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PROJECT	CLIENT	DATE	SECTION	PAGE
MA LOOKBOOK 2	WINCHESTER SCHOOL OF ART	NOVEMBER 2017	BRIEF	2

Brief:

A book that showcases student images.
To be used for promotion/ marketing/ recruitment.
To be given to students.

Listed Deliverables:

Recycled paper or similar
Uncoated for pages with copy and coated for images
(Recycled paper)

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Studio output:

A design and structure update, re-examining and refreshing its appearance, in order to deliver a refined modern and professional look-book to present to potential students and assist in general course promotion.

Same format and size 200x270mm, to ensure it sits consistently with the previous iterations and has a cohesive shelf appearance.

Cover:

An update on typefaces to ensure the Lookbook stays current and fresh. With a reduction on the information used i.e Only has 'MA Fashion Design 2018' and Winchester School of Art/ UoS.

Back:

Removal of Foreword, back cover is to be left blank to help it not feel too crammed full. And this is to be inserted elsewhere.

Interior:

Structure of book;

Each student has more pages and own their own section is divided by a page title with full name and potential collection/project title.

As well as introduction of blank pages and between certain sections.

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In order to help with clarity of the collections, and pacing of reading experience.

Extra content:

Delia's introduction, as well as potential essay about relevant topic perhaps relating to the course/ or the briefs the students responded too.

Stock & Production:

Introduction of a gloss, semi-gloss paper stock, used as well as an uncoated paper stock to aid in high production quality. With this iteration being perfect bound it will already be cheaper than last years.

Printing:

In order to ensure production costs stay low we could print the book on a Indigo machine, which is cheaper than standard Litho printing.

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Concept #1

- > Univers Typeface
- > Large title page for Student Name
- > Gold Spot Colour through out
- > Circle shape illustration
- > Gold mono-tone images

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PROJECT

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DATE

SECTION

PAGE

MA LOOKBOOK 2

WINCHESTER SCHOOL OF ART

NOVEMBER 2017

TYPEFACES

6

TYPEFACES

Univers by Linotype £30 per weight

40pt

Univers by Linotype

14pt

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MA Lookbook 2017/18 Fashion Design

52pt

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MA LOOKBOOK 2	WINCHESTER SCHOOL OF ART	NOVEMBER 2017	CONCEPT #1	7

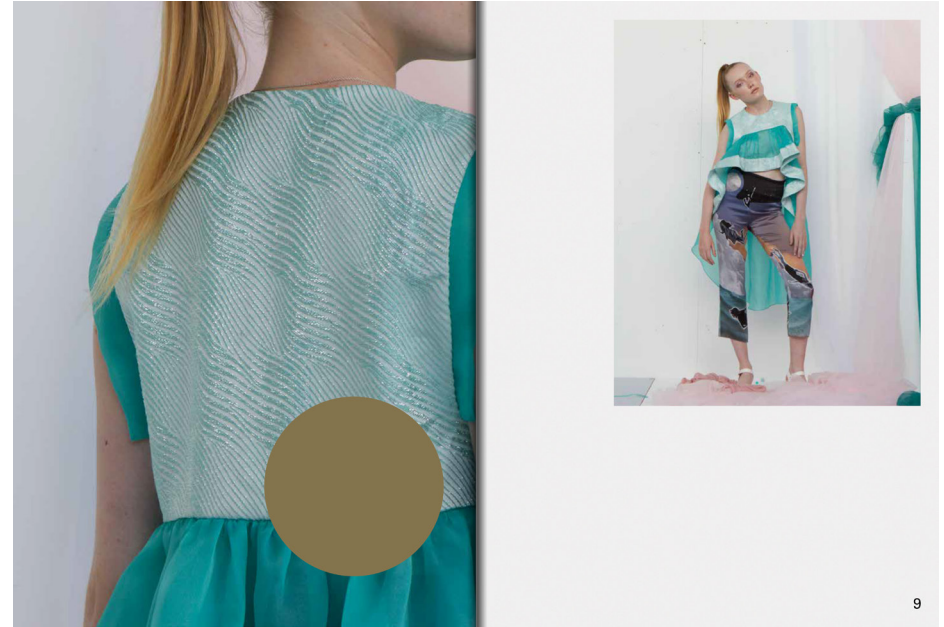
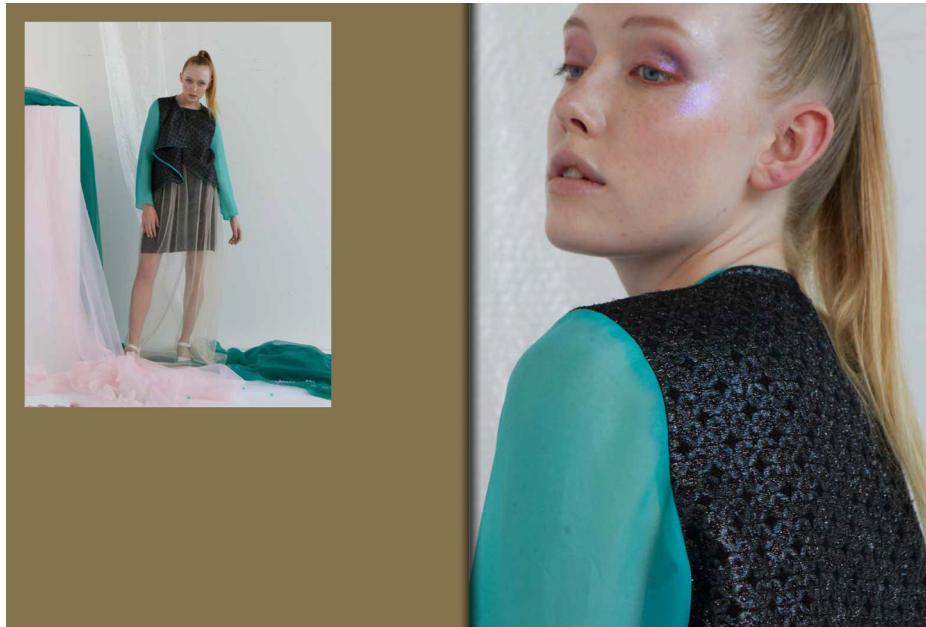
MA
FASHION
DESIGN
2017/2018



1 Name of Student

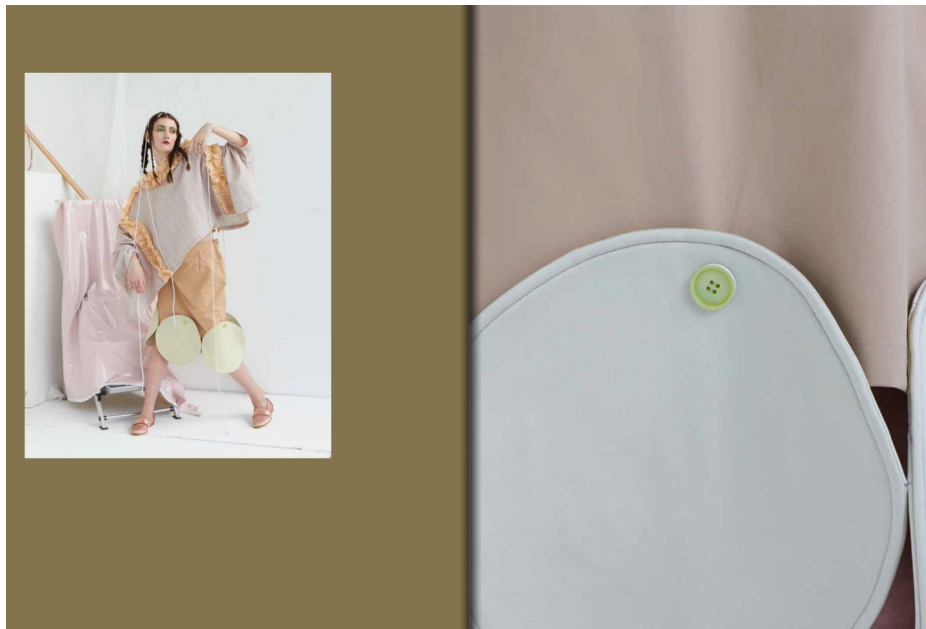
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Spread Examples

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PROJECT	CLIENT	DATE	SECTION	PAGE
MA LOOKBOOK 2	WINCHESTER SCHOOL OF ART	NOVEMBER 2017	CONCEPT #2	10

Concept #2

- > Lars Typeface
- > Large title page for Student Name
- > Silver Spot Colour through out
- > Silver detail mono-tone images

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PROJECT

MA LOOKBOOK 2

CLIENT

WINCHESTER SCHOOL OF ART

DATE

NOVEMBER 2017

SECTION

TYPEFACES

PAGE

11

TYPEFACES

Lars by Bold Decisions £66 per weight

40pt

Lars by Bold
Decisions

14pt

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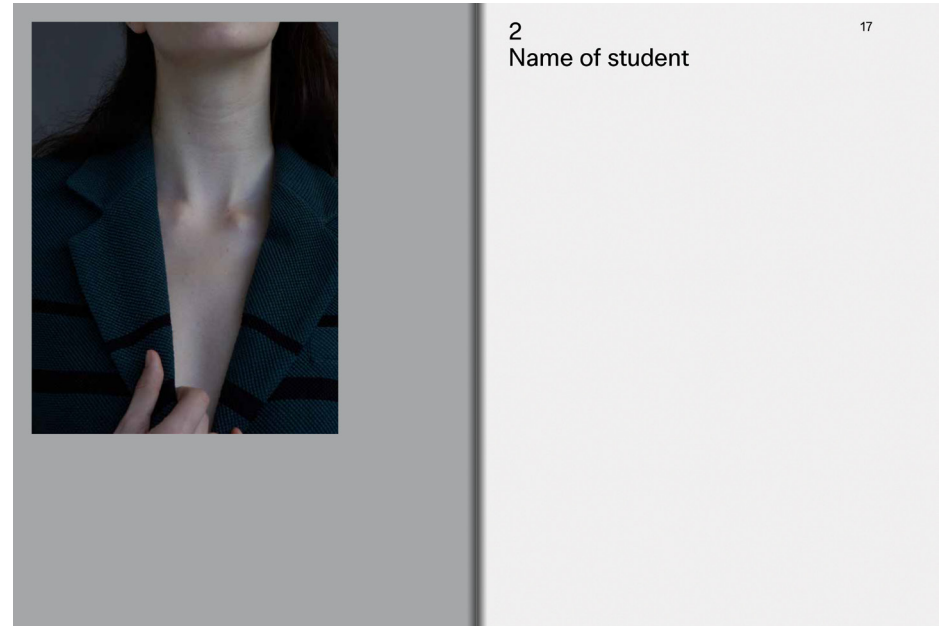
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MA Lookbook
2017/18 Fashion
Design

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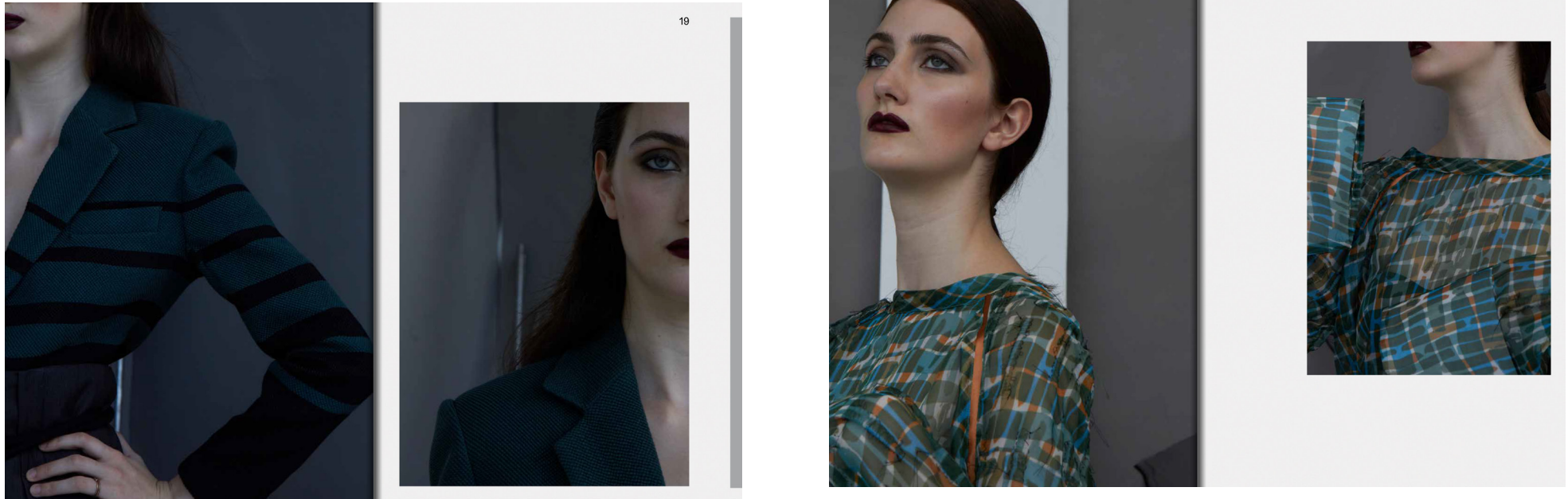
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MA LOOKBOOK 2	WINCHESTER SCHOOL OF ART	NOVEMBER 2017	CONCEPT #2	12



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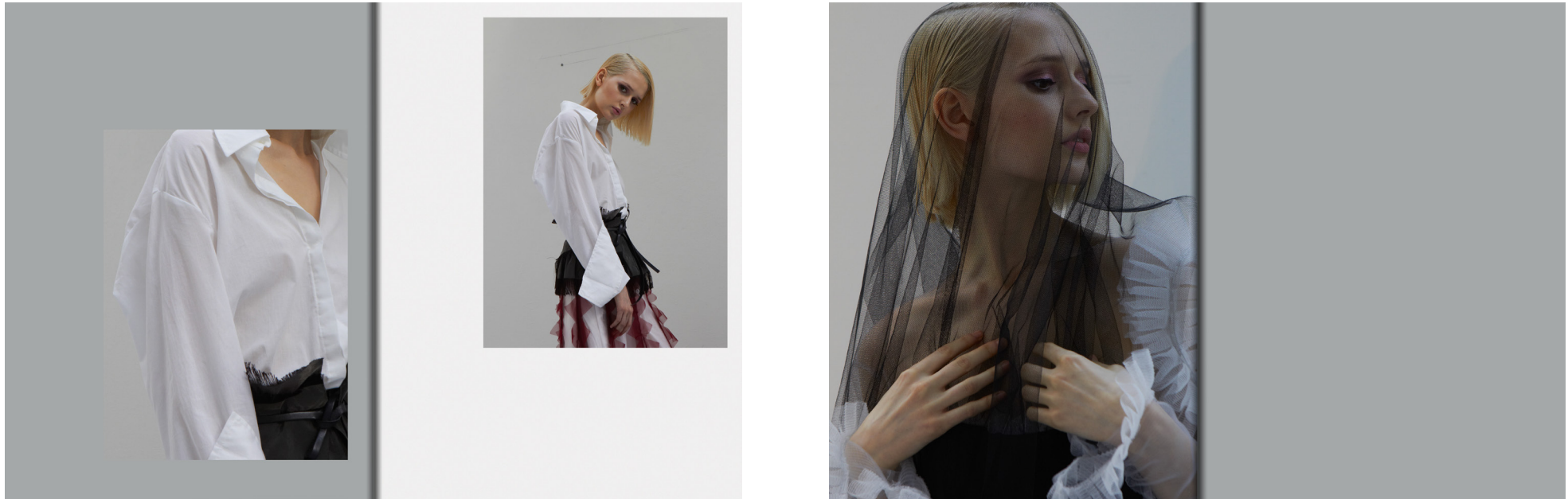
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Option 2



Spread Examples

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MA LOOKBOOK 2	WINCHESTER SCHOOL OF ART	NOVEMBER 2017	CONCEPT #3	15

Concept #3

- > Weiss Typeface
- > Minimal approach
- > Layered images
- > Use of colour bars that match the images

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PROJECT

MA LOOKBOOK 2

CLIENT

WINCHESTER SCHOOL OF ART

DATE

NOVEMBER 2017

SECTION

TYPEFACES

PAGE

16

TYPEFACES

Weiss Falk by Dinamo £80 per weight

40pt

Weiss Falk by Dinamo

14pt

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10pt

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MA Lookbook 2017/18 Fashion Design

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FASHION

MA

DESIGN

2017/2018

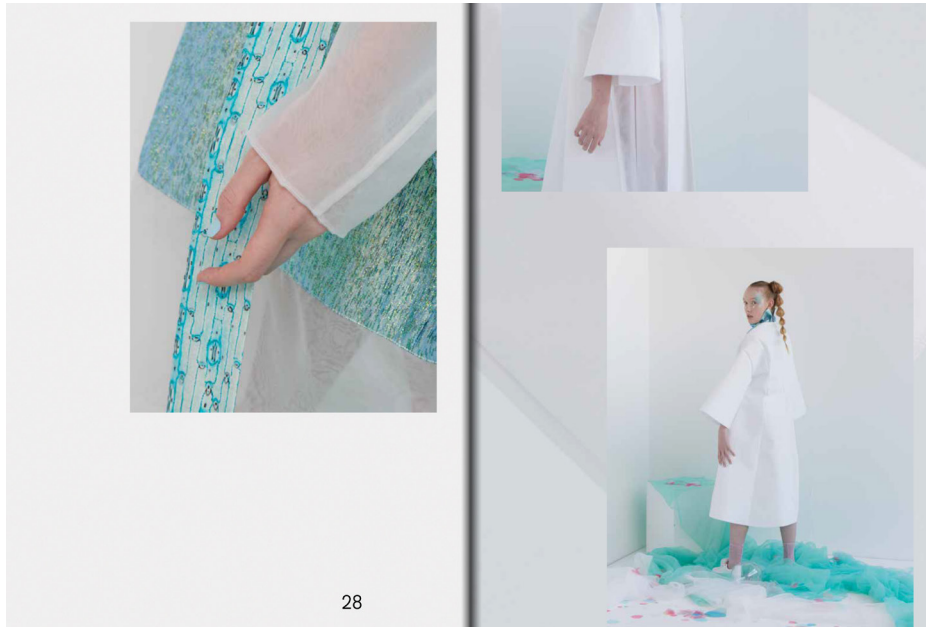


NAME OF STUDENT

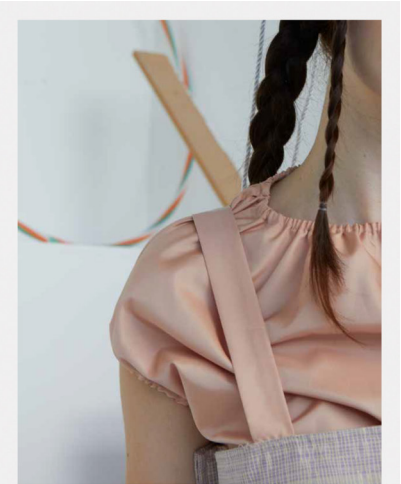
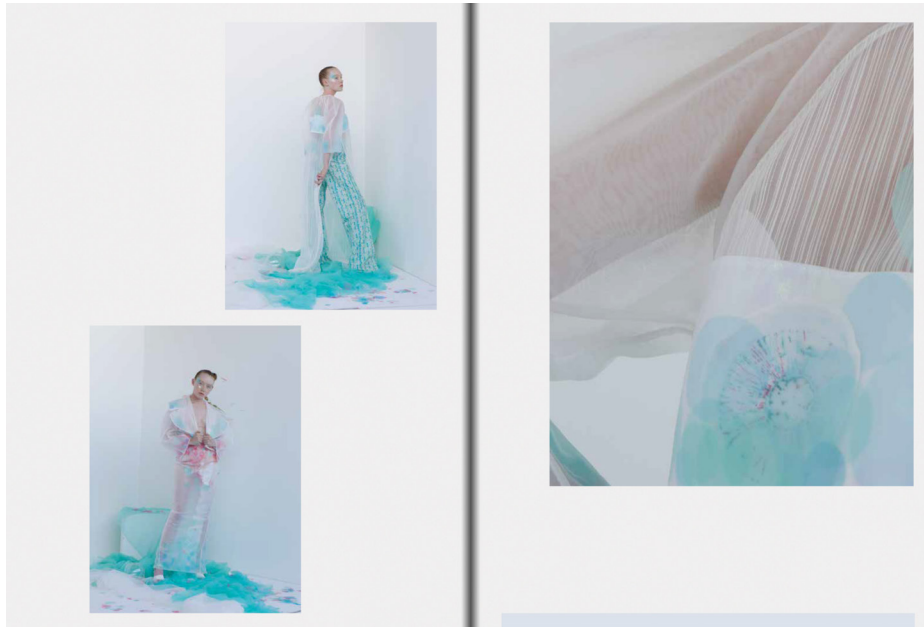
FASHION DESIGN

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