Social Media Toolkit - Welcome!

Thank you for supporting the "Stamps Pre-College Anytime" online course.

In this toolkit, you will find messaging from the "Stamps Pre-College Anytime" landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

This course will introduce students to the field of art and design, deepening their understanding of the history and cultural value of visual communication. Through lectures and exercises, students will begin to build a creative practice and gain an understanding of the professional strategies driving contemporary artists and designers.
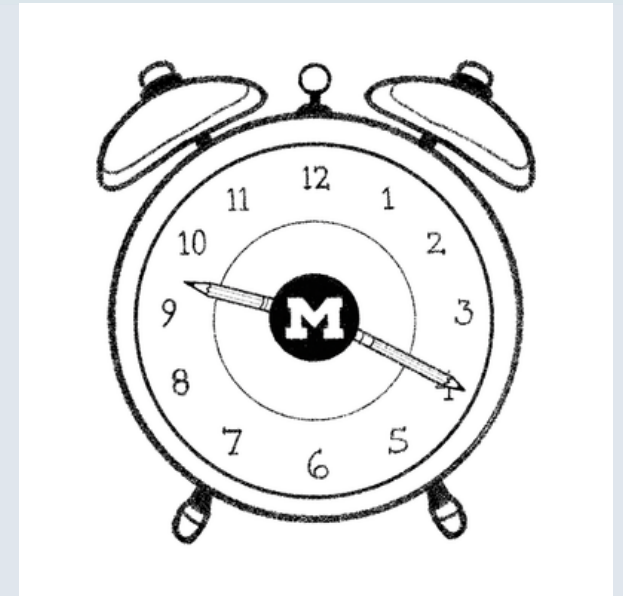
In particular, this course will present fundamental drawing techniques and concepts. Students will explore strategies of visualization drawing and observational drawing. Each drawing type will be explored through lectures, demonstrations and exercises. Student vocabulary will be honed through a review of the elements and principles of designs.

Additionally, students will explore different methods of creating studio space, tools and media, and best practices for documenting and presenting your artwork. Students will also have the unique opportunity to present their creative work to a community of learners.

While prior experience in art and design may be helpful in this course, it is not required. This course is designed to accommodate learners at various skill levels, with an emphasis on fostering each student's individual growth.

To succeed in this course, it is essential for students to actively engage with all course material and to dedicate time to practice and reflect on creative work.

Course Image

Click on the image to download.

Social Media Toolkit - Media Assets

Social Image

Click on the image to download.
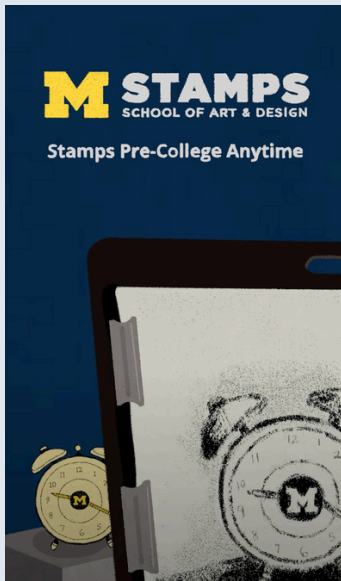
Promo Video

YouTube Link: https://youtu.be/XPNBqjexouY

Click on the image to download.

Click on the thumbnails to download the image or video.

Social Media Toolkit - Media Assets

Animations
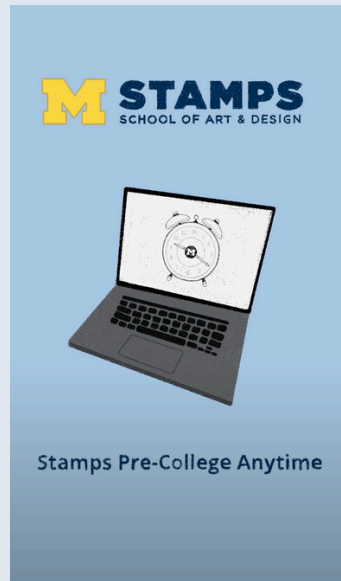

Drawing Board

Horizontal: Sound | No Sound

Vertical: Sound | No Sound

Laptop: Light Blue

Horizontal: Sound | No Sound

Vertical: Sound | No Sound
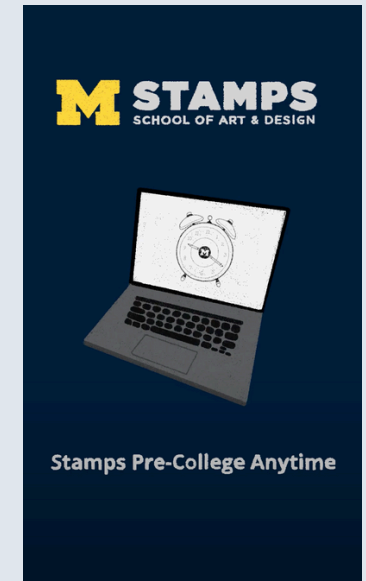

Alarm Clock

Horizontal: Sound | No Sound

Vertical: Sound | No Sound

Notebook, Pencils, Laptop, Alarm Clock

Horizontal: No Sound

Vertical: No Sound

Laptop: Blue

Horizontal: Sound | No Sound

Vertical: Sound | No Sound

Click on the thumbnails to download the image or video.

MICHIGAN ONLINE

Social Media Toolkit - Social Copy

Short URL: <u>https://myumi.ch/1brPR</u>

Recommended Hashtags:
#StampsPreCollege | #ArtStudent | #PortfolioPrep | #ArtAndDesign | #ArtSchool

---

Start building your portfolio! Students can take a free online course from @umstamps to learn how to create a standout portfolio for any college art and design program and better understand the college admissions process. Enroll now:

Recommended Content: Social Image or Promo Video

Stamps Pre-College Anytime is a free online course that gives students the extra edge for applying to any college art and design program. Learn how to prepare a portfolio, navigate the admissions process, and expand drawing skills with the expert faculty at @umstamps. Learn more:

Recommended Content: Social Image or Promo Video

Copy the text to use for social post promotion.

M | MICHIGAN ONLINE