content Additions

Increase marketing to URM groups

1. Digital
   - Inclusive content
   - Targeting efforts toward URM organizations, media outlets, or social media groups

2. Physical
   - Flyering/Tabling at diff locations

Encourage more applicants from URM groups

PR COMMITTEE

Committee Structure

Member Expectations

1. Attend weekly 1-hr meetings + complete assigned tasks

2. Design/Photo experience helpful but not mandatory!

3. Mostly looking for people with good ideas who are excited about PR!
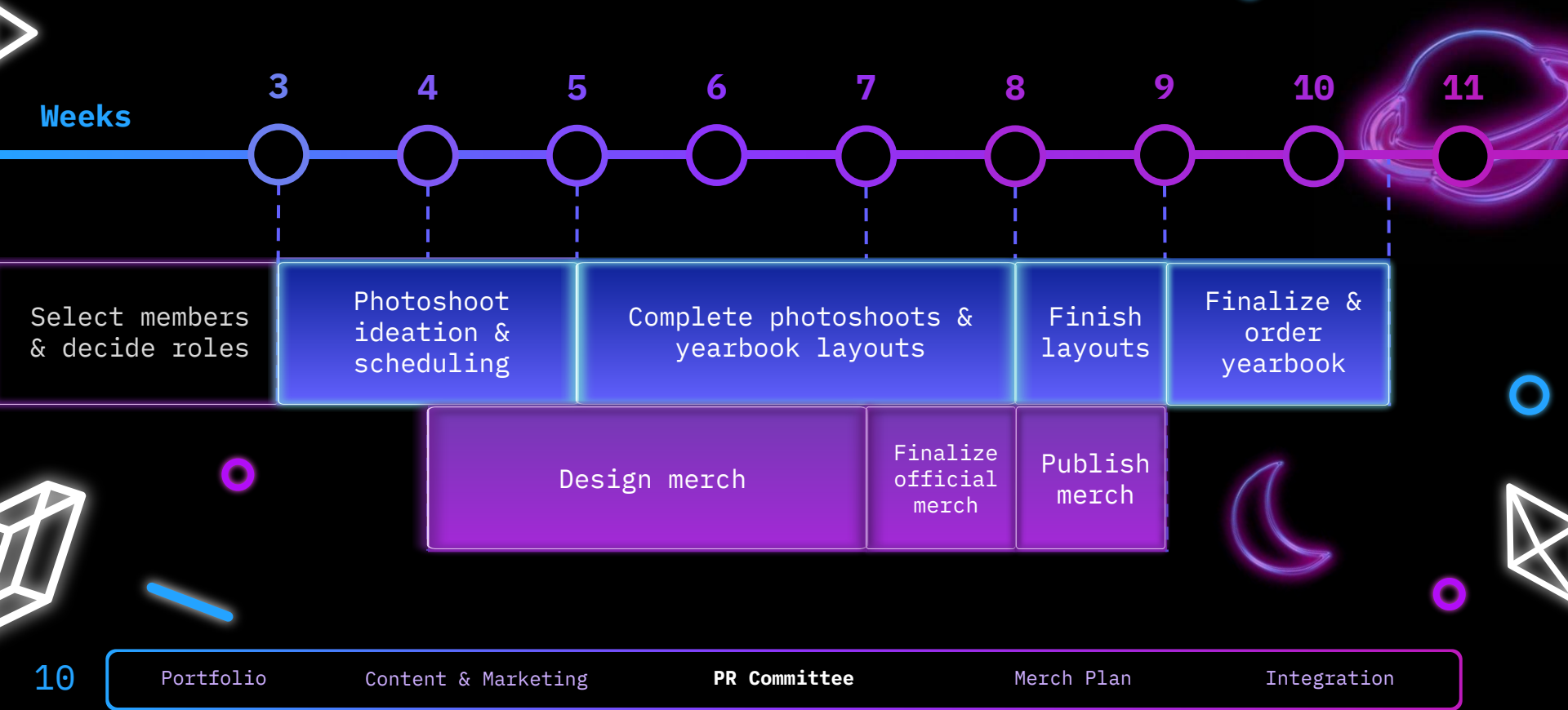
10-20
Members

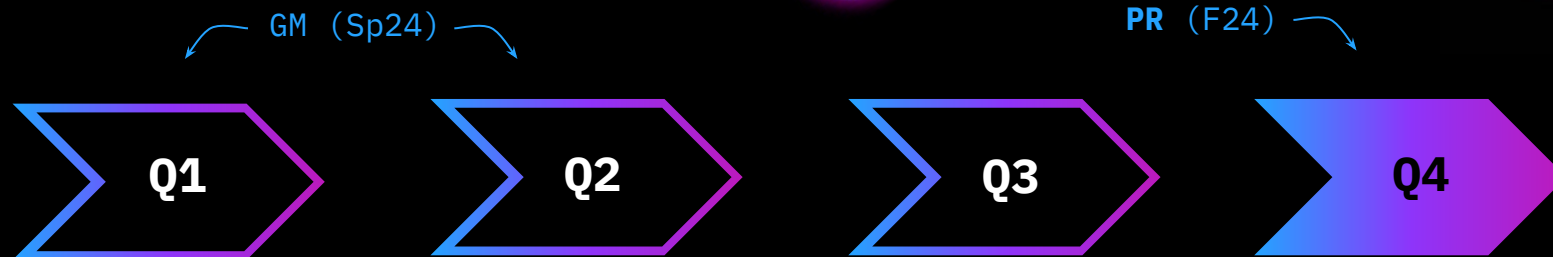**Design/Layout**

Photography

- Category decided by sign-up

- Assigned tasks based on category

- Members can sign up for both, but will be informed they might have heavier workload

PR Tasks Timeline

Weeks

| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |

Select members & decide roles

Photoshoot ideation & scheduling

Complete photoshoots & yearbook layouts

Finish layouts

Finalize & order yearbook

Design merch

Finalize official merch

Publish merch

Portfolio   Content & Marketing   **PR Committee**   Merch Plan   Integration

Committee Project

CC4B: CAPCUT COMMERCE PRO - Q4

GM (Sp24)

PR (F24)

Q1

Q2

Q3

Q4

MEP launch prep

- Recruit seed users
- 3/29: Launch day

Beta testing

- Conduct MEP testing
- Feedback & development

Launch prep

- Develop GTM plan
- Finalize & launch product

Marketing!

- Market Capcut Commerce Pro
- Sponsorship?

Portfolio   Content & Marketing   **PR Committee**   Merch Plan   Integration

MERCHANDISE PLAN

New Merch Program

OVERVIEW

Platform Features

Print-on-demand,
e.g. Redbubble

1. Upload any design

2. Customizable product/size/color

3. Completely free to use

Advantages

1. Streamline ordering & distribution process

2. Encourage creative freedom from members + incorporate more of their ideas

3. Wide selection of designs & products for members

New Merch Program

Design

Upload

Publish

Purchase

New Merch Program
SAMPLE PRODUCT

Add new work

| English | Deutsch | Français |

Title (required)

Use a descriptive title that explains your work in 4

BCEC Fall 2023 - purple ver.

Tags

Write up to 15 tags (50 character limit per tag) sep
content of your art. Learn more about writing go

Example: yellow, cute, tree, arrow, forest, oil

Description

Share the story or meaning behind your work.

Available in 3 other colors

ackground color ⓘ

● HEX: #000000

Phone Cases & Skins

Click and drag to position your image

Design your products
For all Phone Cases & Skins

Image settings

🖼 **Replace image**
Print size: 1187×1852px

↕ Center vertically

←|→ Center horizontally

🪣 Set background   ● ▼

⬜ Scale image   59%

⭐ Choose pattern   ▼

Apply changes

ⓘ How to design a great product

New Merch Program

SAMPLE PRODUCT

Product Previews

Standard Print Clothing
9/12 ENABLED
Edit | Enabled

Large Print Clothing
3/3 ENABLED
Edit | Enabled

New

Hats
3/3 ENABLED
Edit | Enabled

BCEC Fall 2023 - purple ver.
Edit | View

You have no tags. Your audience won't be able to search for your artwork.

Add tags

Missing some tags? They may have been removed to comply with our upload requirements. Learn more about writing good tags

Available in 3 other colors

Magnet | Bucket Hat | Dad Hat | Baseball Cap

New Merch Program

Clothing	Retail Price	Your Margin	Markup	
Lightweight Sweatshirt	$33.23	$0.00	0	%
T-Shirt	$18.60 - $37.31	$0.00 - $0.00	0	%
Classic T-Shirt	$19.45	$0.00	0	%

Transparent Sticker	$2.70 - $14.42	$0.00 - $0.00	0	%
Sticker	$2.24 - $12.02	$0.00 - $0.00	0	%

Price Reduction Ideas

1. Reimbursements

2. Discounts

3. Partnership/ Sponsorship (e.g. Capcut)

New Merch Program

Added Benefits

Used as an addition/ supplement to current merch process

▷▷▷

1. Permanent collection

2. Allow new members to order merch from previous semesters

3. Merch submissions from PR & non-PR members

ENHANCING INTEGRATION

Integrating EVPs more into BCEC + providing opportunities for all members

Providing Resources

✓ EVPs act as a resource throughout the semester for all members & directors

✓ Someone you can reach out to for support

Examples

1. **Portfolio Reviews/Guidance**

2. **Professional Headshots**

3. **Committee Workshops**
Directors can request a specific workshop for their committee (e.g. if working on a more creative project)

4. **Decking resource**
(esp. for GM) e.g. help make themes/assets, help review decks

EVP-led Workshops

Potential Topic Ideas

1. **Portfolio development**

2. **Prof dev for artistic careers**

3. **Software workshops**
   e.g. Adobe, Procreate, Figma

4. **[Technique] 101**
   e.g. Graphic Design, Photography

5. **Fine Arts**
   more for fun or as a social

✓ Available to all BCEC members (e.g. optional event)

✓ Members can request specific skills/tips they want to learn

✓ Share workshop decks

THANK YOU