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PROJECT

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Design Your Future

WSA

16.09.15

ONE

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DESIGN YOUR FUTURES

Interaction & engagement

Aims:

- + To engage with prospective students.
- + Opportunity for staff and current students to gather information and contact details.
- + To convey the visual language created in the new prospectus within the space.

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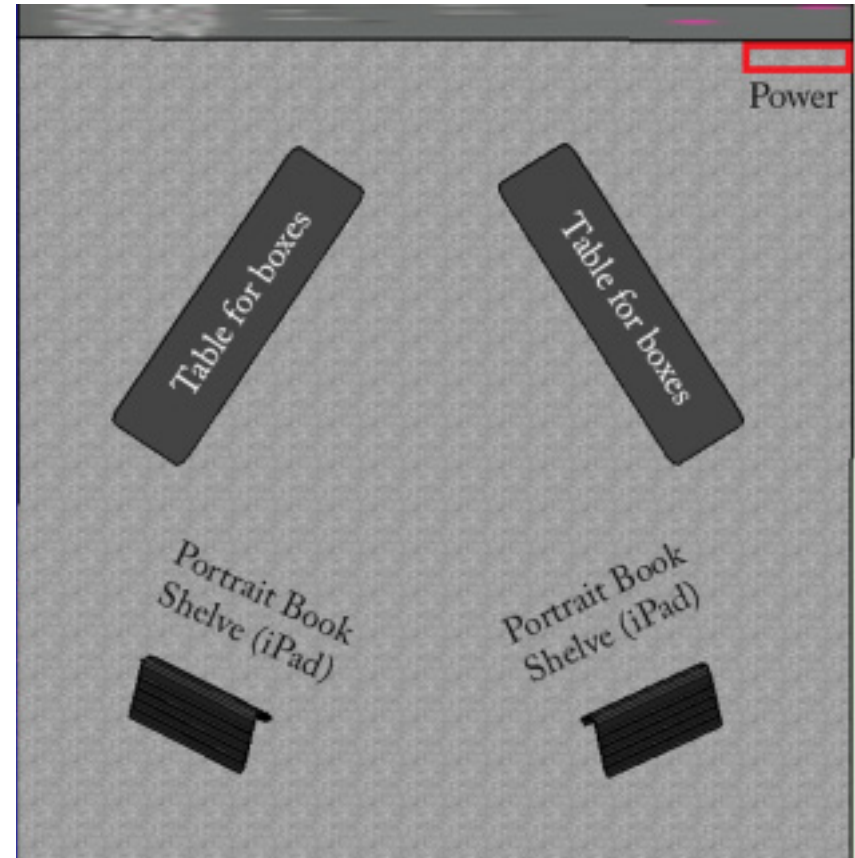
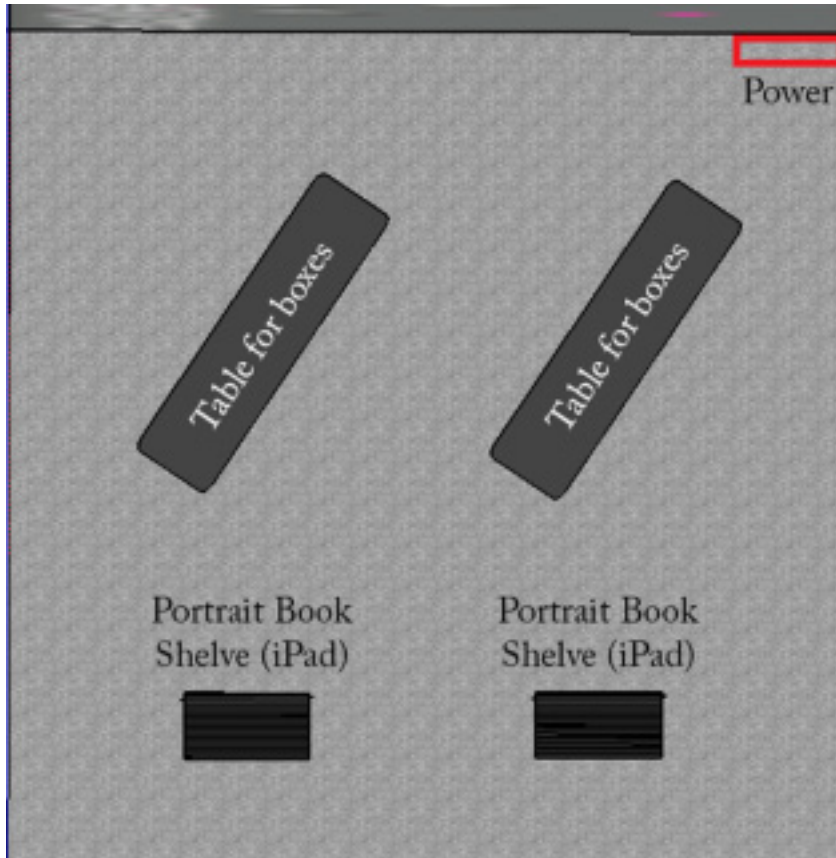
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Studio Deliverables:

- + Floor plans
- + 6 X 2.4m wall artwork
- + Ipad visuals
- + Digital infographic map
- + Notebooks & Pencils
- + USB's - with PDF prospectus uploaded
- + Vinyl tags & lanyards
- + A5 Flyer to advertise giveaway

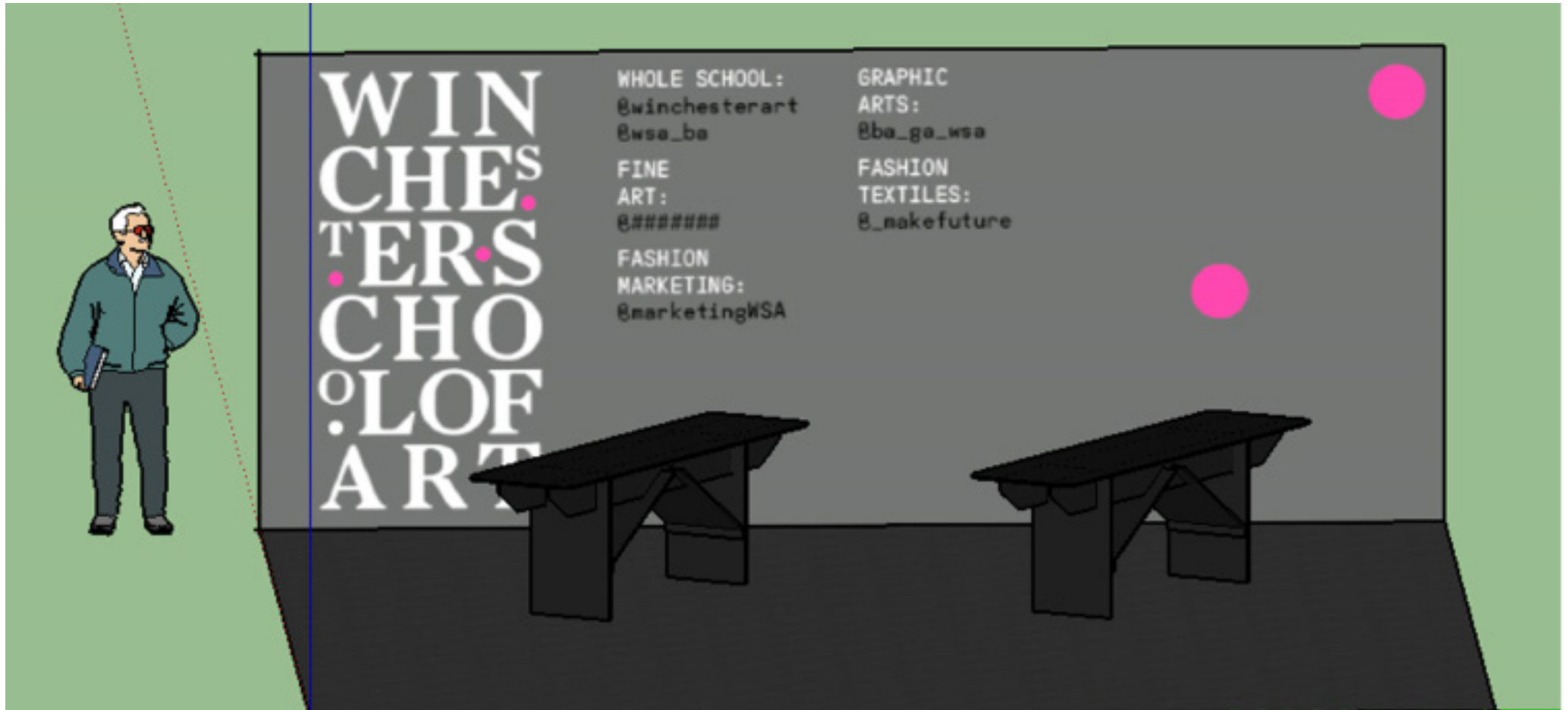
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Floor Plans:



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Initial SketchUp Plan:



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Wall idea

INTERACTION, ENGAGEMENT & MATERIALITY

An installation on the wall will be utilised as a conversation starter. Each picture highlights a different aspect of the University - the courses, studio places, students and the learning spaces.

Using the materiality of the stocks and printed images rather than a flat print - linking with the visual language of overlays and the future of the art school created within the prospectus.

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References:

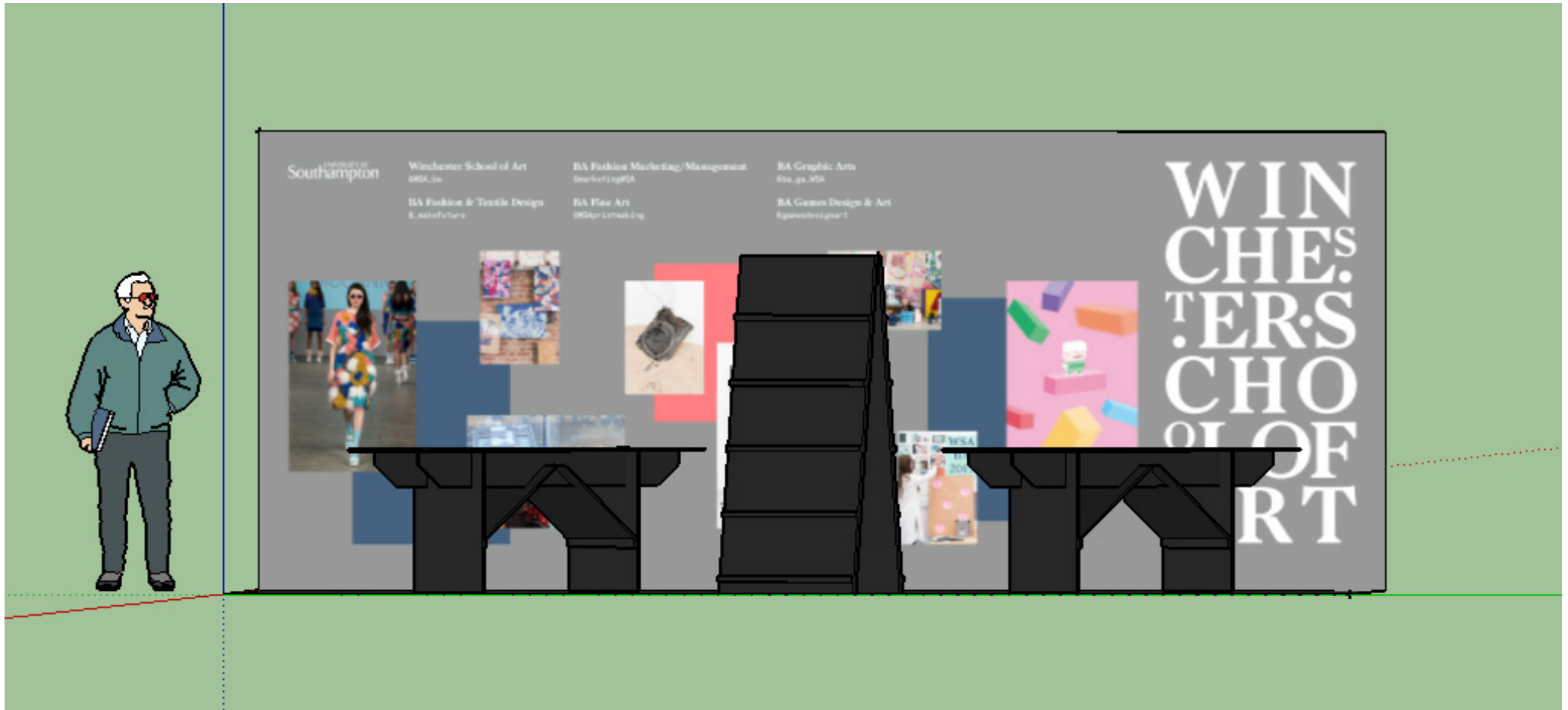


Brighton Show at the Bargehouse

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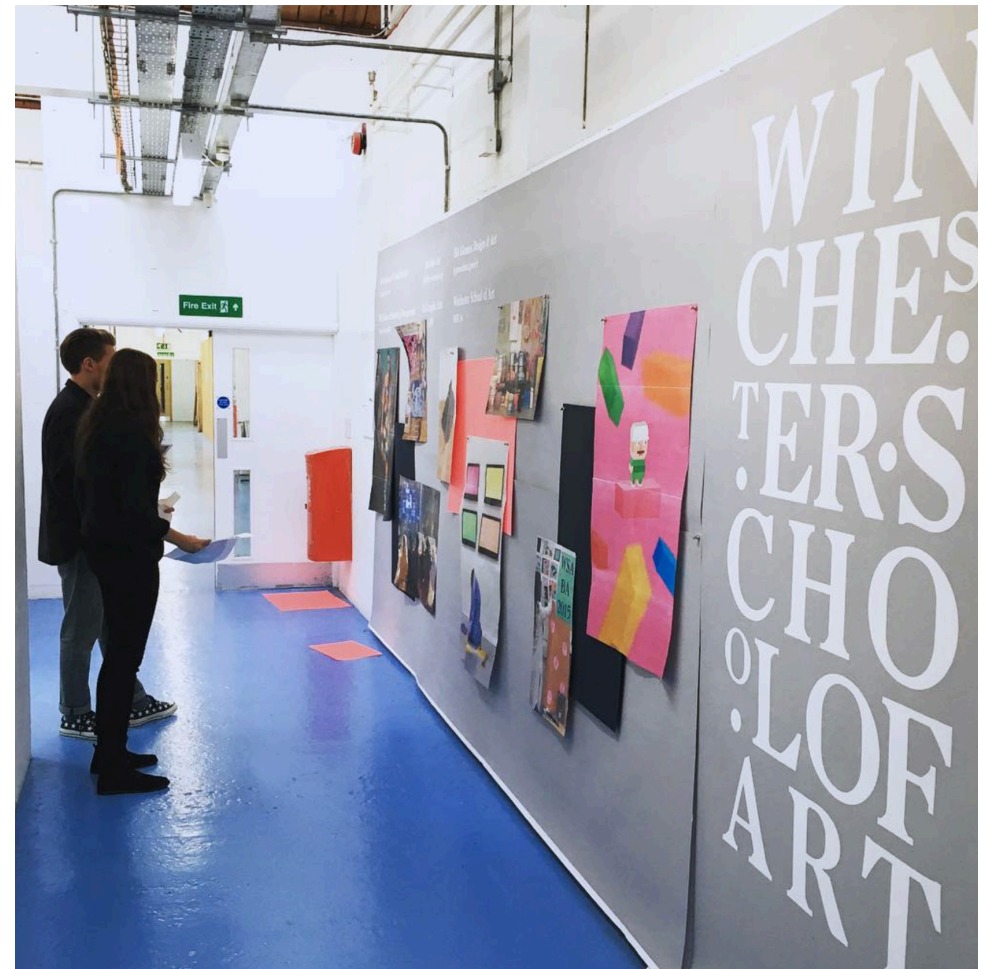
SketchUp mock up:



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To scale printed mock up:



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Tote bags:

Using the tote bags designed for the 2015 degree shows.

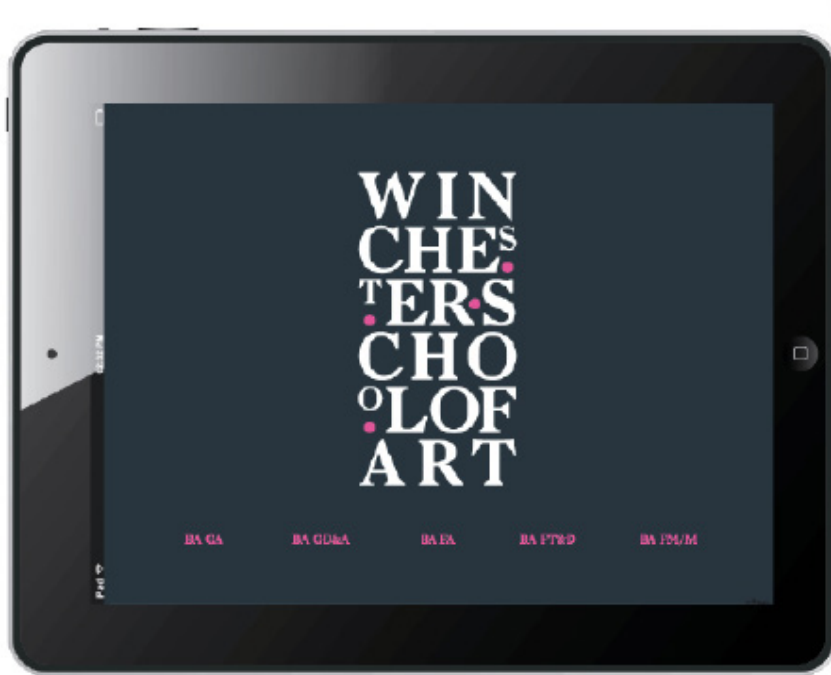
Each course will put their separate printed materials such as catalogues into the tote bags - creating a course pack that students can take with them.



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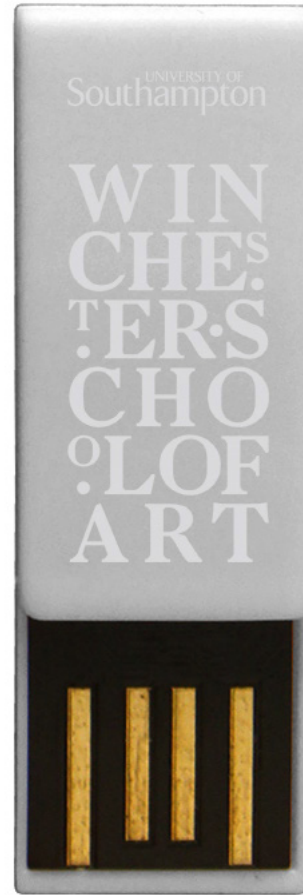
Ipad Visuals:



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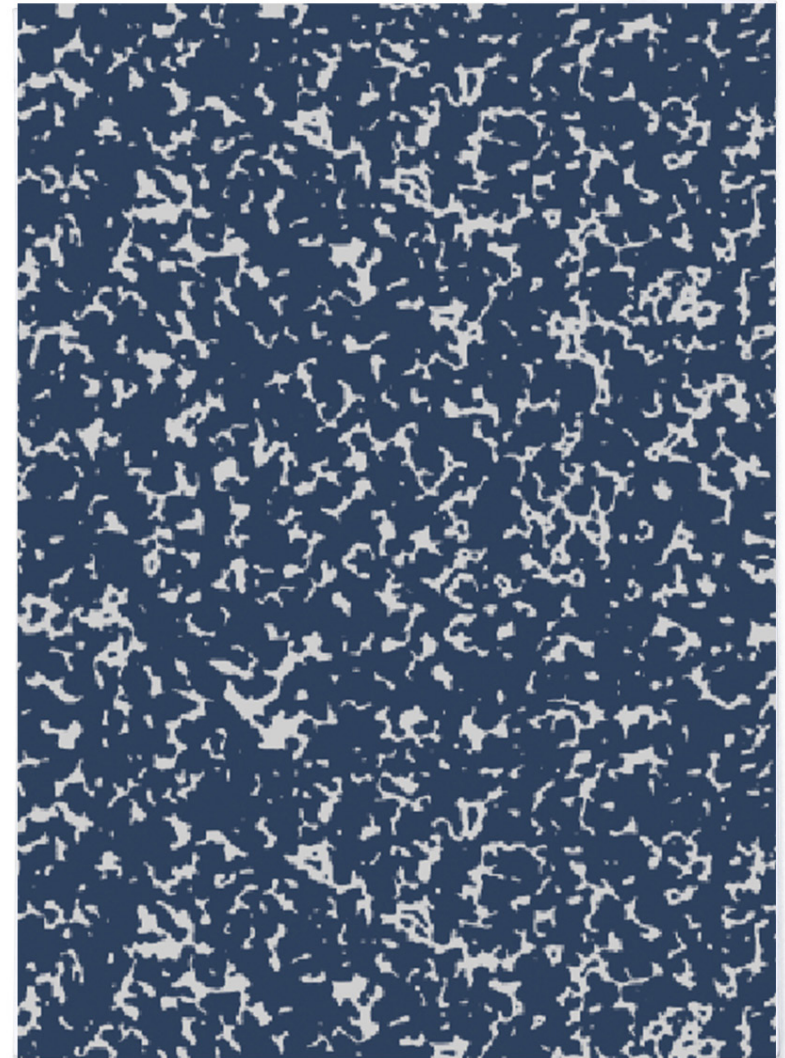
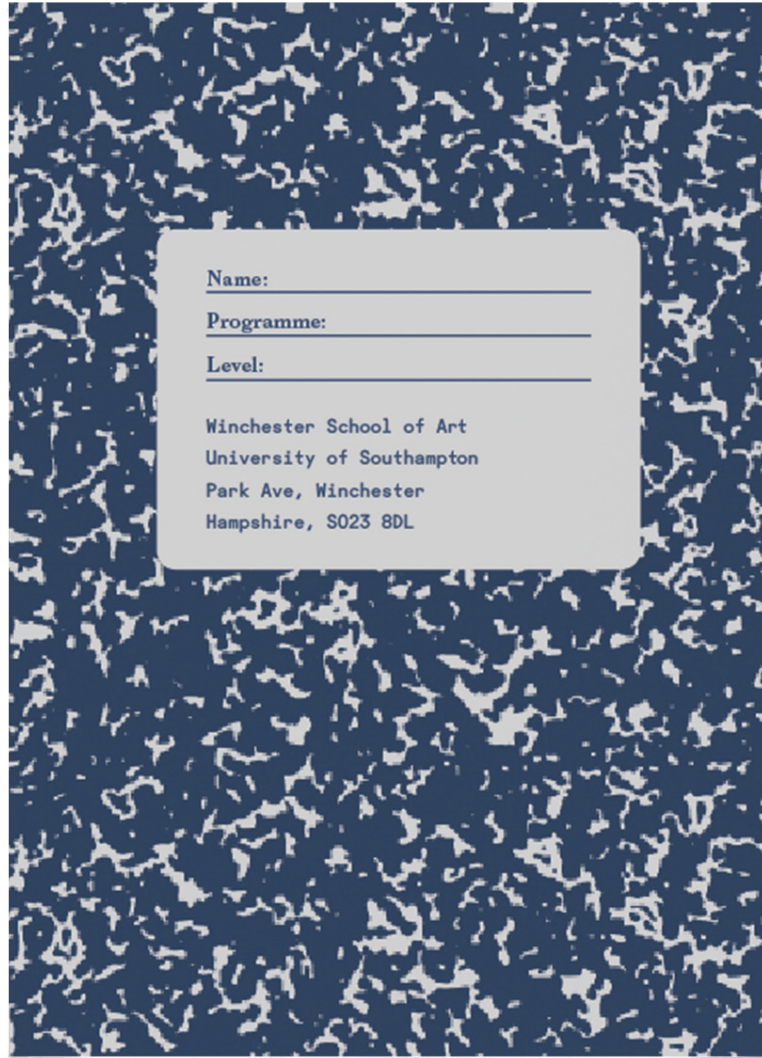
USB's:



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Notebooks:



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Social Media:

Using the @wsa_ba instagram and the school's twitter page @winchesterart to countdown to Design Your Futures.

Advertising to visitors where our stall is before and during the event.

Similar to degree show »

But keeping the visual language of the posts in line with prospectus. Using the bitmaps, layering and colour.

