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15

PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	BRIEF	2

DEGREE SHOW 2018

- 1) Invites, hard copy and e-invite
- 2) A2 Posters
- 3) Signage and Wayfinding
- 4) Floorplan / Map
- 5) Website [www.wsaba.co.uk](http://www.wsaba.co.uk)
- 6) Social Media #WSA\_BA @WSA\_BA
- 7) Name tag template
- 8) Press Release

End March  
Present initial concepts

Mid April  
Present final concept and mock ups

End April  
Start Social Media campaign  
Launch Website  
Press Release

14th May  
E-invites sent to Kay and PLs  
Physical invites to go to PLs

End May  
Posters around school and Winchester  
Name Tags template sent to PLs

Beginning June  
Name Tags sent to Celeste to print  
Print floorplan

12th June  
Wayfinding and Signage  
Vinyls and Banner install

PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPT 1	3

## CONCEPT 1 - ASSEMBLY

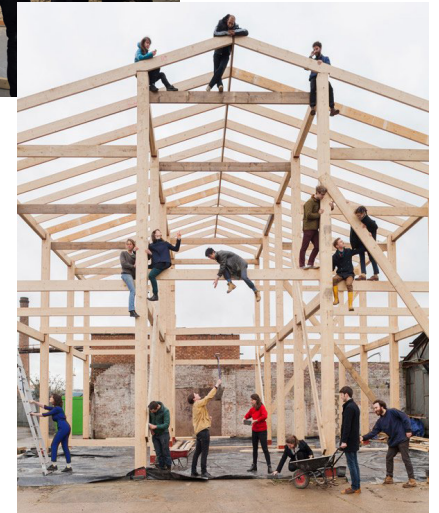
A group of people gathered together in one place for a common purpose.

The action of gathering together as a group for a common purpose.

The action of fitting together the component parts of a machine or other object.

"WSA can meet the challenges of our creative future as well as addressing the challenges of today."

CONNECTING  
JOINING  
DISCUSSING  
DIALOGUE  
ADDRESSING  
MEETING  
BUILDING  
INTERACTING



30  
15

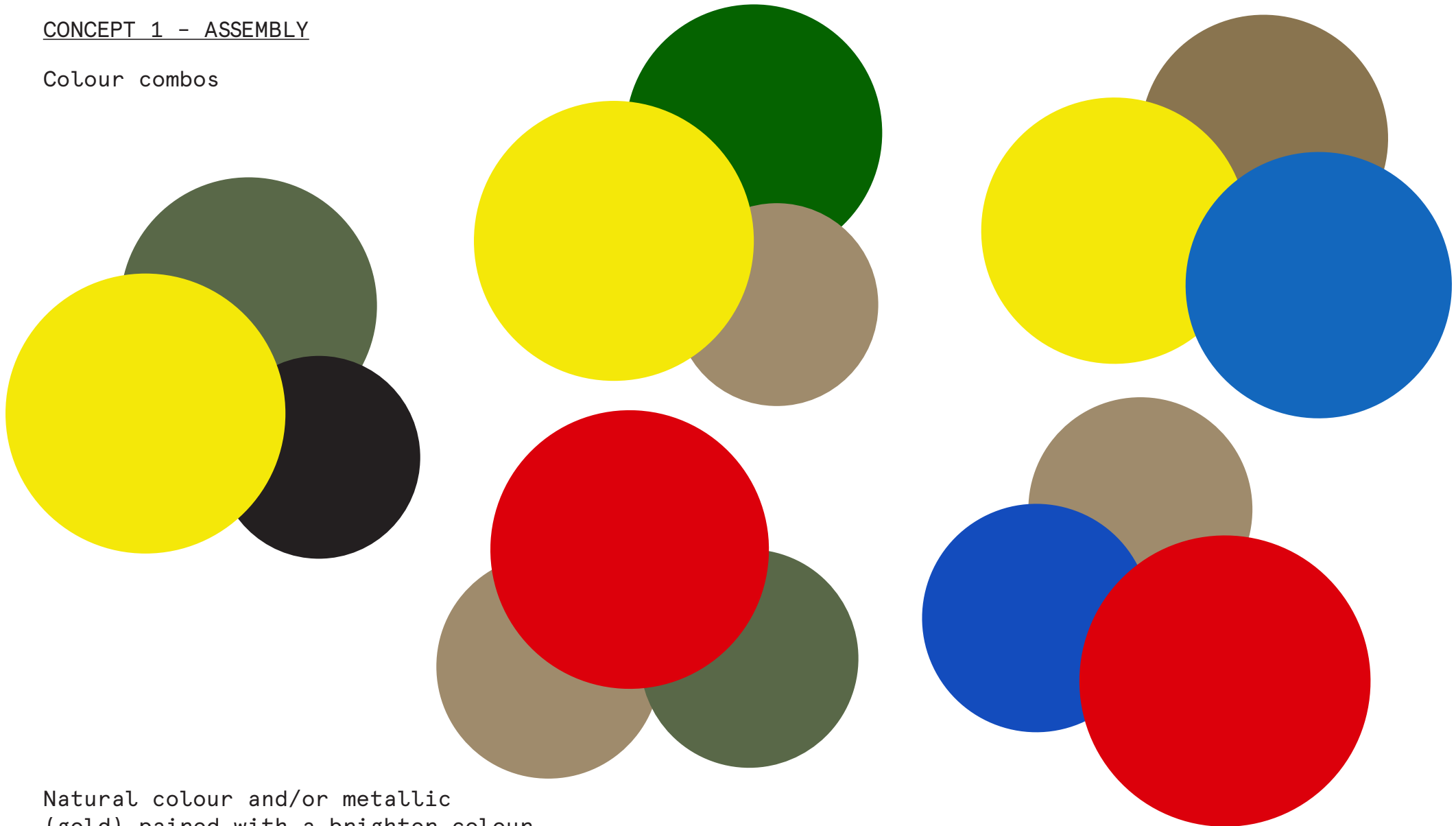
PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPT 1	4

## CONCEPT 1 - ASSEMBLY



CONCEPT 1 - ASSEMBLY

Colour combos

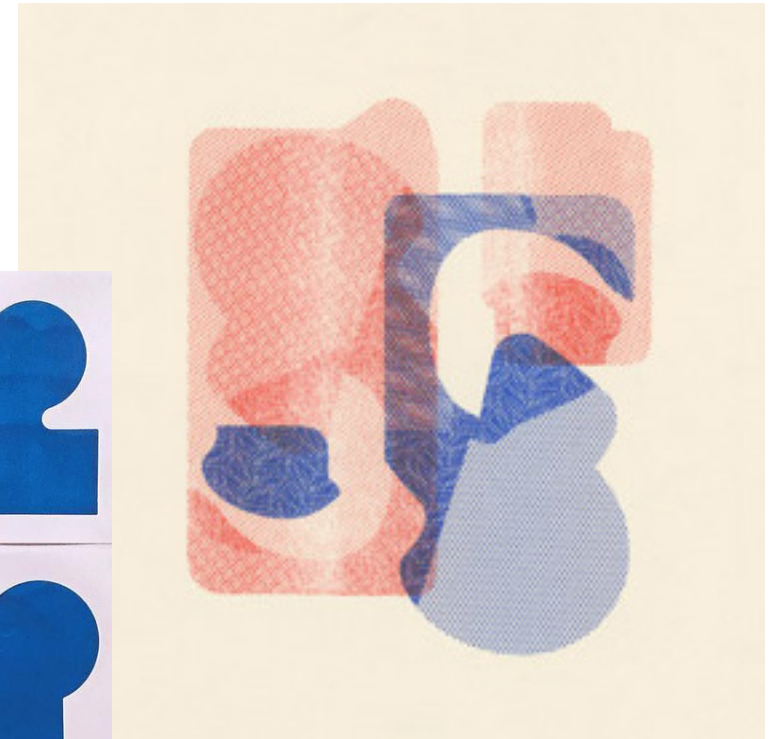
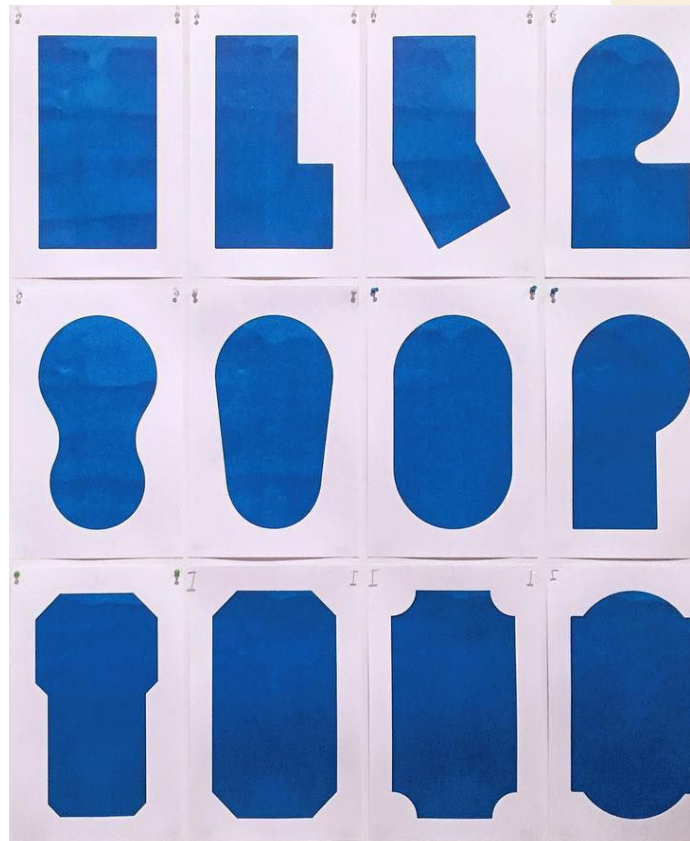
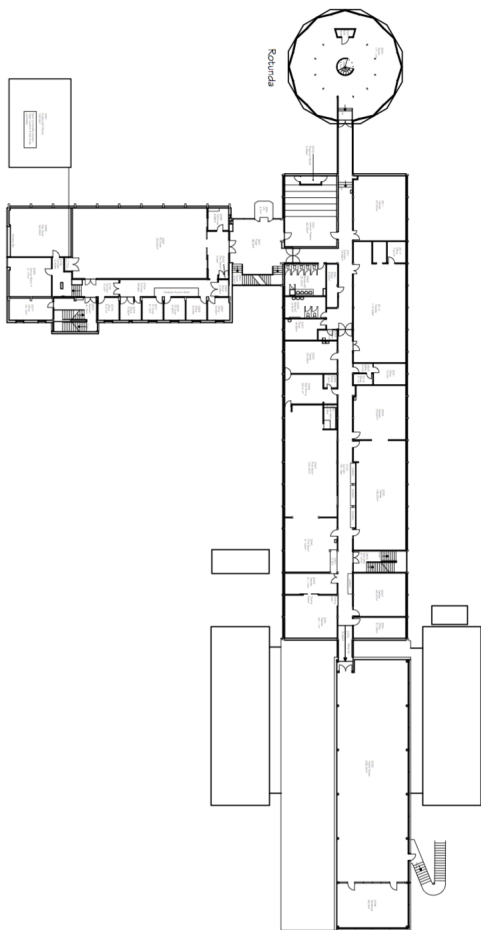


Natural colour and/or metallic  
(gold) paired with a brighter colour



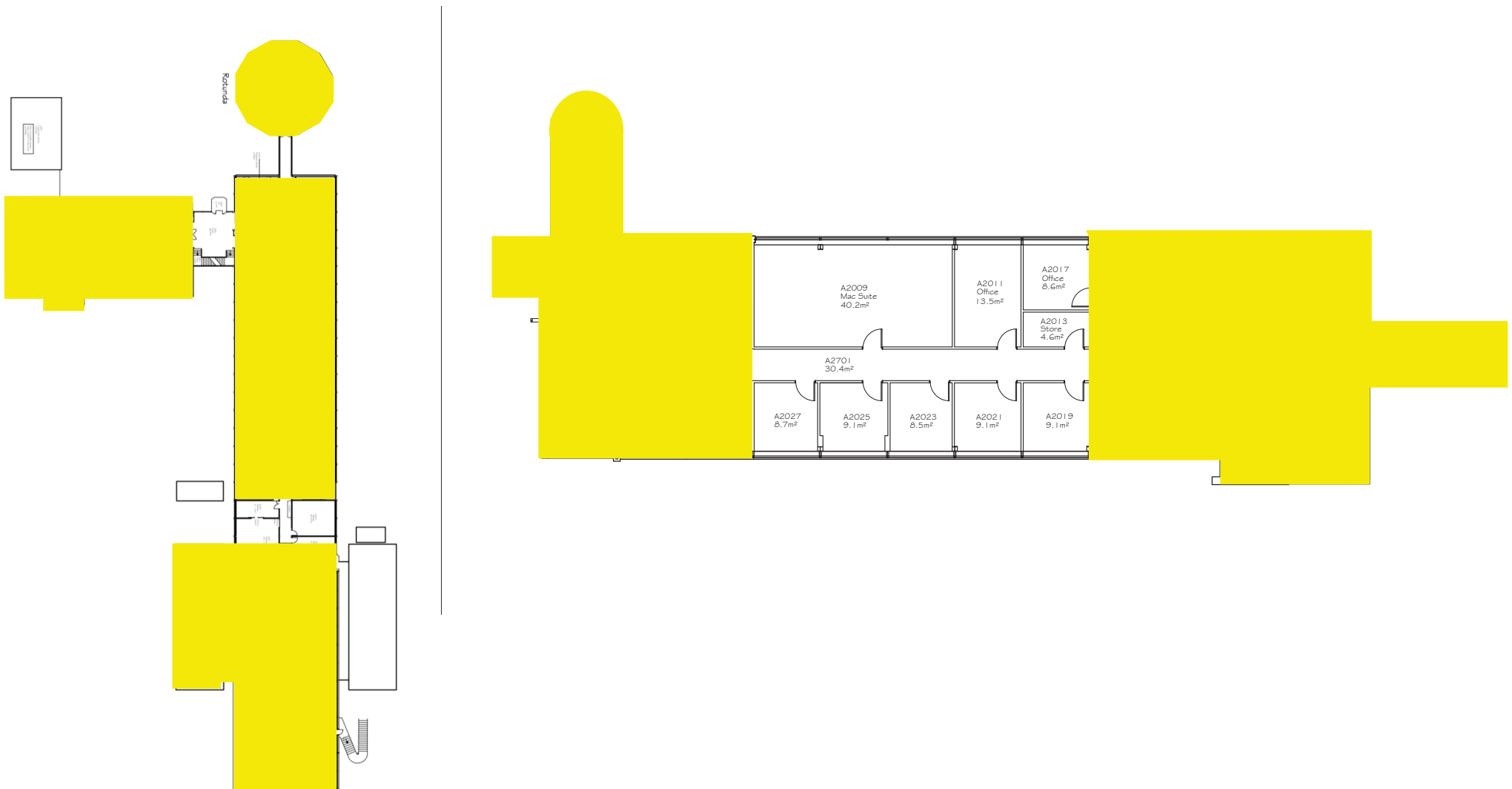
PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	6

## CONCEPT 1 - ASSEMBLY



PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018		7

## CONCEPT 1 - ASSEMBLY



30  
15

PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	8

## CONCEPT 1 - ASSEMBLY

Typography - Sans serif body

Light, *Italic*

Regular, *Italic*

Underline, Mono

Medium, *Italic*

**Bold, *Italic***

# Winchester School of Art

Favorit by Dinamo



CONCEPT 1 - ASSEMBLY

# Winchester School of Art Degree Show

14.06.2018  
23.06.2018

UNIVERSITY OF  
Southampton

Private View:  
18:00–20:00  
Thursday 14th June

Public Opening:  
Friday 15th June  
Saturday 23rd June

Weekdays 11:00–18:00  
Saturday 16th June 11:00–16:00  
Sunday 17th June 11:00–16:00  
Saturday 23rd June 11:00–16:00

PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	10

CONCEPT 1 - ASSEMBLY

**Winchester School  
of Art, University  
of Southampton**

**wsaba.co.uk**

**Degree Show 2018  
14-23.06.2018**

**Address:  
Park Avenue  
Winchester  
SO23 8DL**

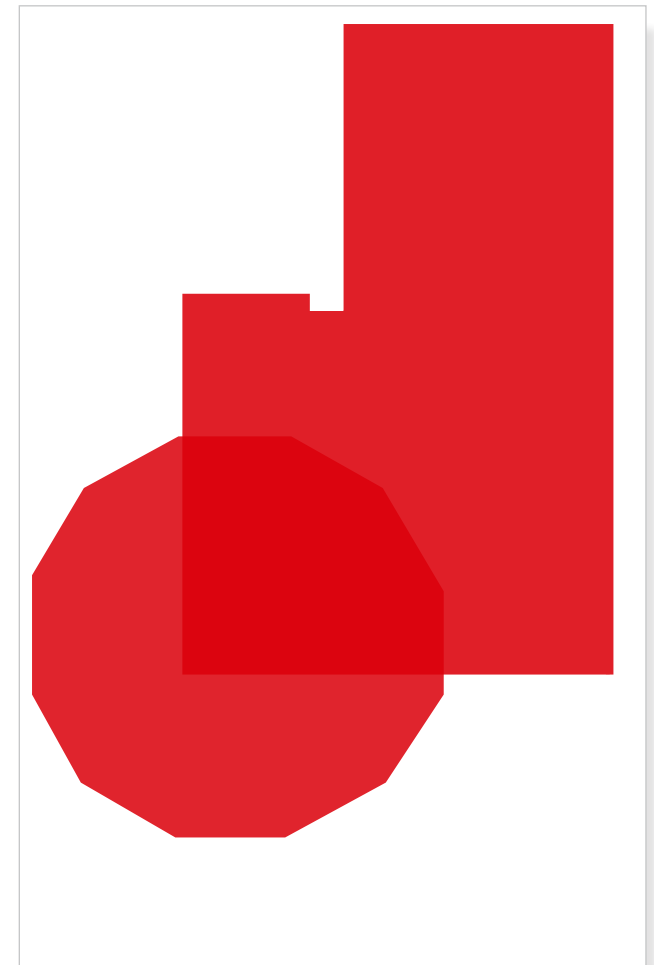
**Private View:  
18:00-20:00  
Thursday 14th June**

**Public Opening:  
Friday 15th June  
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UNIVERSITY OF  
**Southampton**

PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	11

CONCEPT 1 - ASSEMBLY

CONCEPT 1 - ASSEMBLY

Typography - Quirky Display with clean sans serif body

Brutal Light, Regular, Bold  
© 2017 — Benoît Bodhuin  
bb-bureau.fr

WSA BA 2018

Brutal by BB-Bureau

PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	13

## CONCEPT 1 - ASSEMBLY



**Private View:**  
**18:00–20:00**  
**Thursday 14th June**

**Public Opening:**  
**Friday 15th June**  
**Saturday 23rd June**

**Weekdays 11:00–18:00**  
**Saturday 16th June 11:00–16:00**  
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UNIVERSITY OF  
**Southampton**

PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	14

## CONCEPT 1 - ASSEMBLY



Private View:  
18:00–20:00  
Thursday 14th June

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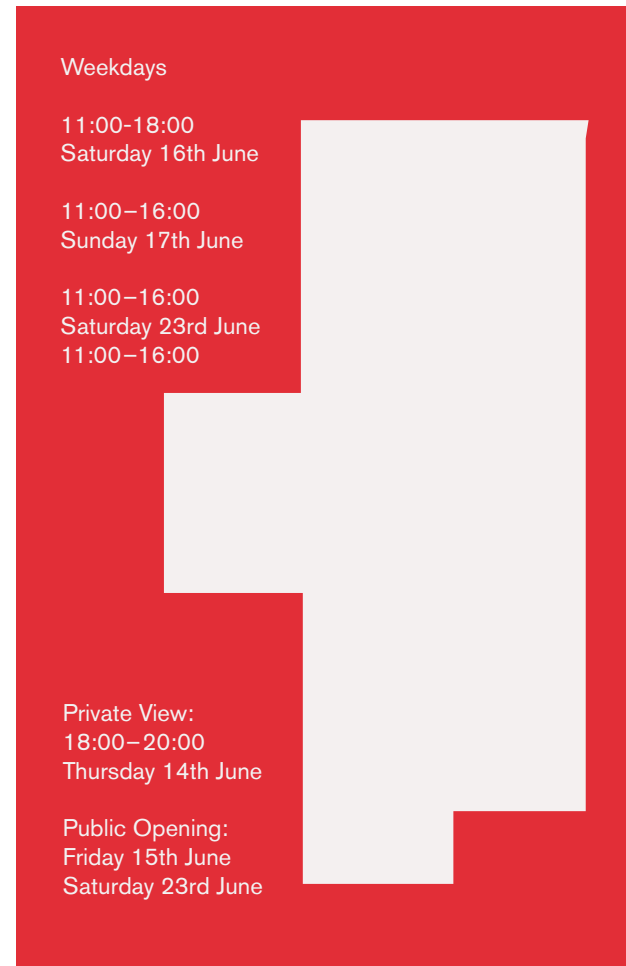
Weekdays 11:00–18:00  
Saturday 16th June 11:00–16:00  
Sunday 17th June 11:00–16:00  
Saturday 23rd June 11:00–16:00

UNIVERSITY OF  
Southampton



PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	15

## CONCEPT 1 - ASSEMBLY



PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	16

## CONCEPT 1 - ASSEMBLY



PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	17

## CONCEPT 2 - MAKING PUBLIC

### PUBLIC:

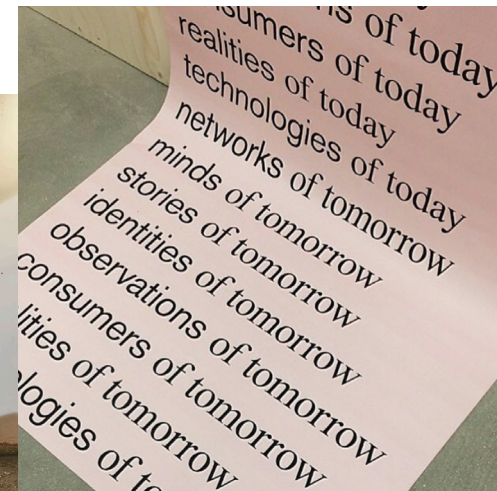
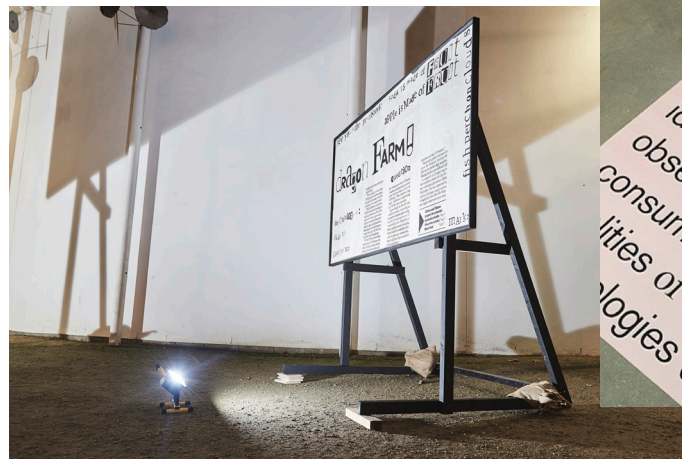
Of or concerning the people as a whole.

Open to or shared by all the people of an area or country.

Of or involved in the affairs of the community, especially in government or entertainment.

Of, for, or acting for a university.

OPEN  
DISSEMINATING  
DISPLAY  
VOCAL





30 15	PROJECT	CLIENT	DATE	SECTION	PAGE
	WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	18

## CONCEPT 2 - MAKING PUBLIC



CONCEPT 2 - MAKING PUBLIC

Typography - Singualr sans serif for display & body

# WSA BA 2018

# Winchester School of Art

CONCEPT 2 - MAKING PUBLIC

Typography - Singualr sans serif for display & body

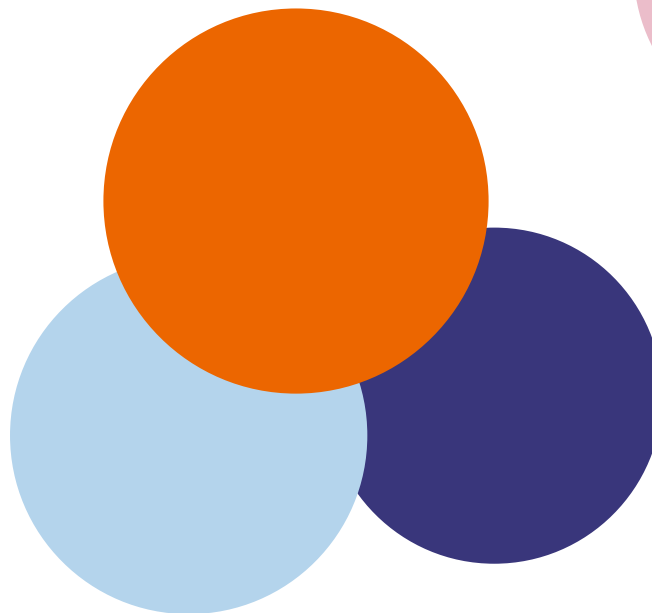
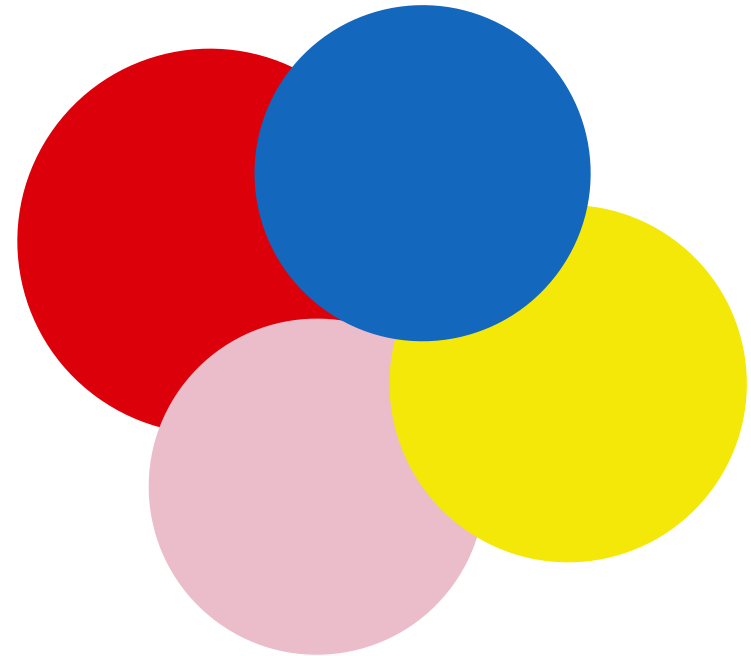
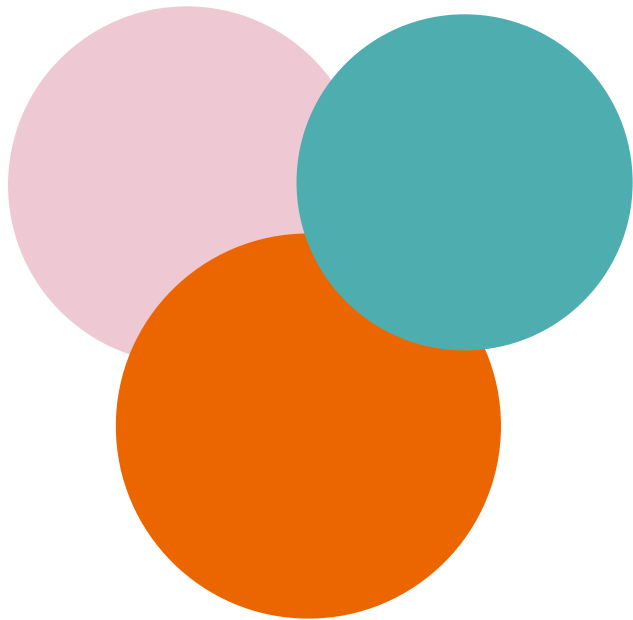
**WSA BA 2018**

**WSA WSA BA BA  
2018 2018**



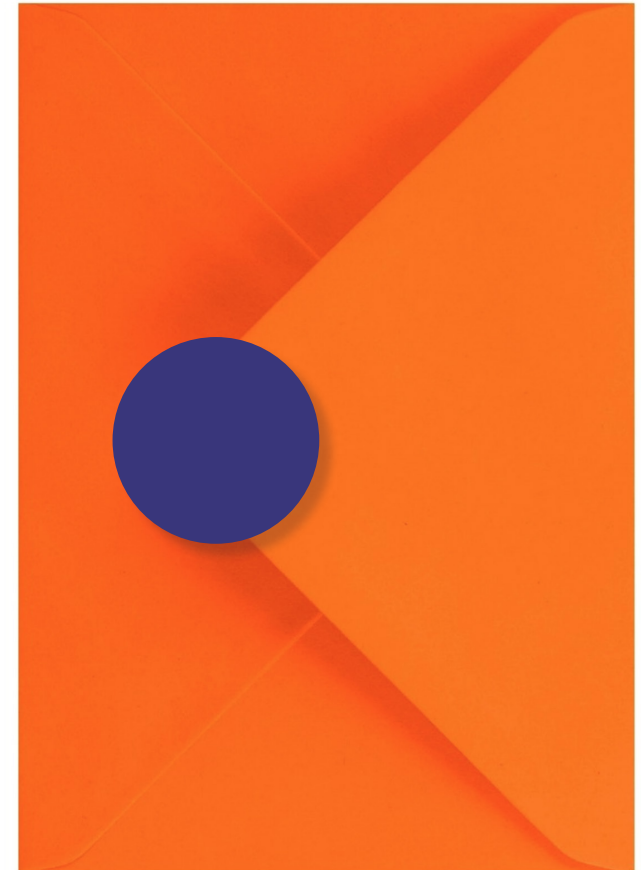
PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	21

## CONCEPT 2 - MAKING PUBLIC



PROJECT	CLIENT	DATE	SECTION	PAGE
WSA BA DEGREE SHOW 2018	WINCHESTER SCHOOL OF ART	FEBRUARY 2018	CONCEPTS	22

## CONCEPT 2 - MAKING PUBLIC



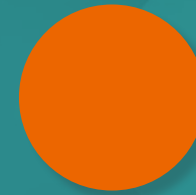
CONCEPT 2 - MAKING PUBLIC

**Making  
Words  
Here  
Making  
Things  
Here**

**Private View:  
18:00–20:00  
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CONCEPT 2 - MAKING PUBLIC

Making  
Work  
Making  
Public  
Making  
Words  
Making

Private View:  
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30  
15

PROJECT

WSA BA DEGREE SHOW 2018

CLIENT

WINCHESTER SCHOOL OF ART

DATE

FEBRUARY 2018

SECTION

CONCEPTS

PAGE

25

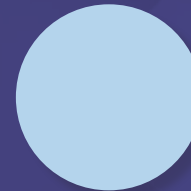
## CONCEPT 2 - MAKING PUBLIC

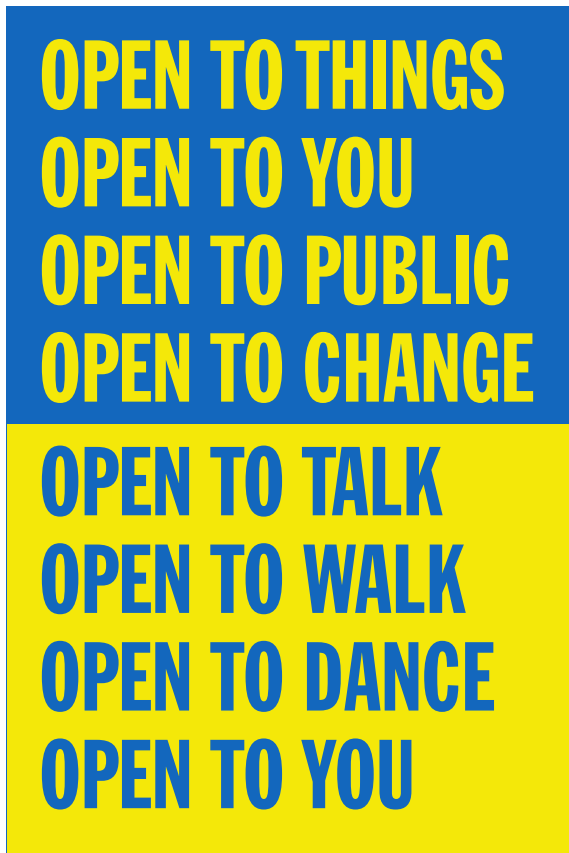
**OPEN TO  
THINGS  
OPEN TO  
YOU  
OPEN TO  
THE PUBLIC  
OPEN TO  
CHANGE**

**TYPE ON BACKGROUND HERE  
ONLY HAVE TRIAL VERSION OF THE  
FONT SO NO NUMBERS**

**PUBLIC OPENING  
PRIVATE VIEW**

**WINCHESTER SCHOOL OF ART  
UNIVERSITY OF SOUTHAMPTON  
PARK AVENUE**



CONCEPT 2 - MAKING PUBLIC

**TYPE ON BACKGROUND HERE  
ONLY HAVE TRIAL VERSION OF THE  
FONT SO NO NUMBERS**

**PUBLIC OPENING  
PRIVATE VIEW**

**WINCHESTER SCHOOL OF ART  
UNIVERSITY OF SOUTHAMPTON  
PARK AVENUE**

