

Exhibition Branding PITCH

Exhibition Poster and Promotional Material

Design a thematically linked poster and promotional material for the end of year show. For this pitch students need to submit designs, in colour (unless the design is actually black and white), and the correct size, which is of your own choice: Physical posters and promotional materials to support your presentation pitch (this is not a digital presentation). Students will be asked to present and explain their proposal.

The overall visual branding will be further applied to the exhibition website, digital invitations and banners etc. **Deadline for Branding Pitch is 11/02/25 at 1pm in AD402**

Hints and tips

Remember you are ILLUSTRATORS! Do not try to become second-rate Graphic Designer students (they have been training for this for 3 years!). Make the most of your skills – drawing and illustrating - you have been training for this for 3 years! Visualise your poster design proposal, and the promotional material, as clearly as possible, as if presenting to a client – you may need to produce a mock-up of the promotional material. The poster and promotional material must work as a set with a strong overall identity. All students will present their idea as a pitch.

After the PITCH this work will be submitted finally as part of your *Graduate Portfolio*.