

## Arizona State University (ASU)

### Design that builds audiences

ASU needed to improve their outreach and increase their credibility in the community to build an audience beyond the campus. "Our students are young, energetic, passionate, and progressive, and that sets us apart from many of the other producing companies in the area," said Brian DeMaris, Artistic Director. But he is concerned that they are not being taken seriously, "past season posters have appeared too juvenile."

Our design served as an extension of the directors' visions for their shows, capturing the emotional connection to *Kiss Me Kate*; highlighting the chaotic sensibilities of a fringe piece like *Triassic Parq*; and making Leonard Bernstein's *Mass* and the opera *Xerxes* relevant for today's audience.

**"I'm very grateful for your clear communication, prompt turnaround, highly efficient process, as well as your wonderful artwork."**

BRIAN DEMARIS  
ARTISTIC DIRECTOR MUSIC THEATRE AND OPERA, ARIZONA STATE UNIVERSITY

## SERVICES

Branding  
Campaigns  
Print  
Communication  
Strategy



A branded communication program unites the season while providing a unique voice for each show.



Interactive graphics were adapted for social media posts and videos.

