

Programs/Case Studies Presentation

Karen Gutowsky

Images

Design Brief

This would be an outline of your brief and a discussion of your methodology. This page could also include a graphic with several of your images next to each other so they get an overview of the campaign.

Images

Audience Identification Board

Discuss your process of identifying the audience and what you had to do in order to get to know their thoughts, habits, values and so forth.

Images

Visual Audit/Research

This would be an outline of your visual audit and your research process.

Images

Naming

This would be an outline of your naming board and your process.

Images

Conference Logo

This would be sketches of your conference logo and paragraph of methodology.

Images

Collateral Material

Do an image of collateral material that shows details of your typographic, paper and printed explorations of business card, letterhead and envelope.

Images

Graphic Standards Booklet

This may take up a couple of spreads. They should be presented as small thumbnails (but large enough for details.)

Images

Conference Poster

You should have both sides of your conference poster for details along with a photographic image in context..

Images

Conference Program

Present your booklet in spreads as thumbnails, but large enough for details. This may be a couple of spreads long in this pdf presentation. You may want to photograph the printed piece to show dimension and details of brochure construction

Images

Unconventional Marketing

Present your ideas as it relates to why this approach to marketing. You may also want to take a photo in context.