

30

15

WSAD

In this doc you will find:

Proposed Deliverables
Concept & Rationale
Research & Examples

Colour
Typeface
Visual Language
Mock Visuals

Proposed Deliverables

E-invite

Games Catalogue

Game cards to work with AR app (Track)

Website

Visuals for WSA screens

Window Vinyl (Large graphics)

Wayfinding (Vinyl signage)

All printed work to be
carbon offset.

Concept & Rationale

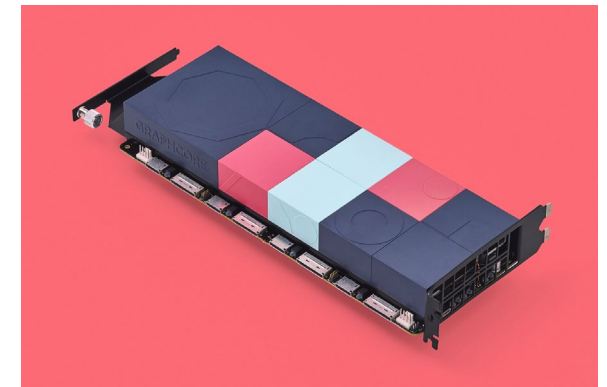
Titled WSAD.

Each group title will begin with D.

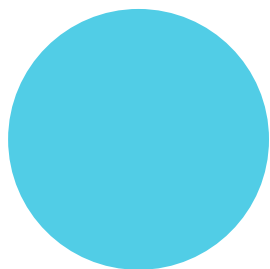
Each group will have a icon/graphic that resembles their group name. These icons together will form the visual language.

Cards with the icons will be designed and placed across the campus. Users will be able to interact with the cards through an AR app.

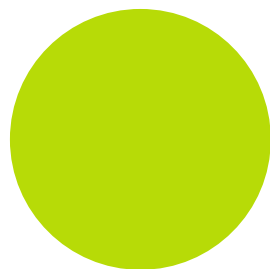
Research & Examples



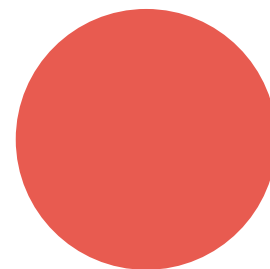
Colour



310 U



389 U



485 U

Typeface

Brown Regular by Lineto

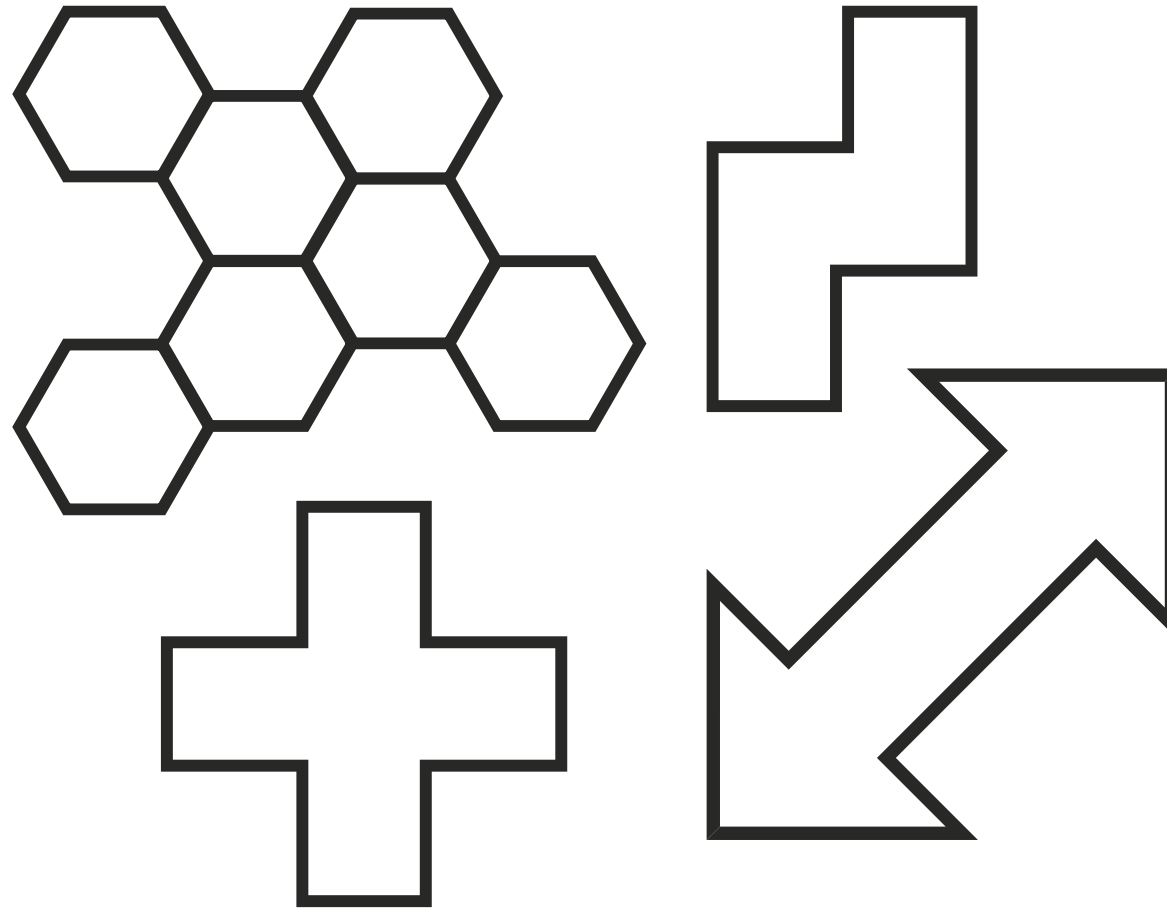
Single weight can
be used across all
collateral

Brown Regular

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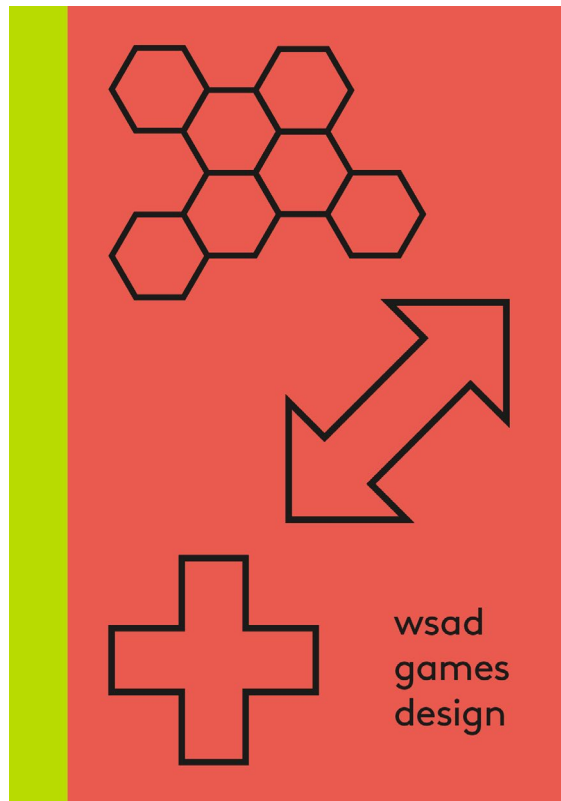
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Visual language



13 teams 13 icons
Each a team name
e.g diversity

Games Catalogue



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Games Design at Winchester School of Art, met quid quam ipidis explaut enimusdam apel idendae sus que porerum quissim oluptat ectur?

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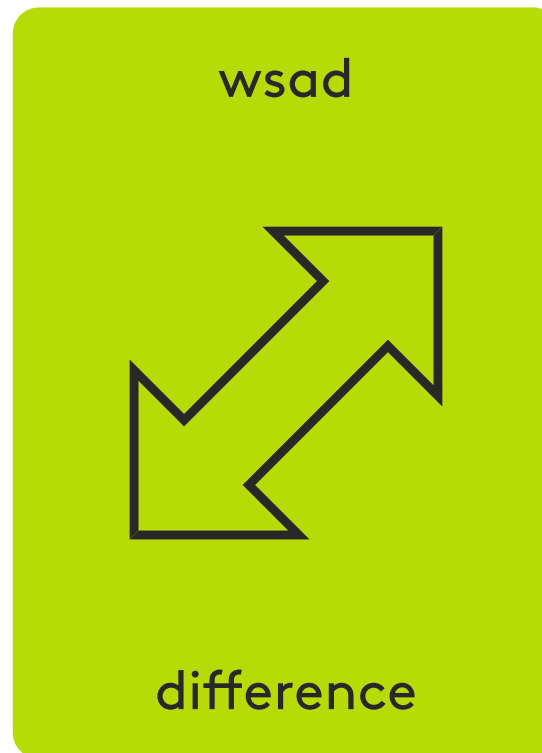
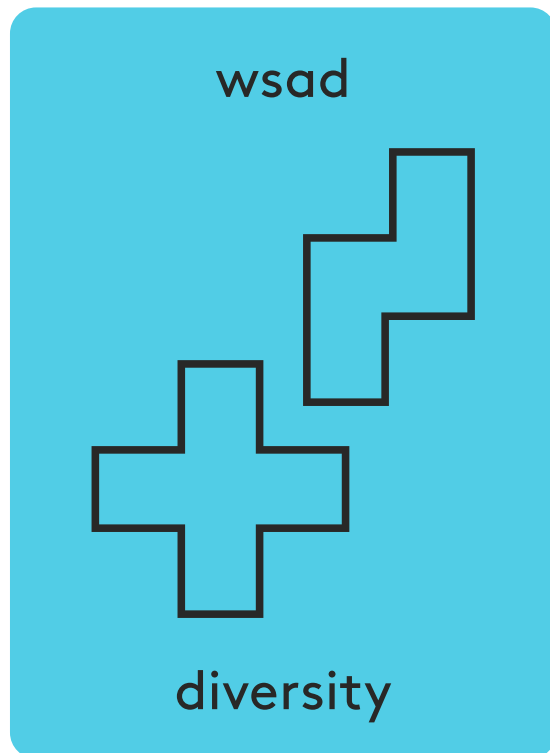
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3

200 x 140mm
160pp

4 colour process + pms
Carbon offset

AR Cards



Each team will have a card and icon. The cards will animate through an AR app.

Window and Wall Visuals

