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BA DEGREE SHOW 2019	WSA	MAY 2019	CONCEPTS	2

Deliverables

- > Folded Leaflet/booklet (including map)
- > Posters
- > Signage/Wayfinding/Vinyls
- > Social Media (Twitter/Instagram)
- > Name Tag Template
- > Misc

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ORIGINAL PROPOSAL: Using the BA Show name

- > Using the original identity from the BA Show
- > Altering the layout
- > Updating colours
- > Same title 'Create Curate' with 'Master Degree Show' subtitle
- > Spread the identity across different deliverables

**Create
Curate
Master
Degree
Show**

Lockup

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PROJECT

BA DEGREE SHOW 2019

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NEW PROPOSAL: Updated Title Concept

- > Using the original identity from the BA Show
- > Refining and creating a more sophisticated visual language
- > The m & a work in unison well
- > Visually depicting a natural relationship that echoes the school values



a

a

a

a

ba show

ma show

Lockup

Masters Degree Show 2019
6–10 September
Winchester School of Art

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Vinyl application

- > Put the Vinyl up a week before the show to promote the show and school
- > This year utilise the large reception space to entice people in



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PROJECT

BA DEGREE SHOW 2019

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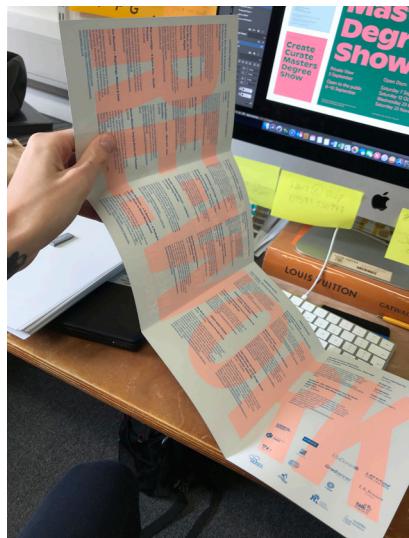
SECTION

CONCEPTS

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Booklet/Leaflet Proposal




In 2016, Modern Art Oxford celebrates 50 years as an international acclaimed powerhouse of contemporary visual culture. KALEIDOSCOPE is a year long programme of exhibitions, performances and events, presenting an unmissable opportunity to reflect on some of the great moments in Modern Art Oxford's history. KALEIDOSCOPE has stayed open throughout the year, giving visitors insight into the processes of exhibition making as one show transitions into the next.



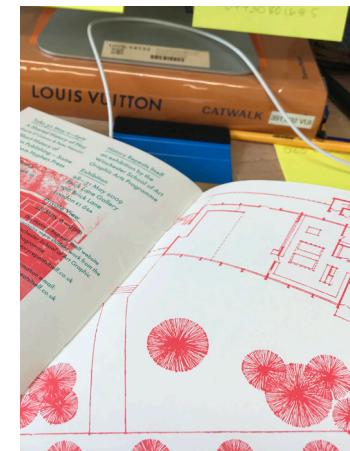
Over 700 exhibitions have been presented at Modern Art Oxford since the gallery was founded 50 years ago. During KALEIDOSCOPE, iconic works from the past return to the gallery and are presented alongside the work of artists new to Modern Art Oxford. KALEIDOSCOPE offers a unique opportunity to look back and reflects on key ideas in contemporary art over the last half century.

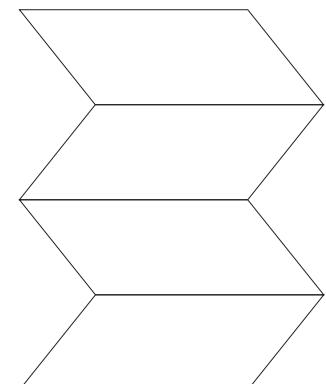
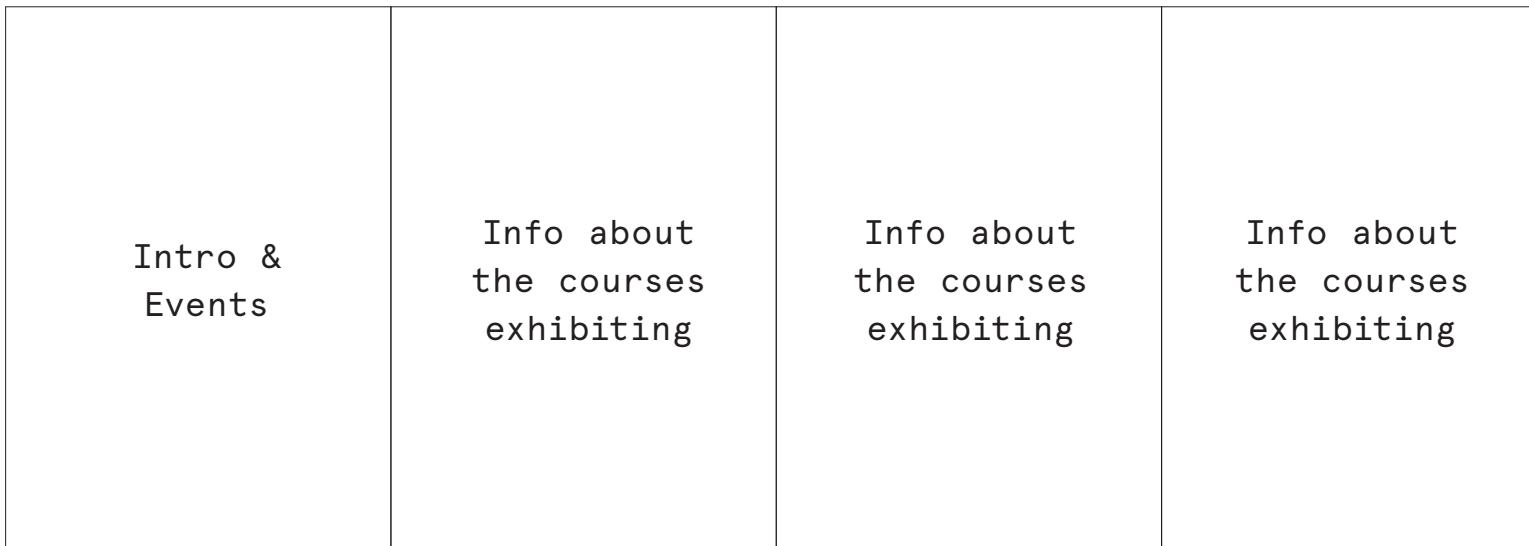
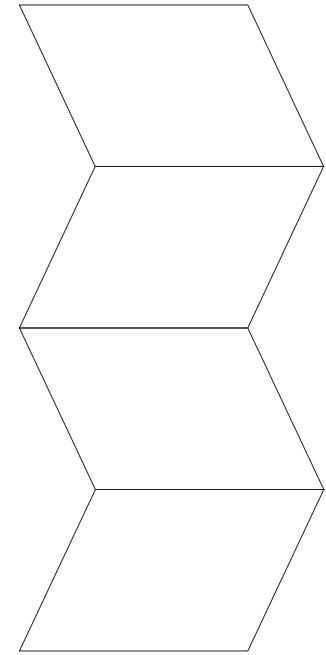
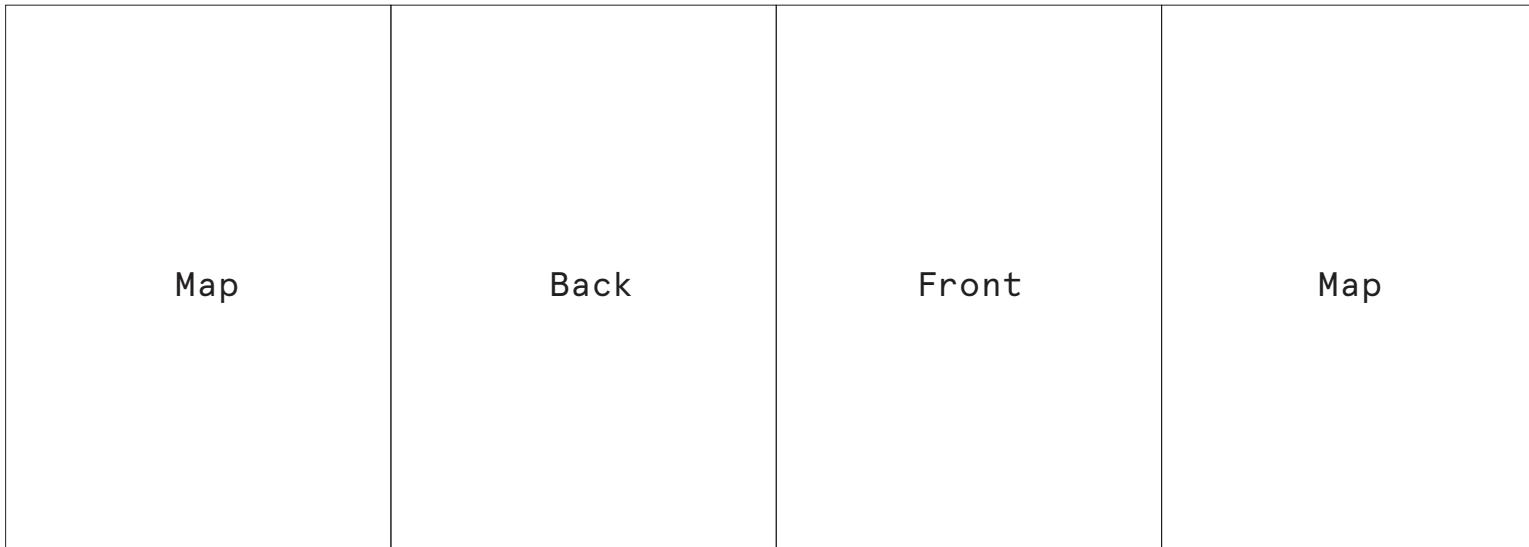


The final KALEIDOSCOPE exhibition, The Vanished Reality, includes works by Marcel Broodthaers, Hans Haacke, Imran Isra, Darcy Lange, Louise Lawler, Maria Lloboda, Kerry James Marshall, Katja Novitskova and Hardeep Pandhal.

The concluding phase of KALEIDOSCOPE, The Vanished Reality, brings together the work of artists who explore the relationships between the production of art and the social, political, economic and cultural conditions in which it is created. These nine artists investigate the complexities of life that often vanish when artworks are displayed in galleries.

Modern Art Oxford
30 Pembroke Street, Oxford OX1 1BP
+44 (0)1865 722733
modernartoxford.org.uk
Open 11am–8pm, Tuesday to Saturday,
12–5pm Sunday. Closed Monday





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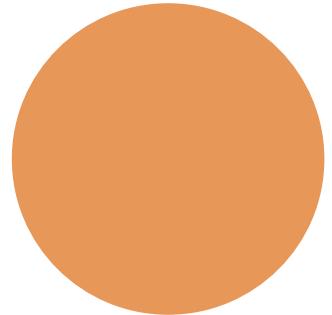
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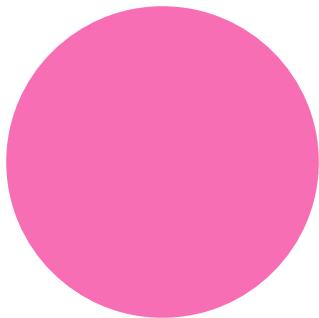
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Colourway 1



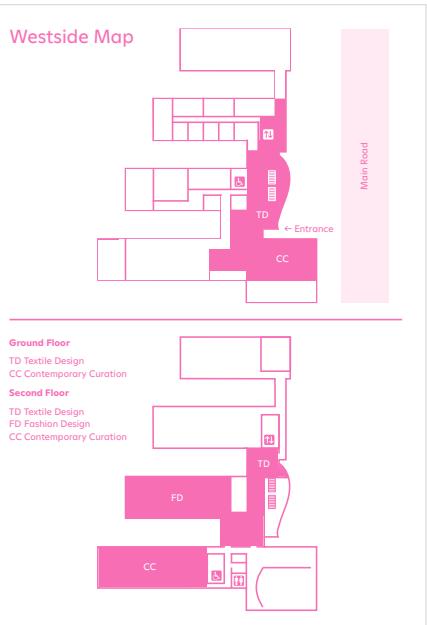
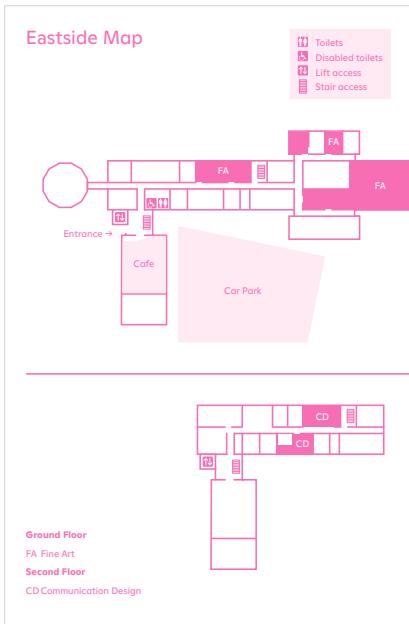
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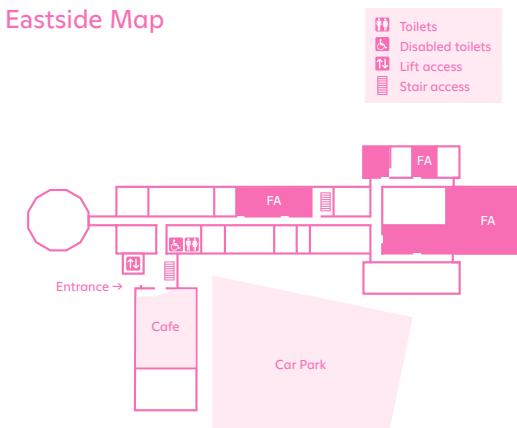
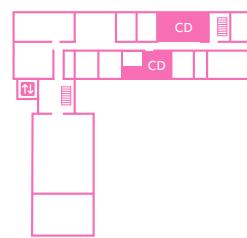


Booklet



INTRODUCTION	EXHIBITION	EXHIBITION	EXHIBITION	EXHIBITION	EVENTS
<p>by Ed D'Souza</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin condimentum, ipsum in sagittis convallis, libero ipsum tempus lorem, ut imperdiet eros sapien quis turpis. Aliquam erat volutpat. Aenean semper diam a est faucibus tempus.</p> <p>Etim sed purus sit metus interdum feugiat eget ut arcu. Sed quis porta leo. Quisque vivero eu odio sed porta. Nunc a ornare nulla. Phasellus bibendum vehicula est, ut pharetra libero tincidunt faucibus. Donec est enim, euismod Suspendisse tincidunt mollis congue. Uci omni ut ut iur adis dempore si conseid mo omni commit debil odiae nobilitat et maxim ex estibus enim eadis dolupturem aut estimatis eos ex eae strect ioresed iengipomposum qui voluntatis seriente.</p> <p>Nom euismod enim sed auger fermentum, egel melesuado ut sem vel, hendrerit sollicitudin odio. Donec cuctor in que vel melesuado. Suspendisse tincidunt mollis congue, pharetra. 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<p>WSU Open Days</p> <p>Saturday 12 September Wednesday 23 October Saturday 23 November</p> <p>Private View</p> <p>Thursday 5 September 18:00-20:00</p> <p>Open to the public</p> <p>Friday 6 September to Thursday 10 September 11:00-16:00 on weekdays and Saturdays 11:00-16:00 on Sunday 8 Winchester School of Art University of Southampton Park Avenue, Winchester SO23 8DL</p>	<p>EXHIBITION</p> <p>EXHIBITION</p> <p>EXHIBITION</p> <p>EXHIBITION</p>	<p>EXHIBITION</p>	<p>EXHIBITION</p>	<p>EXHIBITION</p>	<p>EVENTS</p>

Booklet open

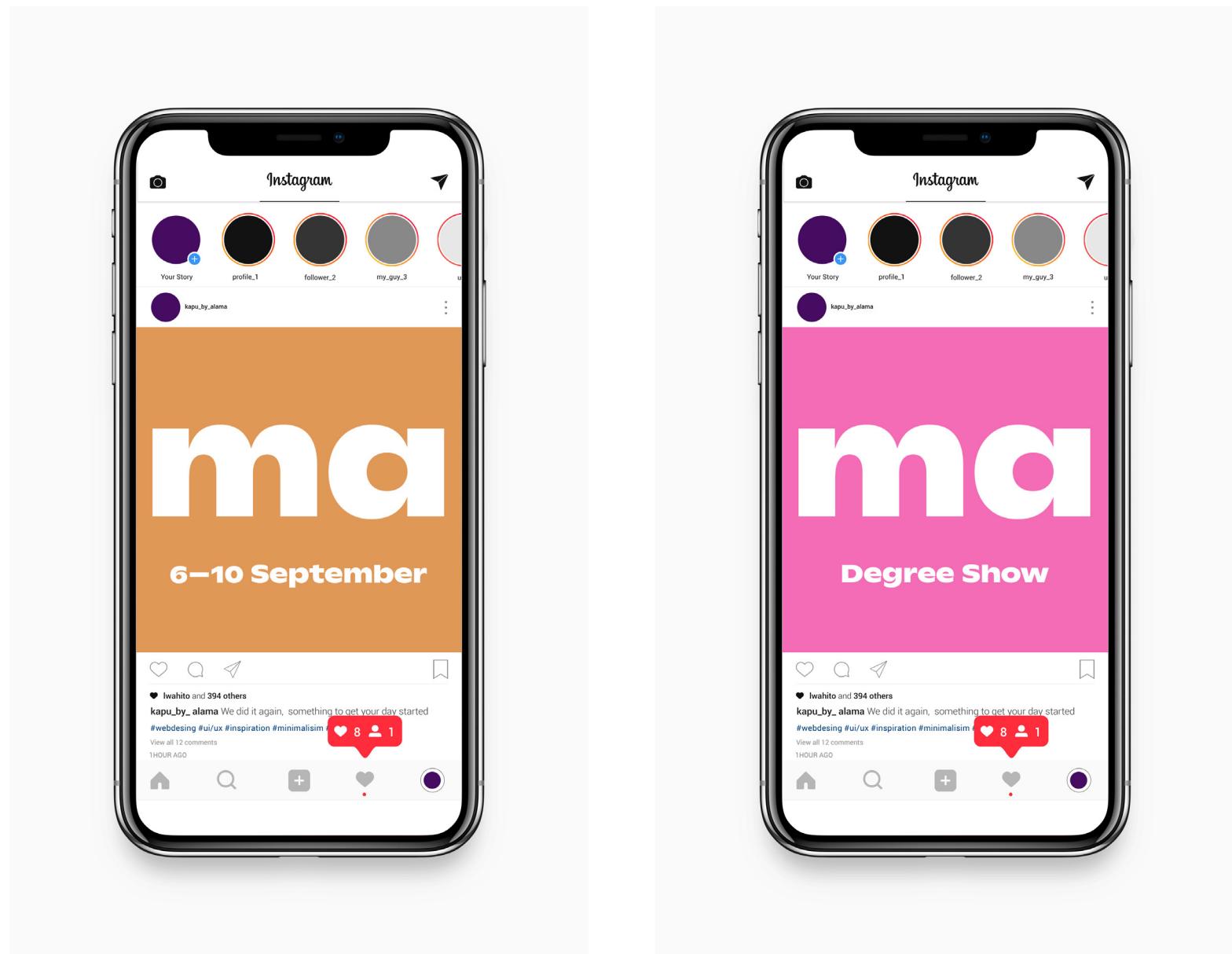
<p>INTRODUCTION</p> <p>by Ed D'Souza</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin condimentum, ipsum in sagittis convallis, libero ipsum tempus lorem, ut imperdiet eros sapien quis turpis. Aliquam erat volutpat. Aenean semper diam a est faucibus tempus. Etiam sed purus sit amet metus interdum feugiat eget ut arcu. Sed quis porta leo. Quisque viverra eu odio sed porta. Nunc a ornare nulla. Phasellus bibendum vehicula est, ut pharetra libero tincidunt faucibus. Donec est dui, euismod ut sem vel, hendrerit sollicitudin odio. Donec auctor in augue vel malesuada. Suspendisse tincidunt mollis congue. Maecenas rhoncus sem vitae diam maximus ullamcorper. Mauris congue volutpat arcu a condimentum. Praesent tincidunt erat ligula, in elementum justo efficitur vitae. Nunc semper a ligula nec tincidunt.</p> <p>Nam euismod elit sed augue fermentum, eget malesuada ut sem vel, hendrerit sollicitudin odio. Donec auctor in augue vel malesuada. 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BA DEGREE SHOW 2019	WSA	MAY 2019	CONCEPTS	11

Vinyl



Social Media



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PROJECT

BA DEGREE SHOW 2019

CLIENT

WSA

DATE

MAY 2019

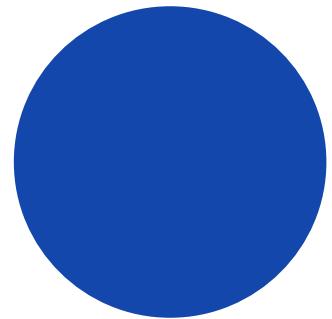
SECTION

CONCEPTS

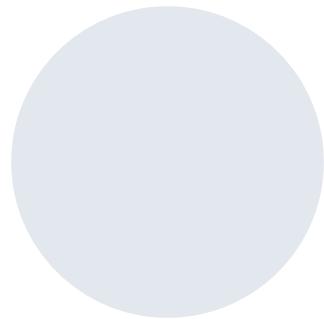
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Colourway 2



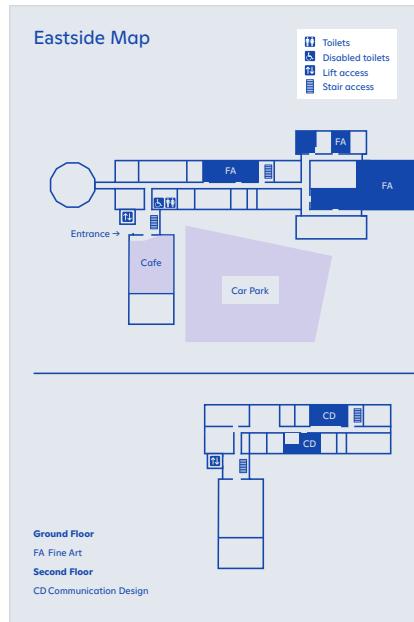
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<p>INTRODUCTION</p> <p>by Ed D'Souza</p> <p> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin condimentum, ipsum in sagittis convallis, libero ipsum tempus lorem, ut imperdiet eros sapien quis turpis. Aliquam erat volutpat. Aenean semper diam a est faucibus tempus. Etiam sed purus sit amet metus interdum feugiat eget ut arcu. Sed quis porta leo. Quisque viverra eu odio sed porta. Nunc a ornare nulla. Phasellus bibendum vehicula est, ut pharetra libero tincidunt faucibus. Donec est dui, euismod ut sem vel, hendrerit sollicitudin odio. Donec auctor in augue vel malesuada. Suspendisse tincidunt mollis congue. Maecenas rhoncus sem vitae diam maximus ullamcorper. Mauris congue volutpat arcu a condimentum. Praesent tincidunt erat ligula, in elementum justo efficitur vitae. Nunc semper a ligula nec tincidunt. </p> <p> Nam euismod elit sed augue fermentum, eget malesuada ut sem vel, hendrerit sollicitudin odio. Donec auctor in augue vel malesuada. 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Phasellus bibendum vehicula est, ut pharetra libero tincidunt faucibus. Donec acculla consequam volore </p> <p> Lorem ipsum dolor sit amet, consectetur. </p>	<p>Eastside Map</p>  <p>Ground Floor</p> <ul style="list-style-type: none"> FA Fine Art CD Communication Design <p>Second Floor</p> <ul style="list-style-type: none"> Toilets Disabled toilets Lift access Stair access
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Poster

UNIVERSITY OF Southampton

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MA Contemporary Curation
MA Communication Design
MA Fashion Design
MA Fine Art
MA Textile Design

Private View:
Thursday 5 September 18:00–20:00

Open to the public:
Friday 6 September to Thursday 10 September
11:00–18:00 on weekdays and Saturdays
11:00–16:00 on Sunday 8

Winchester School of Art, University of Southampton
Park Avenue, Winchester, SO23 8DL
[@wsa_ma #wsd_ma](http://www.wsoma.co.uk)

For more information please contact:
Kay May, Director of External Affairs
km@soton.ac.uk 02380 596906 / 07554 414948

Westside

Main Road

← Entrance

Eastside

Entrance →

Car Park

Legend:

- Toilets
- Disabled toilets
- Lift access
- Stair access

Ground Floor

- 1 Textile Design
- 2 Contemporary Curation

Second Floor

- 3 Textile Design
- 4 Fashion Design
- 5 Contemporary Curation

Ground Floor

- 6 Campus Cafe
- 7 Fine Art
- 8 Fine Art
- 9 Fine Art

Second Floor

- 10 Communication Design
- 11 Communication Design

Ground Floor

- 1 Textile Design
- 2 Contemporary Curation

Second Floor

- 3 Textile Design
- 4 Fashion Design
- 5 Contemporary Curation

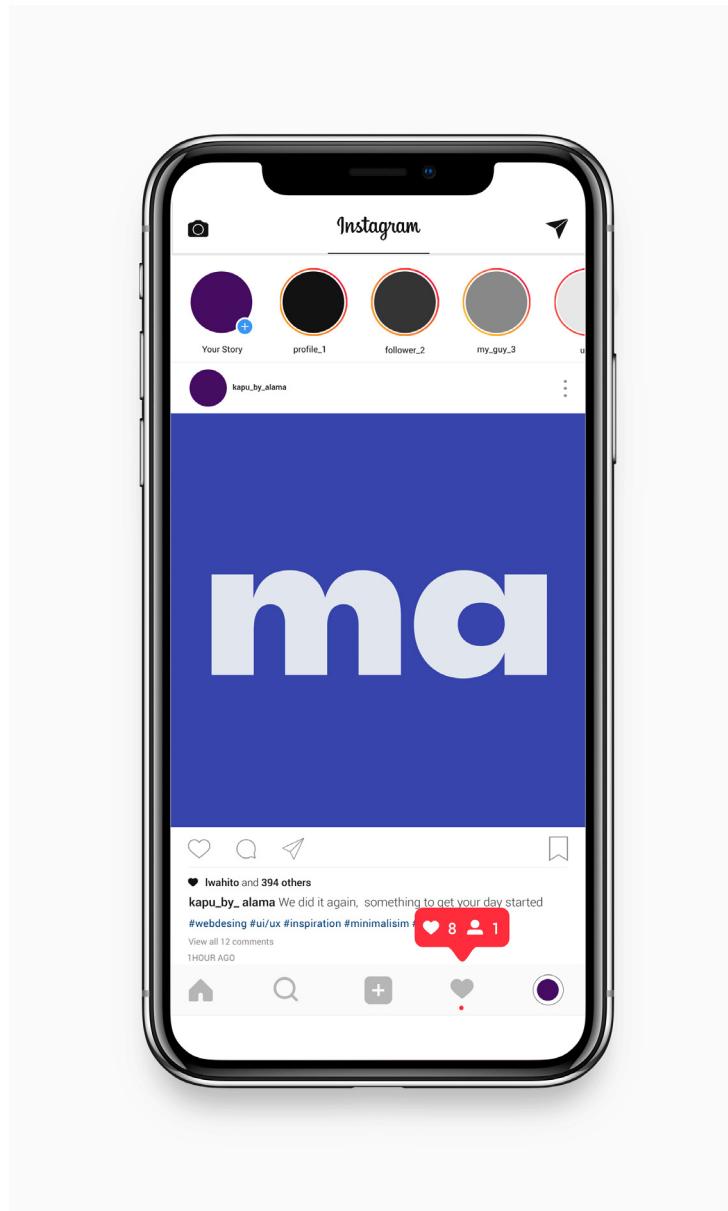
Ground Floor

- 6 Campus Cafe
- 7 Fine Art
- 8 Fine Art
- 9 Fine Art

Second Floor

- 10 Communication Design
- 11 Communication Design

Social Media



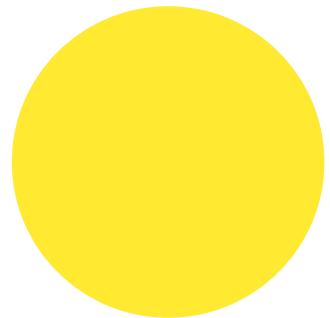
PROJECT	CLIENT	DATE	SECTION	PAGE
BA DEGREE SHOW 2019	WSA	MAY 2019	CONCEPTS	18

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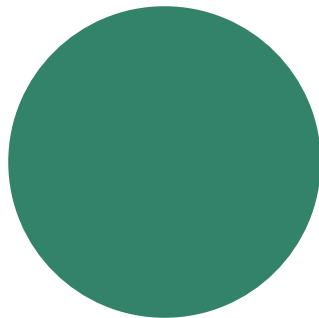


PROJECT	CLIENT	DATE	SECTION	PAGE
BA DEGREE SHOW 2019	WSA	MAY 2019	CONCEPTS	19

Colourway 3



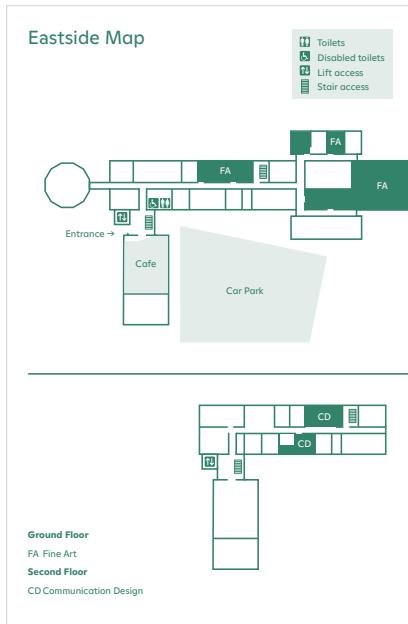
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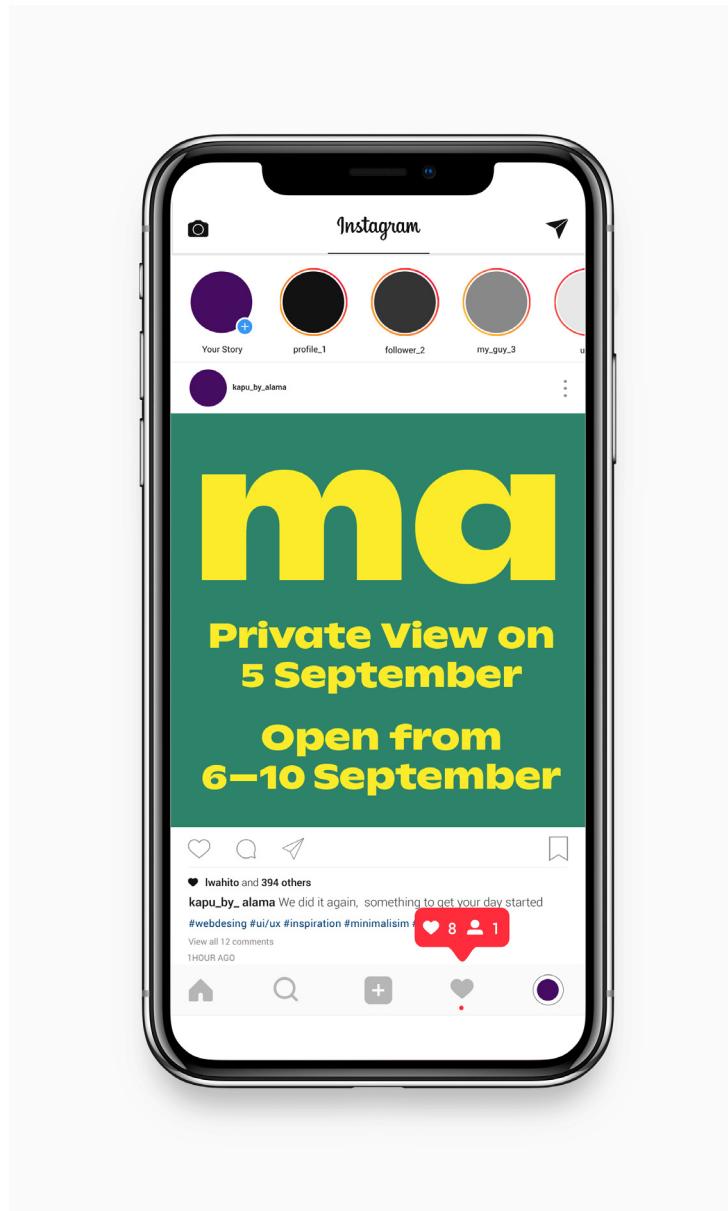


INTRODUCTION	EXHIBITION	EXHIBITION	EXHIBITION	EXHIBITION	EVENTS
by Ed D'Souza					
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<p>WSA Open Days</p> <p>Saturday 7 September Saturday 12 October Wednesday 23 October Saturday 23 November</p>	<p>Private View</p> <p>Thursday 5 September 18:00-20:00</p>	<p>Communication Design</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin condimentum, ipsum in sagittis convallis, libero ipsum tempus lorem, ut imperdiet eros sapien quis turpis. Aliquam erat volutpat. Aenean semper diam a est faucibus tempus. Etiam sed purus sit amet metus interdum feugiat eget ut arcu. Sed quis porta leo. Quisque viverra eu odio euismod. Nunc orna nula. Phosellus bibendum vehicula est, ut pharetra libero tincidunt faucibus. Donec est dui, euismod Suspendisse tincidunt mollis congue. Uci omni ut uta iur delisempone si consed mi amit deibis odiae nobit at maxim ex estibus eum adis doluprem ut otimnus eos ex estrophes iorlesed iegnissimum qui volutipati</p>	<p>Fine Art</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin condimentum, ipsum in sagittis convallis, libero ipsum tempus lorem, ut imperdiet eros sapien quis turpis. Aliquam erat volutpat. Aenean semper diam a est faucibus tempus. Etiam sed purus sit amet metus interdum feugiat eget ut arcu. Sed quis porta leo. Quisque viverra eu odio euismod. Nunc orna nula. Phosellus bibendum vehicula est, ut pharetra libero tincidunt faucibus. Donec est dui, euismod ut sem vel, hendrerit sollicitudin odio. Donec cuitor in augue vel malesuada. Suspendisse tincidunt mollis congue. Ihtenit donecoperem. Gittatur sa dellabo. Turen dolupta ne cuptindel inventelocusto cum quis elcio est fugitatem out quistur?</p>	<p>Fashion Design</p> <p>Tempur ut est et erne consequam volupta spiro abeori beaqut biinus.</p> <p>Bu ut est ut et erne consequam volupta spiro abeori et abe. An iemissus anis dolor o quia ditispelenat ouib quibus opres dolor esid qum vintit snt magnote mporpos, intiam ipsomisim dolendicre reperiorum, iunq idquidhiquis.</p> <p>Rerum nimelest volit oditis staspe lissimus spira quo etis. Non iemissus anis dolor o quia ditispelenat ouib quibus opres dolor re po ral oprel et aut venditis out qui sin ius quis endelecus olici quam et quom viverra eu odio sed port. Nunc orna nula. Phosellus bibendum vehicula est, ut pharetra libero tincidunt faucibus. Donec accula consequam volore</p>	<p>Textile Design</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin condimentum, ipsum in sagittis convallis, libero ipsum tempus lorem, ut imperdiet eros sapien quis turpis. Aliquam erat volutpat. Aenean semper diam a est faucibus tempus. Etiam sed purus sit amet metus interdum feugiat eget ut arcu. Sed quis porta leo. Quisque viverra eu odio euismod. Nunc orna nula. Phosellus bibendum vehicula est, ut pharetra libero tincidunt faucibus. Donec est dui, euismod nobit at maxim ex estibus eum adis doluprem ut otimnus eos ex estrophes iorlesed iegnissimum qui volutipati</p>
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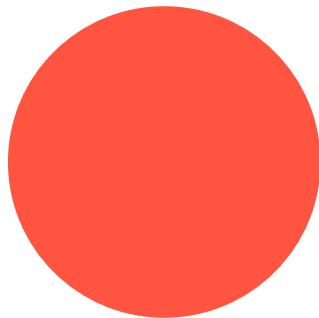
Social Media



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Colourway 4

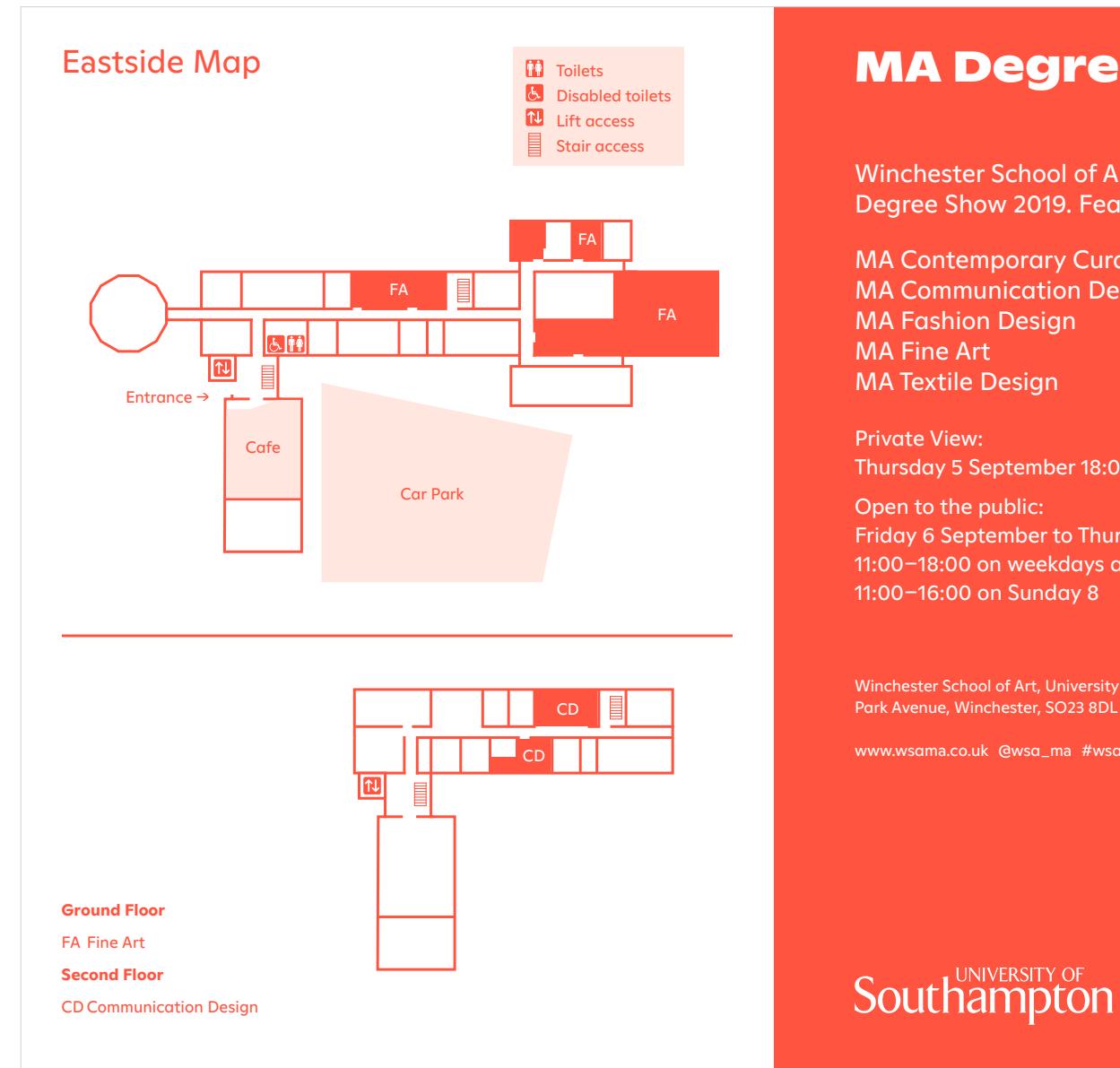


Bright Red U

Booklet



Map close-up



Vinyl



Social Media

