PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David
SWANSEA - ABERTAWE

BA (HONS) CREATIVE ADVERTISING	Year 2, Semester 1
MODULE: Digital Advertising	**LECTURER:** Ian Simmons
Multimedia Portfolio (Charity Branding)	

Brief

Create a brand identity for a new charity/social enterprise.

- Select and research your chosen target audience.
- Research existing charities/social enterprises in terms of design, cause and digital visibility.
- Make consideration of your charity in terms of sustainability and ethics.
- Apply and demonstrate understanding of the 4 pillars of branding relating to your charity branding solution.
- Write a design rationale, which explains your multimedia, layout and design choices and what it is you are aiming to achieve.

Deliverables

- Define the cause you are championing and then devise a name for your charity/ social enterprise.
- Create a visual identity for your charity/social enterprise. Visualise your brand identity in its environment to include digital/broadcast media and new/emerging technologies.
- Demonstrate brand communication through digital advertising including social media platforms as part of a digital advertising campaign.
- How will you create awareness of your charity? Consider the ethics of your approach.
- What digital platforms/media will you utilise and how?

Collate your research, concept development and rationale as you progress through the multimedia projects, this will be compiled into your multimedia digital/visual diary for assessment.

Summative deadline for presentation of Charity Brand – Monday 6th December 2020