

University of Winchester -Branding & Marketing Material for Transmedia 2023 and Pitch your Project

CLIENT	
PROJECT NAME	Branding & Marketing Material for Transmedia 2023 and Pitch your Project Event Project
CLIENT NAME	Digital Media, 3D & CAD students
UNIVERSITY CONTACT	Debs Wilson & Marina Brkljac
PAID / UNPAID?	
CLIENT CONTACT NAME Marina Brkljac & Debs Wilson	STUDENT(S):
PHONE	PHONE
EMAIL marina.brkljac@winchester.ac.uk debs.wilson@winchester.ac.uk	EMAIL
PROJECT <i>purpose and opportunity</i>	
To create the branding and marketing material for the end of year exhibition in May 2023	
OBJECTIVE <i>what does the project work to achieve?</i>	
To market the exhibition ahead of preparing for the exhibition in Semester 2 ie website, invitations, flyers and posters	
TARGET AUDIENCE <i>who are we trying to reach?</i>	
Local Industry, students, staff, prospective students & external examiners	
ATTITUDE <i>style and tone</i>	
To be designed to suit your audience, ie a level of professionalism with a 'designery' look and feel - to be agreed and presented at different stages for feedback to the whole of the DM/CAD and MA students	
MESSAGE <i>what is the key idea to be remembered?</i>	
As above - the exhibition needs to attract visitors from industry as well as possible future students	
DELIVERABLES & FORMAT <i>describe key pieces to be produced</i>	
The project should include: <ol style="list-style-type: none"> 1. An identity for 2022-23 cohorts 2. Website 3. Marketing material ie posters/flyers/invites 4. Press Releases 	

SCHEDULE | *projected timeline, important dates, deadlines, etc.*

- To be ready for the end of semester to be taken forward by 2nd years in Semester 2

BUDGET

N/A

COMMENTS

Signatures

Please ensure you have thoroughly read and understood the project details, requirements and outcomes before adding your signature below. Once all signatures are added, the details listed above are considered approved and the brief can be confirmed as final. Any further work not mentioned above will be classed as new work and covered by a new project brief.

UoW contact: Dr Debs Wilson/Marina Brkljac

Date: 20th September 2022

Designer/Developer Student contact:

Date:

Client contact: Dr Debs Wilson/Marina Brkljac

Date: 20th September 2022

Add important images / reference links here:

<https://winchesterdigital.co.uk/index.php/students/transmedia-exhibition-links/>

<https://transmediawinchester.co.uk/>