TITLE: IMAGING PROCESS – CONCEPTUAL DESIGN / RENDERING

OBJECTIVE AND PURPOSE: To establish a policy for initiating and developing a conceptual design and/or artist rendering for University user group to be used for fundraising campaigns.

RESPONSIBILITY ACTION

USER GROUP
♦ Initiate request through the office of the University Advancement.

UNIVERSITY ADVANCEMENT
♦ Issue memorandum (Attachment “A”) to the University Architect and Vice President for Facilities (UAVP) identifying the project and a contact person for the development of conceptual design and rendering.

USER GROUP
♦ Develop Outline Program
♦ Provide information regarding Project Budget and Facility Planning Program.

UNIVERSITY ARCHITECT & VICE PRESIDENT FOR FACILITIES
♦ Coordinate initial meeting between the user group and the UAVP’s office to review project location, scope of work and timeline.
♦ Based on user group outline program generate Conceptual Design and estimated budget (plans and elevation) (Attachment “B”).
♦ Issue Purchase Order Requisition for artist rendering.
♦ Complete AutoCad floor plans (Attachment “E”).
♦ Distribute initial perspective for confirmation of design (Attachment “C”).
♦ Authorize artist to finalize the rendering.
♦ Distribute final rendering, (Attachment “D”), image to:
  ▪ University Architect & Vice President – (1) 11 X 17 Copy
  ▪ User Group – (1) 11 X 17 - (1) 8 ½ X 11
  ▪ University Architect & Vice President for Facilities – (2) 11 X 17

ATTACHMENTS
♦ Sample Documents pertaining to this Policy & Procedure:
  a) Memo from University Advancement – Attachment “A”
  b) Conceptual Design – Attachment “B”
  c) Artist Rendering – Attachment “C”
  d) Final Rendering – Attachment “D”
  e) Final AutoCad drawings – Attachment “E”

Issued By: Dashtaki & Capeletti
Date Issued: 4/2002
Date Revised: 11/2010
Effective Date: 4/2002

APPROVED:
Vice President
Associate V.P.
Director
MEMORANDUM

TO: Tom Donaudy, University Architect and Vice President
FROM: (University Advancement), Vice President
DATE: 
SUBJECT: (Project Info)

Attached is a memorandum from ______________________, outlining a project to _________________, complete with drawings.

If we could get some very simple cost estimates and a color sketch to use for fund-raising purposes, I am hopeful that we might be able to find a donor, or donors, interested in such a project.

Please let me know who you have assigned to this project so that I may work with them as soon as possible. We would like to begin to promote the project as soon as you have cost estimates and a spec drawing.

cc: files

ATTACHMENT “A”