

CalArts

Once CalArts new website went live, it was time to spread their inclusive message and vibrant new look across communication channels. First up, an email campaign designed to invite graduate students back into their enrollment journey.

Nuts & Bolts

Launch: November 2024
Design: Figma

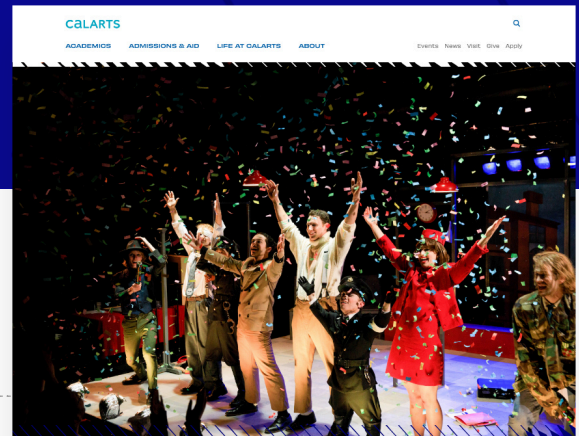
CMS & Email Platform: Slate

Project Scope

- Stakeholder and audience research
- Enrollment journey mapping
- Email journey design, based on funnel stage
- Template design
- A/B test templates
- Custom masked images, headers, footers and CTA buttons
- Custom branded SVG confetti for admitted student emails
- Messaging and copy

CalArts had enough prospective students in their graduate email list to fill multiple incoming classes, but were not maximizing this channel. When the new website launched, they took the opportunity to remind these artists that CalArts hadn't forgotten about their dreams.

NewCity combined insights from audience research to design a 4-part email flow with key information and strategic CTAs encouraging next steps. The designs matched the website, telling a unified brand story throughout the enrollment journey. Admitted students were even treated to custom CalArts SVG confetti when they opened their acceptance emails. These email templates were incorporated into their Slate instance for future campaigns, customizable for any audience, segment or objective.



Explore our schools:

Art
Critical Studies
Dance
Film/Video
Music
Theater

CalArts is a multi-disciplinary community of artists

Through artistic practice, we transform ourselves, each other, and the world.



Here on our campus, pedagogy meets pixie dust.

While the foundation of a CalArts education is rooted in rigorous artmaking, critical thinking, and faculty mentorship, there's a little magic that happens in our multidisciplinary environment that sets us apart from our peers.

The CalArts Way

News

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FILM/VIDEO / ALUMNI

CalArts' Films Honored at Ottawa International Animation Film Festival
The Ottawa International Animation Festival (OIAF) held its Best of Ottawa 2024 screening and award...



INSTITUTE / FILM/VIDEO

CalArts Ranks #1 in Theater's Best Film Schools of 2024
The entertainment and media news magazine Theater's released its annual ranking of the top 100...



FACULTY / ART / ALUMNI

Michael Ned Holte Releases New Book 'Good Listener: Meditations on Music and Pauline Oliveros'
School of Art Associate Dean Michael Ned Holte's latest book 'Listener: Meditations on Music and...

The CalArts student experience

Our inclusive community has a nearly indescribable energy, drawing from the vibrant interpersonal creative exchanges among students and faculty.

Life on and off campus



Live site: <https://calarts.edu/>
More project details:
<https://www.insidenewcity.com/work/calarts>