

Graphic design for digital and print for UAL's Career Fair

Project

Create a cohesive brand for the UAL Career Fair and Career Crossroads events. The brand should incorporate the existing icons which are part of the branding for Creative Opportunities, but bring in new elements which showcase 'squiggly careers' to reflect the creative journey more accurately.

Design Elements

- The design should be able to be applied to several different assets and adaptable to different sizes and formats
- It should include the original icons from the previous branding (which can be seen on the website: <https://creativeopportunities.arts.ac.uk/>) and will be supplied as an Illustrator file.
- We would like to see a visual representation of non-linear career paths in the finished work.
- The work should show how entry level roles can take you in surprising and exciting directions.

Background information

What is a squiggly career?

A non-linear career pathway is characterised by frequent changes in roles, industries or job functions.

A popular squiggly careers example is Karren Brady, who began in advertising at Saatchi & Saatchi and later became Managing Director at Birmingham City Football Club. Her skills and network enabled her to move between sectors and companies with ease.

The shift away from 'jobs for life' has opened doors to create more multiskilled individuals with a focus on personal development.

Further resources:

<https://www.youtube.com/watch?v=tuw2ZqGxs1o>

<https://www.amazingif.com/about/>

About Careers and Employability

Careers and Employability empowers UAL students and graduates to make a living doing what they love.

We offer practical events, mentoring, funding, advice and temporary work to support UAL students and graduates with their freelance work, artistic practice, business or career.

Services include:

- One-to-one advice.
- Job opportunities and paid internships.
- Mentoring.
- Funding.
- Student-led initiatives.
- Opportunities to showcase and exhibit work.
- Support is free and accessible to all of our students.

As we aren't part of a UAL course that produces creative work, we often struggle to find images that represent what our department does. We're therefore looking to commission a series of new illustrations for use in our marketing and communication materials.

Purpose

We want to bring all our branding into one consistent look to help bring together our career fair and smaller career events together. The main purpose of the branding is to be used on marketing materials to encourage students, graduates and industry to take part in the fair.

1. Promote the Career Fair to students, graduates and industry.
2. Provide a visual identity for the marketing materials, event signage and digital assets.
3. Breathe life into our mission of 'Make a living doing what you love'.
4. Reflect the quality of work being produced by UAL students.
5. Reflect the diversity of UAL's student body.

Audience

The primary audience for our marketing materials are UAL students and recent alumni. These designs will be used in print and on social media to advertise our careers service.

In order to get the message across to student who might have English as their second language, or have a learning difference which makes reading difficult, the images need to be clear and visually represent the message.

The secondary audiences are Industry and UAL staff – in particular tutors/course leaders who we want to signpost their students to the services offered by Careers & Employability.

Key messages

- Careers and Employability can help you to make a living doing what you love.
- There are many fulfilling careers to be found in the creative industries with many different entry points.
- We work with a wide demographic of students and alumni.
- We can help you to launch your own business or freelance practice.

Our brand

Careers and Employability has developed its own visual identity, which adheres to the overarching UAL brand. You will be provided with this for information prior to the project commencing.

Style

We want the illustrations to be contemporary, creative and easy to understand. They should clearly reflect the types of services/support provided by Careers and Employability. Please see our mood board at the end of this document for an idea of the style elements we'd like to see.

Where will the images be used?

We may use the illustrations in the following marketing and communications materials:

- Website and social media
- Digital screens in Colleges
- Email newsletters
- Flyers, leaflets and posters
- Presentations and reports

Deliverables

The print designs should be supplied as InDesign files so we can edit them as needed.

Asset Name	Spec
Event Signage Posters:	Print (InDesign Files) 1218mm x 1862mm

Exhibitor Stand Signage Posters – Graphic C&E Fair branding and Exhibitor logo CV Reviews Career Pong Group portfolio and CV Checks Quiet Time General C&E Fair (with & without Floor plan) Career Fair Floor plan	
Instagram/LinkedIn Assets: 4:5 Feed post Graphic Only 4:5 Feed post Graphic with event title and details 4:5 Feed post event title only 9:16 Story Post Graphic Only 9:16 Story Graphic with event title and detail 9:16 Story Graphic with event title only 1200 x 627 pixels Graphic with event title only	PNG Version in both 72DPI WEB & 300DPI
Digital Screens: Animated digital screen in 2 sizes 1920 x 1080 1080 x 1920	.mp4 file
Power point slides: Graphic only Graphic Background with Graphic with event title and detail Graphic with UAL/C&E Template with colon	16:9 PPT file or JPEG
Web Banners: Graphic only Graphic Background with event title and detail	PNG 2160 x 1080px Version in both 72DPI WEB & 300DPI
Career Crossroads - Printed folder	A4 presentation folder (download template) InDesign file
Career Crossroads – A5 agenda leaflet cover	InDesign file
Career Crossroads – Networking cards (example given)	InDesign file 105x74 mm
Career Crossroads – A3 Strut card (welcome desk)	InDesign file

Timeframe and budget

28 August	Project start
11 September	First Drafts
15 September	Feedback
30 September	Final files received

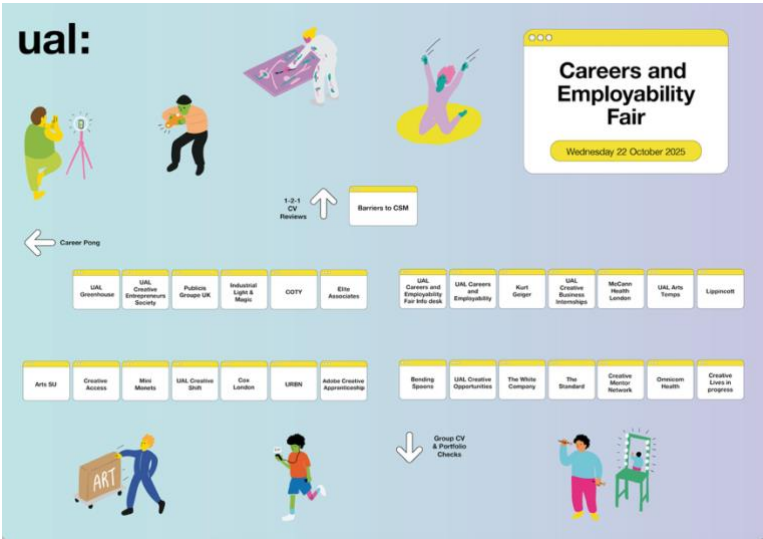
Project Fee £2000

Previous Graphics

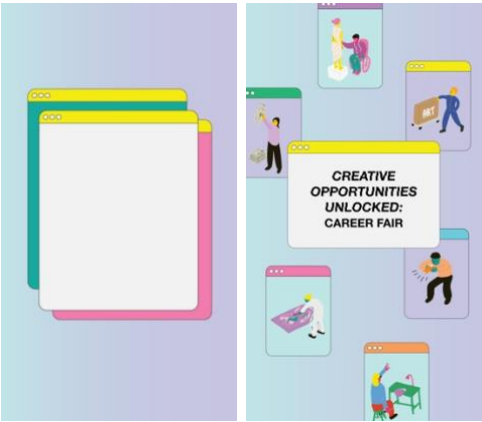
Event poster



Event floorplan



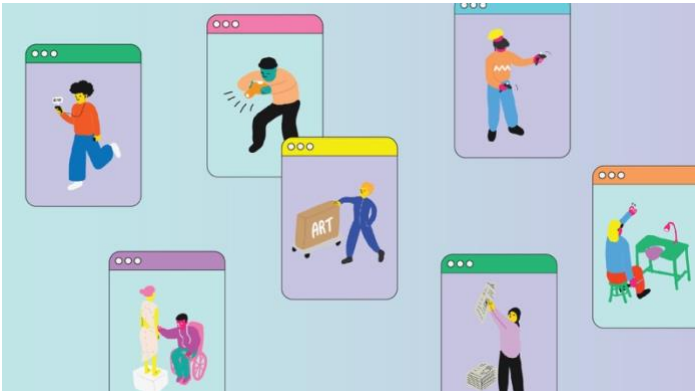
Instagram posts



Digital Screens



Web banner



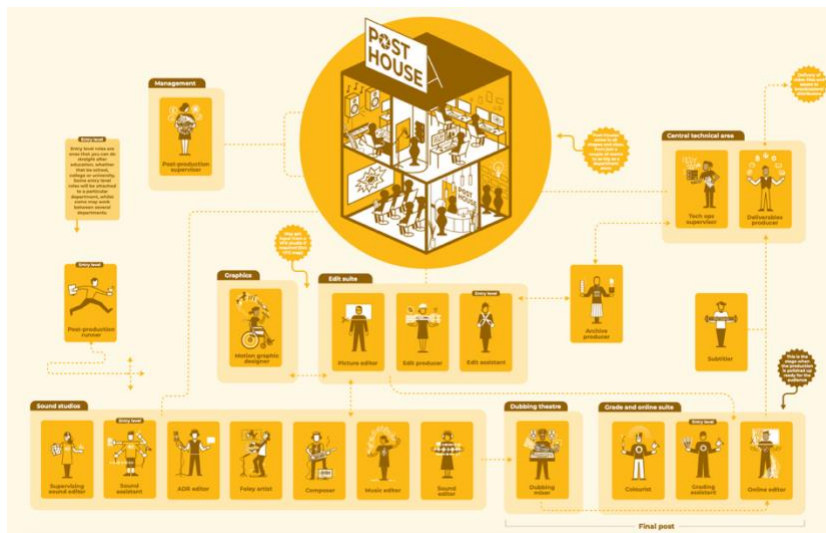
Document folder



Networking card

Graduate Networking Card	
Name	
Course	
College and graduation year	
Career focus / Target job role	
Professional tagline	
Currently seeking	
Top 3 skills	
Linkedin /+ portfolio	
Email address	

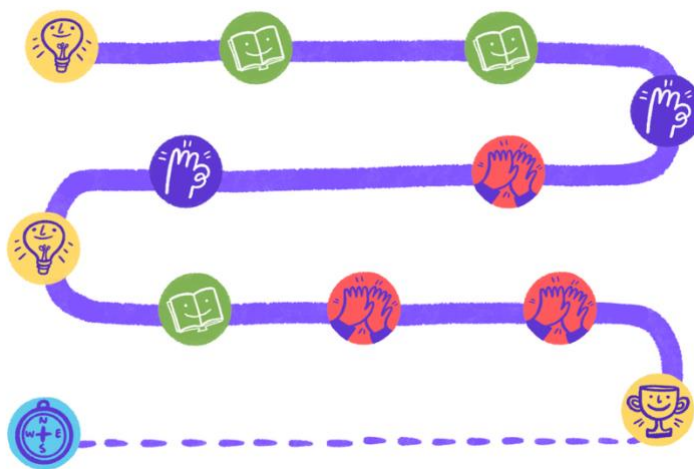
Mood Board



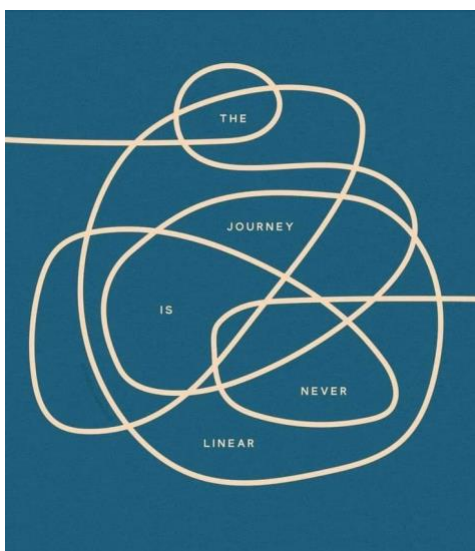
[Screen Skills](#)
[career maps](#)



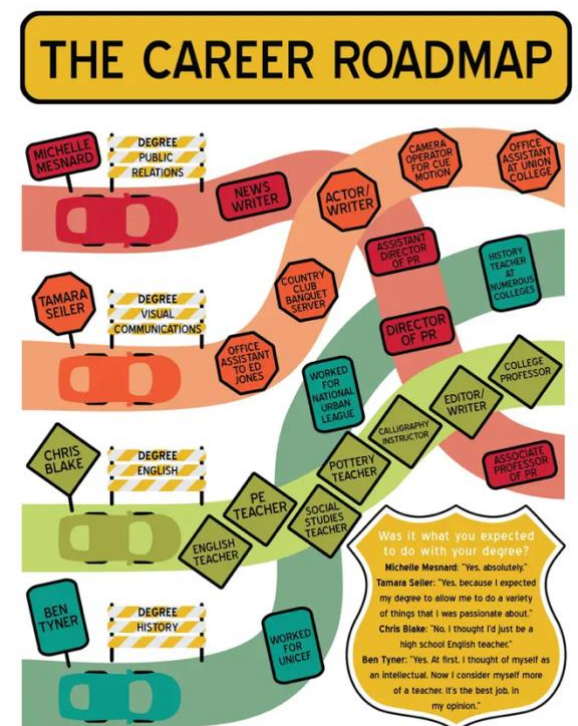
[ShutUpClaudia](#)



Networking Map by [Tenley Tomlinson](#)



Olivia Herrick design



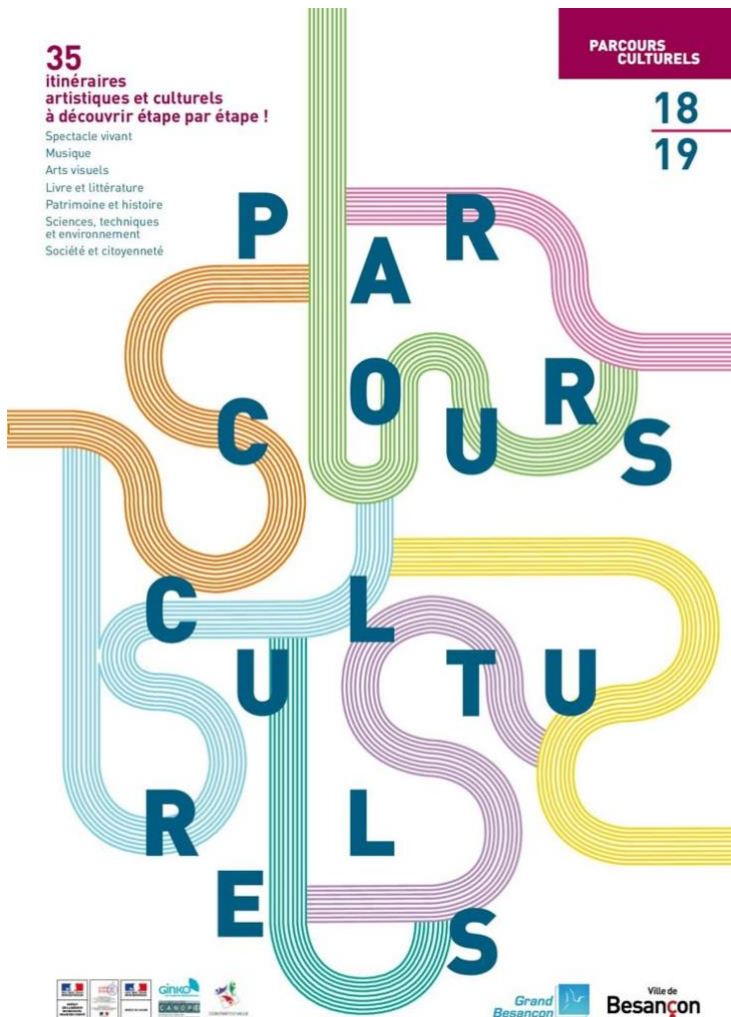
Aphelandra M.



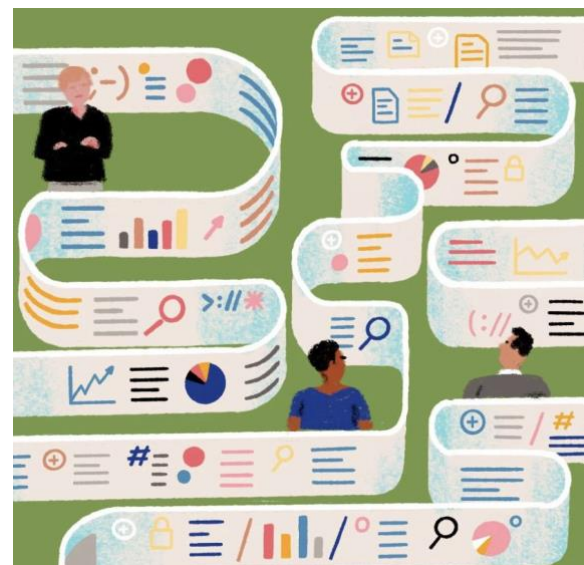
Nick Shepard / Getty Images



Marc Zamora



Direction Action Culturelle - Ville de Besançon



Robert Samuel Hanson