



D&AD NEW BLOOD AWARDS 2014



Brief set by:
BRITISH COUNCIL

CREATE AN EXHIBITION IDENTITY TO TAKE FILM FASHION TRAVELLING

**CRAFTS FOR DESIGN / GRAPHIC
DESIGN / BRANDING / WAYFINDING
& ENVIRONMENTAL GRAPHICS /
INTEGRATED GRAPHICS /
PUBLICATION DESIGN**

BACKGROUND

Dressing the Screen: The Rise of Fashion Film is a new international British Council exhibition. The exhibition will open in Moscow in 2014 and will then tour in Brazil, Thailand and Mexico. The exhibition brings together work by some of the world's most famous and innovative fashion designers and filmmakers from the last 75 years.

Dressing the Screen forms part of the British Council's international programme of architecture, design and fashion around the world.

CREATIVE CHALLENGE

Create a bilingual identity for the *Dressing the Screen* exhibition. Reflect the high-fashion and moving image nature of the exhibition through the physical graphics, way-finding, web presence, brochure and print design.

This is an exciting challenge to take the origins, history and pioneering role that British filmmakers and designers have played in the development of the medium to Moscow and beyond.

CONSIDERATIONS

- The identity for the exhibition should be clean, simple, beautiful and elegant.
- Your design will need to be flexible with the ability to travel beyond the first location.
- Avoid clichés of Britain and Russia (and other locations).
- Avoid the obvious choices of anchoring the identity to a particular fashion style. The identity should stand alone against the content of the exhibition.
- As the exhibition is about strong visuals and imagery, the graphic design response should be image-led.

TARGET AUDIENCE

The exhibition attracts members of the public, young creatives, the fashion industry, students and government, including Ministers and High Commissioners. It had received coverage in *Vogue*, *Dazed Digital*, *SHOWstudio* and *Stylist*, as well as in the foreign press.

MANDATORIES

- The design response should be bilingual in Russian and English but with a system that allows it to be updated with the subsequent languages in the future touring

countries (Portuguese, Thai and Spanish). There should always be the opportunity for the identity to display two languages where relevant. It's fine to use dummy text for the Russian copy (and for the English where necessary).

- The exhibition will have its own identity, however all materials need to carry the company information of British Council, the venue and sponsors (allow for two placeholders for sponsors and one for the venue).

Your exhibition identity must work across a range of applications (eg print and online, posters, e-flyers, film clips, gifs, etc) and you must include:

- Examples of exhibition title / signage, section texts and captions.
- Design for a Private View Invitation (consider specifications for print, papers, finishes).
- Catalogue Design – show the front and back cover and up to 3 sample layouts (again consider specifications for print, papers, finishes).
- Design for the film titles and credits which would appear on screen.

DELIVERABLES

Judges will see your main deliverable(s) first, and will then view any supporting material if they wish.

You must refer to the 'Preparing Your Entries' document included in your brief pack for full format specs and submission guidance. Work in formats other than those outlined will not be accepted.

Main deliverables (mandatory)

Use up to 12 presentation slide **images** (JPEG only) to show your solution.

Supporting material (optional)

This could include executions or mock-ups of your solution, or show your process and the development of your idea.

You can submit the following as supporting material: **video** (MPEG or MOV, max. 1 min); **interactive** work (websites, widgets, apps, HTML, etc.); **physical** material (prototypes, mockups, etc.); additional **text** (PDF, max. 1 A4 page).

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Deadline:
19 MARCH 2014