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CLIENT Faculty of Arts and Science, University of Toronto **TARGET AUDIENCE** Alumni of the faculty; anyone with an interest in the arts and science. **CONCEPT** To develop a new publication that would provide a unified voice for the diverse Arts and Science Faculty, while raising their profile and relevance outside the university. **DESIGN ISSUES** The challenge was to elevate the publication from its newsletter-like function as a tool for university advancement into something that would more effectively engage the public and be more reflective of the Faculty's status as a leading educational institution. **DESIGN PROCESS** Collaborating closely with the client from the earliest stages, we evolved the project into a content-driven journal. For each volume, editorial ideas and visuals are discussed and planned with design considerations in mind. **OUTCOME/RESULTS** The arts and science journal has become a critical communications piece for the faculty. The response to *idea&s* has been overwhelmingly positive from within and outside the university community. The journal has won major awards for university advancement and editorial design. **DATE PRODUCED** October 2004– (ongoing, semi-annually)