DESIGN CONDUCTOR

THE CHALLENGE

Designers within the University have limited resources to dedicate to the slew of projects they come across. They juggle many different projects which range in type, scope, and complexity. These projects often have multiple deadlines and shifting priorities. Because of this, clients may need to take on projects themselves. This may mean running afoul of the Charlotte brand. Through no fault of their own, individuals may need to be gently guided back to Charlotte brand standards.

THE SOLUTION: DESIGN CONDUCTOR

Design Conductor is a tool that allows users to create their own marketing designs by using templates provided by University Communications. It has an easy-to-use interface that makes meeting your basic design needs a breeze! All templates in the offering comply with the University Brand Guidelines.

These templates are an excellent solution for employees who are not design professionals but require solid marketing materials quickly. Users have immediate access to print their designs locally or to create a print-ready PDF for Repros Print Services. The software is not designed for individuals who are already proficient in the University Adobe Suite Offering.

WHAT DESIGN CONDUCTOR *IS*

- Easy to use templates
- Made for quick turnaround projects
- Templates for 2 or less printed pages with folds and no binding
- Easy approval process
- Simple, direct, and manageable communication

WHAT DESIGN CONDUCTOR *IS NOT*

- Not Adobe products
- Not Canva
- Not meant for complex designs or messaging
- Not for deliverables having 3 or more pages

HOW DO I USE DESIGN CONDUCTOR?

To use the service, simply log in through the link below using your UNC Charlotte credentials.

https://www.DesignConductor.com/Landing/Default.aspx?OrgID=234