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BA DEGREE SHOW 2019	WSA	APRIL 2019	INITIAL CONCEPT	2

Deliverables

- > Invites
- > Posters
- > Signage/Wayfinding/Vinyls
- > Social Media (Twitter/Instagram)
- > Name Tag Template
- > Maps
- > Misc

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Application:



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Concept 1: Create/Curate rationale

A title inspired by the process of research parallel with practical making at Winchester School of Art.

Create:

bring (something) into existence

Curate:

select, organise and present

Informed by process

Creating work and presenting work

Students learn to present their work to a high standard to make them into more rounded practitioners

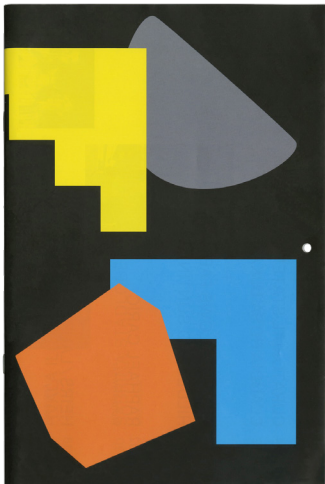
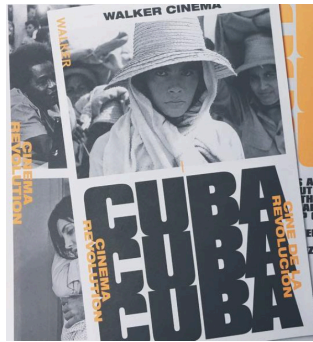
Playful typeface that reflects the liberal environment of an art school

Versatile typeface allows us to push application

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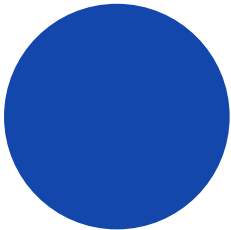
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Concept 1: Moodboard

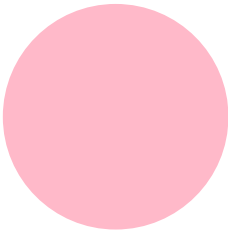


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Colour Scheme



Pantone Blue 072 U



Pantone Pink 182 U

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- The idea of making something
- Informed by process
- Practical/physical
- Conception to production
- Completing a brief
- Balancing theory with practical

- Presenting work
- Refining
- Making decisions through research
- Curating your work is essential to being a creative practitioner

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PROJECT	CLIENT	DATE	SECTION	PAGE
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Typography

Create/
Curate

Display

Ginto Nord Medium 60pt

abcDinamo

£77 (one weight)

Create/Curate Num escipides enis vernat ari consequere blabo. Nam voluptam dolutat empori int a consequi cores de Lum veniscimos a sam quatem alignimagnis et quation sedigent ducit, officie ndanimus. Eribusciisti odionsenti beatibus, quo mo culparc hilibus ma pori velita.

Create/Curate Num escipides enis vernat ari consequere blabo. Nam voluptam dolutat empori int a consequi cores de Lum veniscimos a sam quatem alignimagnis et quation sedigent ducit, officie ndanimus.

Body Copy

Ginto Normal Regular 10pt

Ginto Normal Regular 7.5pt

abcDinamo

£77 (one weight)

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UNIVERSITY OF
Southampton

Winchester School of Art BA Degree Show
Featuring work from_

- _ BA Fashion Marketing/Management
- _ BA fashion & Textile Design
- _ Fine Art
- _ Games Design & Art
- _ Graphic Arts

Private View_

Thursday 13th June 18_00_20_00

Open to the public_

Friday 15th June to Saturday 23rd June 2018
11_00_18_00 on Weekdays and Saturdays
11_00_16_00 on Sunday 17th June

Winchester School of Art Open Days_

- _ Saturday 16th June
- _ Saturday 8th September
- _ Saturday 13th October
- _ Wednesday 24th October
- _ Saturday 24th November

Winchester School of Art, University of Southampton,
Park Avenue, Winchester, SO23 8DL

www.wsaba.co.uk @wsa_ba _wsa_ba

For more information please contact_

Kay May, Director of External Affairs
km@soton.ac.uk 02380 596906 / 07554414948

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Poster

**Create/
Curate
Create/
Curate
Create/
Curate
19 June**

UNIVERSITY OF
Southampton

Winchester School of Art BA Degree Show
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BA DEGREE SHOW 2019	WSA	APRIL 2019	INITIAL CONCEPT	11

Invite

UNIVERSITY OF Southampton

Winchester School of Art has the pleasure of inviting you to the private view of this years BA Degree Show 2018.

Featuring work from_

BA Fashion Marketing / Management
BA Fashion and Textile Design
BA Fine Art
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BA Graphic Arts

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Please note there is no parking permitted on the school premises during the private view

Winchester School of Art, University of Southampton,
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Wayfinding



Potential stands to go out the front of the foyer

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Concept 2: Current Mediums

Current art
Current sound
Current fashion
Current speech
Current sculpture
Current writing
Current performance
Current design

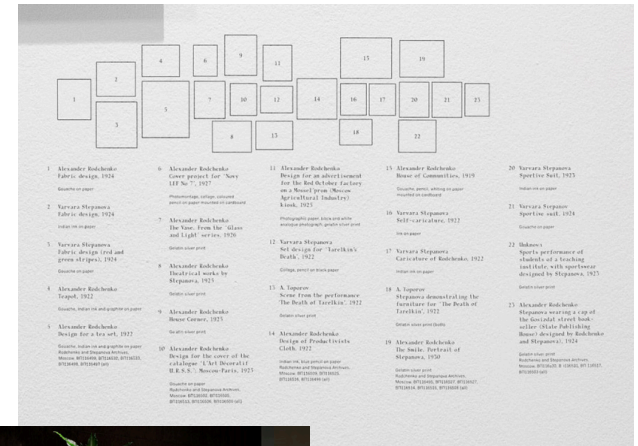
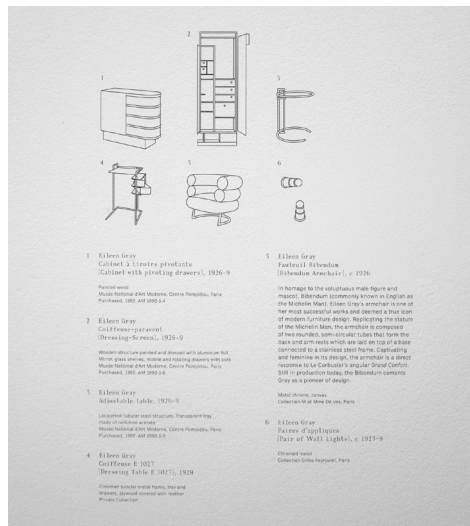
Reflecting interdisciplinary discussion

Mediums encompasses different practices, titles can be alternated

The relationship between practice and discourse

Current directly refers to the work happening now at WSA

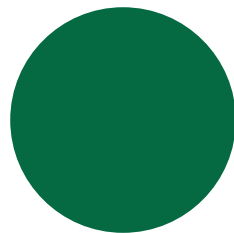
Concept 2: Moodboard



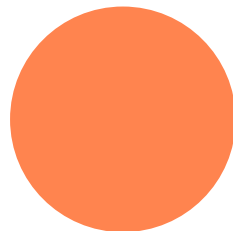
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Colours



Pantone Blue



Pantone 1585 U

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BA DEGREE SHOW 2019

WSA

APRIL 2019

INITIAL CONCEPT

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CURRENT

- Present work being made at WSA
- The graduates of 2019

MEDIUM

- The diverse output of work
- Encompassing all pathways

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Typography & Cost

CURRENT
MEDIUM

BA Degree Show
19 June 2019

Winchester School of Art, University of Southampton
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Display & Body Copy
Mercury Regular 60pt

Radim Pesko
£77 (one weight)

*Mercury is versatile but retains character

*Curious typeface

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Poster



Winchester School of Art presents

CURRENT MEDIUM

BA Degree Show
19 June 2019

#currentmediums

Winchester School of Art, University of Southampton
Park Avenue, Winchester SO23 8DL

UNIVERSITY OF
Southampton

Winchester School of Art presents

Current Art
Current Sound
Current Fashion
Current Speech
Current Sculpture
Current Writing
Current Design

#currentmediums

Winchester School of Art, University of Southampton
Park Avenue, Winchester SO23 8DL

UNIVERSITY OF
Southampton

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BA DEGREE SHOW 2019	WSA	APRIL 2019	INITIAL CONCEPT	20

CURRENT MEDIUM

BA Degree Show
19 June 2019

#currentmediums

CURRENT MEDIUM

Winchester School of Art, University of Southampton
Park Avenue, Winchester SO23 8DL

UNIVERSITY OF
Southampton

Current Art
Current Sound
Current Fashion
Current Speech
Current Sculpture
Current Writing
Current Design
Current Art
Current Sound
Current Fashion
Current Speech

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www.wsaba.co.uk @wsa_ba #wsa_ba

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BA DEGREE SHOW 2019

WSA

APRIL 2019

INITIAL CONCEPT

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Invite



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www.wsaba.co.uk @wsa_ba #wsa_ba

*Center aligned

Current
Medium
Current
Medium
Current
Medium

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Vinyl



PROJECT	CLIENT	DATE	SECTION	PAGE
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