

AIGA Dallas Student Group Toolkit



Dallas
the professional
association *for design*

About

AIGA Dallas

AIGA is an organization of volunteers working together to attain a shared purpose: uniting local designers in a genuine community for collaborative support, increased opportunities, inspiration, and meaningful connection with like-minded individuals.

AIGA advances design as a professional craft, strategic advantage and vital cultural force. As the largest community of design advocates, we bring together practitioners, enthusiasts, and patrons to amplify the voice of design and create the vision for a collective future. We define global standards and ethical practices, guide design education, enhance professional development, and make powerful tools and resources accessible to all.

Vision

AIGA advocates for a greater understanding of the value of design and designers in government, business, and media. We inspire designers and the public by sharing the most exciting design work and engaging in thoughtful, provocative discussion on pressing issues. We aim to enhance professional development through enriching learning opportunities at all levels.

Mission

Our chapter aims to meet the demands of the creative community, make a mark in near and far, reflect best practices, provide a channel for active engagement, communicate the value of design, and help nurture grassroots organizations and local causes.

Community Engagement

AIGA at the national level encourages designers to use their skills to address community needs. AIGA Dallas actively seeks community partners and volunteers to assist with local projects. Our events, workshops, and discussions foster collaboration and knowledge-sharing within the creative community.



[aigadallas](https://www.instagram.com/aigadallas)



[AIGADallas](https://www.facebook.com/AIGADallas)



[aiga-dallas](https://www.linkedin.com/company/aiga-dallas)



[@AIGADallas](https://www.youtube.com/@AIGADallas)

Student Group Chair



Marcela Iannini, Student Group Chair

studentgroups@aigadallas.org

Marcela Iannini is a dedicated design leader with extensive experience spanning both corporate and academic sectors. She has led creative campaigns for major corporations and served as Chair of the Design and Media Management Program at Miami International University. For a decade, she owned and managed Solution Factory, her own design agency.

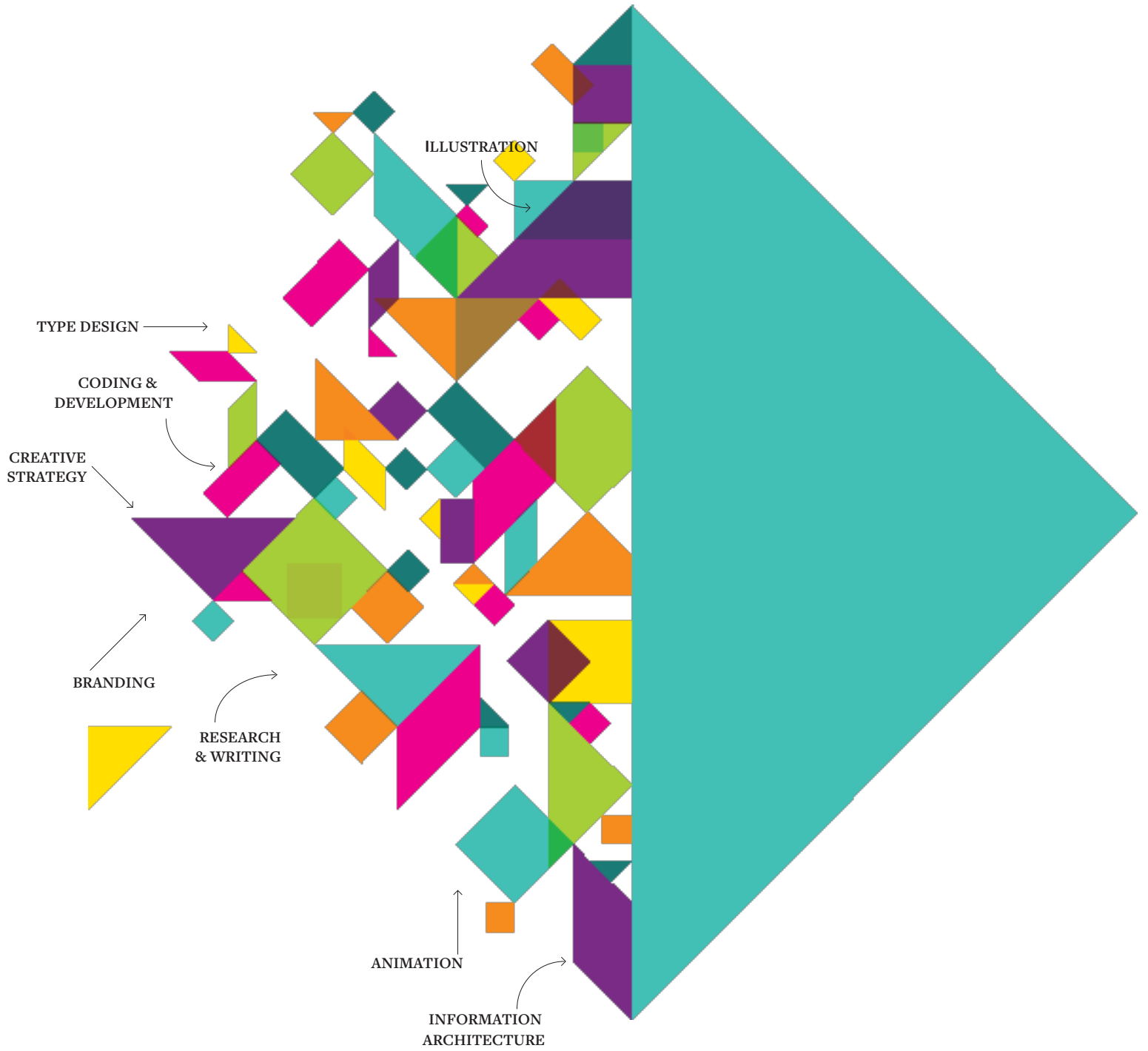
Marcela earned her Doctorate in Business Administration in 2012, with a focus on design leadership. She also holds an M.F.A. and B.F.A. in Fine Arts from the University of South Florida in Tampa. Additionally, she was a Full Professor at Universidad de La Sabana in Bogotá, Colombia, where she developed a comprehensive program on design and creative development for engineers within the Master's in Design and Management of Processes.

Her expertise extends to consulting and evaluation, having served as a project evaluator for Colombia's redesign of its design curriculum, a project sponsored by Colciencias, the National Institute of Science and Innovation.

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dallas.aiga.org



Join A Nationwide- Network of Future Trendsetters

AIGA student groups offer aspiring professionals the opportunity to get involved, create community, and build leadership skills.

AIGA supports a nationwide network of 200+ student groups—from K-12 classrooms to colleges and universities. We encourage students to form chapters as a first step into their professional community, helping them explore the design field, build skills, and understand the profession through real-world engagement. Student groups are automatically affiliated with the nearest AIGA chapter, ensuring direct connections to local events, mentors, and resources.

As the world's largest professional association for designers, AIGA advances the value and impact of design—locally and globally—by inspiring, supporting, and learning from one another at every career stage. Students are tomorrow's professionals and the future of AIGA.

Student groups operate like a mini-AIGA: an elected board, meaningful programming, and a strong need for community and inspiration—all cultivating the next generation of design leaders. Guided by dedicated faculty advisors, these groups lead on-campus events, unite students, and create the clearest bridge between student life and professional practice.

Together, we can do amazing things!

Benefits

Cost Highly discounted at **\$50 per year** (per student)

Who Qualifies

- K–12 students (full-time)
- College/university students (full-time undergrad or grad) enrolled in a two- or four-year program in design, visual communication, or a related field

Faculty Perks

- Faculty advisor receives a complimentary Educator-level membership (a \$200 value)
- Other full-time faculty at the same school can access AIGA's educator rate—contact your AIGA Dallas Student Group Chair studentgroups@aigadallas.org to sign up

What Students Gain

- Leadership training and real committee experience through local chapter boards
- Direct connections with professional designers and creatives—locally and nationally
- Hands-on experience and visibility by volunteering at events
- Access to jobs on the AIGA Design Jobs board



AIGA Tasi
Fraser High School, Hamilton, New Zealand

Free Access to the Design Conference

AIGA recruits approximately 80 conference volunteers to help run the Design Conference every year. Total working time during the conference is expected to be approximately 30 hours, and conference associates receive complimentary conference registration. Additional activities that require pre-registration are not available to conference associates, as their on site duties take precedence. Conference associates must be current AIGA members, and priority is given to AIGA student groups. In order to fairly offer volunteer opportunities to our diverse membership, there is a limit of five students per school.

To apply, or for more information, contact your Student Groups Chair studentgroups@aigadallas.org.



Volunteers at AIGA's 2016 Design Conference, Las Vegas



200+

AIGA Student Groups

Requirements

- **Faculty Advisor:** Each student group must designate one faculty advisor.
- **Membership Minimum:** Maintain at least 10 active AIGA student members at all times. If membership drops below 10, the faculty advisor is no longer eligible for Educator-level membership.
- **Annual Advisor Agreement:** To start or renew a group—and to activate/renew the advisor's complimentary Educator-level membership—the advisor must submit the Advisor Agreement once per year to studentgroups@aigadallas.org. If the Advisor Agreement is not submitted annually, the student group will be deactivated until it is received.
- **Roster Management:** The advisor maintains a current roster and emails updated rosters to the studentgroups@aigadallas.org whenever membership changes occur. Rosters are accepted year-round.
- **Student Profile Updates:** Advisors should encourage students to keep their profiles current (email, address, graduation date, major) at my.aiga.org/home.
- **Year-End Survey:** The advisor completes a brief survey (provided by the Student Group Chair) summarizing the year's activities by July 1.
- **Chapter Coordination:** The advisor is the primary liaison to the local chapter for programming and funding.



Students at AIGA Design Conference, Emerging Designer Symposium

Structure

An effective student group thrives under student leadership. Officers champion AIGA's mission and their local chapter's vision, must be AIGA members in good standing, and—whenever possible—commit to a full academic year of service.

Student Group: A cohort of students from a single school, consisting of at least 10 active AIGA student members.

Faculty Advisor: The faculty lead for the group and the liaison between the student group, the school, and the local AIGA chapter.

Student Group President: The elected student leader and primary liaison to the local chapter; strongly encouraged to connect with the chapter board, report on group activities, and attend board meetings and local events whenever possible.

Student Officers: Additional student leaders (e.g., VP, Secretary, Treasurer, Programming Chair) who partner with the president to run the group. Roles may mirror the local chapter board; ideally, officers also volunteer with the chapter.

Minimum Leadership Requirement: Student groups aren't required to have officers, though it's recommended. Ultimately, you know your group best—do what works for you.



Faculty Advisors

Usher in the next generation of design professionals as an AIGA faculty advisor. Help prepare your stand-out students for the field by teaching them skills like event planning, project management, teamwork, and leadership. Consider becoming a faculty advisor and encouraging today's students to become tomorrow's design leaders.

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40% of students first heard of AIGA through their teachers

Officers

Student Officer Responsibilities Include:

- Know and uphold AIGA’s mission, standards, and ethics.
- Serve as a liaison to the local chapter board.
- Attend all student group meetings and key activities.
- Keep the faculty advisor and local chapter updated with current contact information.
- Lead the group and foster an inclusive, collaborative culture.
- Promote AIGA and the student group on campus and online.
- Plan and deliver effective events and activities.
- Participate in local chapter programs and volunteer opportunities.
- Fulfill the specific duties of their elected office.

“AIGA has introduced me to more professional opportunities than I can count—and some of my favorite people too.”

Jennifer Visocky O’Grady, Design Leader Member
Since 2002

Leadership Roles To Consider For Your Student Board

The officer slate should scale to your group's size, creating a well-rounded structure in which each role carries a clear, distinct set of responsibilities.



President: Leads the student group, sets meeting agendas with the faculty advisor, and represents the group to the chapter board.



Vice President: Supports the president; serves as acting president when needed, including introducing speakers and facilitating meetings.



Secretary: Maintains records—agendas, minutes, and summaries of events—and shares them with the faculty advisor and the chapter's education director.



Treasurer: Manages event transactions and prepares finance reports; tracks funds in partnership with the faculty advisor. Note: all funds are held by the faculty advisor.



Communications Director: Keeps members, nonmembers, and faculty informed via email, social media, and campus channels; maintains the group's online presence.



Programming Director: Plans events and activities, coordinates logistics and speakers, and seeks collaboration opportunities on campus and in the community.



Membership Director: Distributes and collects applications, maintains the member roster and contact information, and supports recruitment and retention.

Funding & Support for Student Programming

At the end of each semester, chapters are reimbursed **\$20 per affiliated student**, which can be used for operations, student programming, and events. To stretch dollars further, match sponsors to specific activities (e.g., a résumé workshop with a print partner), use AIGA donation-receipt and tax-exempt forms when appropriate, and aim to break even on events—keeping them simple, economical, and fun.

Ideas for Engaging Programming

Studio tours	Professor swaps
Portfolio reviews	Job shadows
Student buddies + mentorship	Attend chapter events
Skill workshops	Movie nights
Alumni panels	Typeface scavenger hunt
Student board meetings	Work sessions and critiques
Resume work sessions	Fundraising programs
Guest lecturers	Community service
On campus Design Week	Pinup shows + exhibitions
Mock interviews	Connect with other student groups
Personal branding workshop	Strategic Initiatives



AIGA George Mason
George Mason University, Virginia, USA

Membership & Dues

- **Calendar year:** AIGA memberships run Jan 1–Dec 31 and are prorated when you join mid-year.
- **Mid-year example (July):** Join in July 2025 \$25 covers the remainder of 2025.
- **Best value (Sept 1+):** Starting Sept 1, students can join for the next year and get the rest of the current year plus the full next year for \$50.
- **Example:** Pay \$50 on 9/1/2025 membership through 12/31/2026 (about 4 months free).
- **Recruiting tip:** Promote the Sept 1 “best value” window during fall interest meetings.
- **Admin tip:** Capture graduation dates on your roster to plan leadership transitions and remind grads about next steps.

“AIGA membership fuels my desire to learn and be an active member of the community.”

Angela Niemi, Supporter
Member Since 2013

Brand Your AIGA Student Group

- Your primary contact: The AIGA Dallas Student Group Chair—your first stop for anything you need. They can provide resources, forms, assets, and documents to help you run meetings and build programming.
- Branding: Use official AIGA branding on slides, flyers, and social graphics (request the identity guidelines).
- Template kit: Create a lightweight set—slide deck, flyer, and Instagram post—to keep promotions fast and consistent.
- Communication: Keep it simple, clear, and friendly across all channels.
- Brand assets available:

Student Group Brand Identity Guidelines

Website Brand Typography

Website Brand Colors

AIGA Logo(s)



A student group has two naming options:

- AIGA [School] student group
- [School] AIGA student group

Logo guidelines for student groups:

Student groups must utilize the logo on all communications the same way chapters do, as well as follow the identity guidelines.

Example:



Creating social pages:

Follow the naming guidelines listed above for your page name or handle, and use the main AIGA logo as your profile photo.



aigauta

Following ▾

Message



538 posts

863 followers

562 following

AIGA UTA

American Institute of Graphic Arts

◆ UTA VCD Student Chapter ◆

🔗 linktr.ee/aigauta

Followed by loryn.michelle, design_ponce + 62 more

Interest Meeting → First Official Meeting

Plan an Interest Meeting

- Invite the AIGA Dallas Student Groups Chair to support your launch.
- Draft the basics: target date, room on campus, mini budget.

Promote the Interest Meeting

- Use school channels: student newspaper, events calendar, department email, digital signage, club fairs.
- Post to socials; make flyers with AIGA branding (ask for identity guidelines if needed).
- Promise snacks (economical is great!) and keep the program short and energetic.

Host the Interest Meeting

- Present: what AIGA is, why this group, and what students gain (events, network, portfolio help).
- Pass a sign-up sheet (name, email, program, grad year). Aim for 10+ signups.
- Assign a note-taker to capture ideas, questions, and potential officers.
- Announce next steps and the date of the first official meeting.
- Advisor action: submit the Advisor Agreement to the AIGA Dallas Student Groups Chair to start/renew the group.

Launch the Group — First Official Meeting Agenda

- Quick roll call + profile check-in: ask members to create/update their AIGA profile.
- Elect at least three officers: President, Secretary, Treasurer.
- Set the meeting cadence (day/time/location) for the semester.
- Set semester & annual goals (events, speakers, workshops, field trips, reviews).
- Draft bylaws (ask AIGA Dallas for a template). Include: minimum officer requirement, duties, election/term lengths, and succession plan.



Working With Your Local Chapter

Student-led programming is the goal. AIGA student groups are encouraged to plan and run their own events as much as possible. While each local chapter sets its own communication guidelines, here's a simple, recommended flow:

- **No student group at your school?** Email the AIGA Dallas Student Groups Chair at studentgroups@aigadallas.org.
- **Have a student group?** Officers should contact your faculty advisor first; the advisor will reach out to the Student Groups Chair as needed.
- **Representation:** Many groups ask their president to represent the school at chapter board meetings. In larger chapters, there may even be a student leaders' council (a board made up of student group officers).



AIGA St. Louis, Student Conference

Volunteer Opportunities

AIGA Dallas runs on volunteer energy. Every program, meet-up, workshop, and event you love is powered by designers, students, educators, and creative leaders who donate a few hours to make big things happen. Now we're inviting you to jump in and shape the next wave of design in DFW.

Why Lend A Hand?

Countless ways to plug in from greeting guests to snapping event photos, managing social media, curating exhibitions, mentoring students, or joining a strategic committee—there's a role that fits your schedule and your skill set.

Real-World Experience & Connections

Volunteering put you shoulder-to-shoulder with industry leaders, recruiters, educators, and fellow creatives. You'll build relationships, expand your portfolio, and learn new tools on the fly.

Flexible Commitments

Help for a single evening or dive into an ongoing leadership spot—it's totally up to you.

Feel-Good Impact

Your time keeps our events affordable, our community inclusive, and our mission alive.

Administrative Support
Conference Speaker
Content Creation
Contests & Challenges
Copywriting
Events (set-up, check-in, tear-down)
Event Vendor
Field Trips & Tours
Graphic Design
Grants & Fundraising
Hackathon Judge
Hospitality & Guest Services
Marketing & Communications
Mentoring
Merchandise /E-commerce
Partnerships & Sponsorships
Photography
Portfolios & Résumé Reviews
Research
Social Media
Video /Animation
Website & UX
Workshops (planning)
Workshop Facilitator

Ready to join the crew?

Explore these volunteer roles and discover what inspires you!

Email us your interests at volunteer@aigadallas.org.

A member of our team will reach out with next steps and upcoming opportunities.

Resources

[Join AIGA](https://www.aiga.org/membership-community/aiga-membership) <https://www.aiga.org/membership-community/aiga-membership>

[AIGA Student Groups](https://www.aiga.org/membership-community/about-aiga-membership/aiga-student-group-guide) <https://www.aiga.org/membership-community/about-aiga-membership/aiga-student-group-guide>

[Student Resources](https://www.aiga.org/resources/student-resources) <https://www.aiga.org/resources/student-resources> *Design jobs, articles, Wroldstudio Scholarships, Guide to Internships.*

[AIGA Worldstudio DxD Scholarships](https://www.aiga.org/competitions-initiatives/aiga-worldstudio-dd-scholarships) <https://www.aiga.org/competitions-initiatives/aiga-worldstudio-dd-scholarships> *The AIGA Worldstudio DxD Scholarships aim to increase diversity in the design profession by creating equitable opportunities for the next generation of creative talent. Scholarships are awarded annually to students enrolled at colleges and universities in the U.S. who demonstrate a commitment to positive social change, environmental responsibility, and cultural awareness through the practice of visual communication, including photography, illustration or graphic design.*

[Student Group Guide](https://www.aiga.org/membership-community/about-aiga-membership/aiga-student-group-guide) <https://www.aiga.org/membership-community/about-aiga-membership/aiga-student-group-guide> *AIGA Design Eeducators Community (DEC): <https://www.aiga.org/membership-community/aiga-design-educators-community>*

[Design Teaching Resource](https://teachingresource.aiga.org/) <https://teachingresource.aiga.org/> *The AIGA Design Teaching Resource is a peer-populated platform for educators to share assignments, teaching materials, outcomes, and project reflections. Browse for inspiration. Sign up and starting posting projects. There are so many teeachingr esources, too, for all ages and opn topics like accesbility, design history, etc.*

[Design Education Resources](https://www.aiga.org/resources/academic-design-education) <https://www.aiga.org/resources/academic-design-education>

[Member Special Offers](https://www.aiga.org/membership-community/member-special-of-fers) <https://www.aiga.org/membership-community/member-special-of-fers> *Membership in AIGA has its benefits—including discounts on services and products, exclusive access to new job opportunities, and more! Join today to contribute to the influence of design, further your professional development, and connect with a welcoming community of peers.*

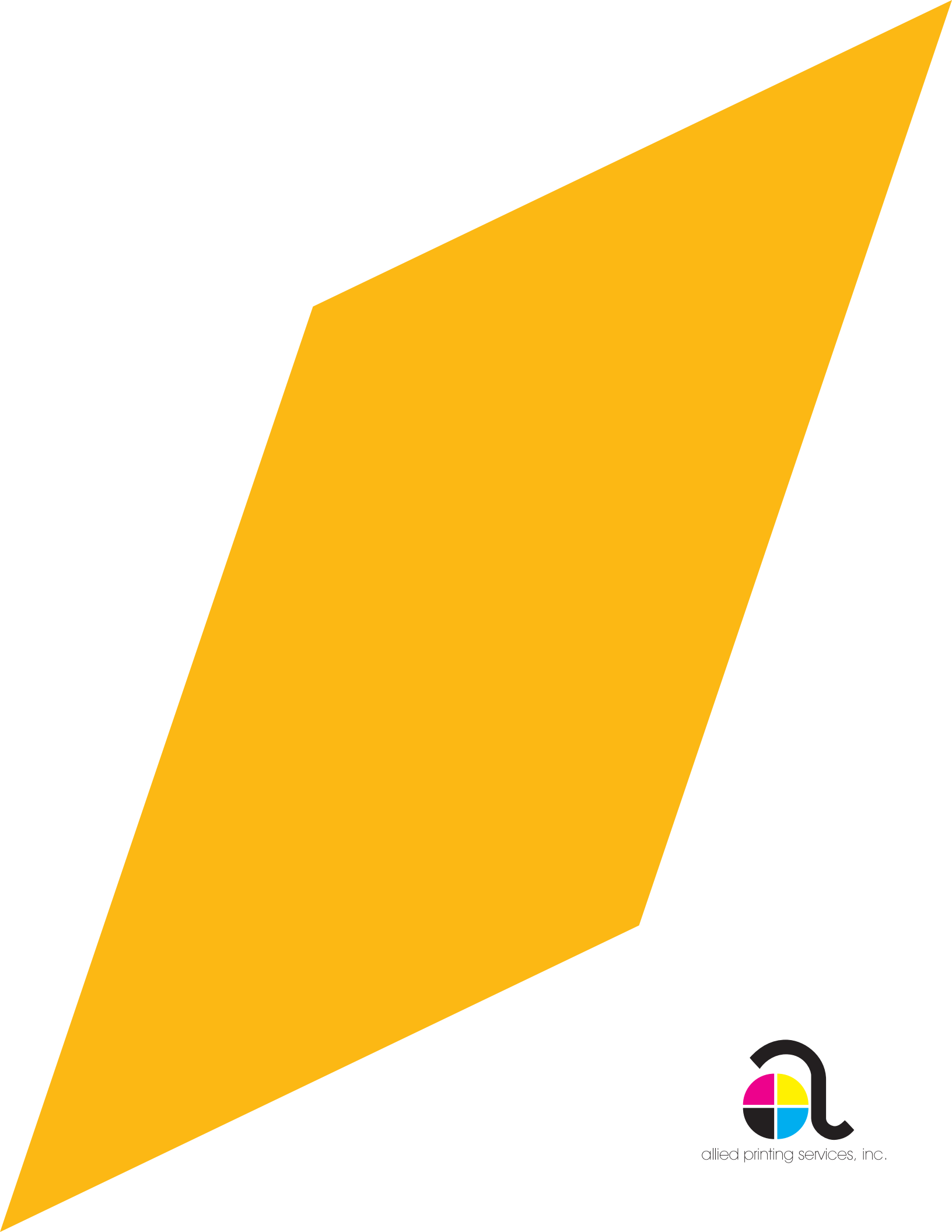




Notes



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