

## New Zealand Adobe Certified Professional National Championship

### Industry design brief

<p>Who we are:</p> <p>Learn more about Netsafe: <a href="https://netsafe.org.nz/">https://netsafe.org.nz/</a></p> <p>Learn more about NZ Esports: <a href="https://www.nzesports.org.nz/school-esports/">https://www.nzesports.org.nz/school-esports/</a></p>	<p><b>Netsafe</b> is New Zealand's independent, non-profit online safety organisation. Taking a technology-positive approach to the challenges digital technology presents, we work to help people in New Zealand take advantage of the opportunities available through technology by providing tools, support and advice for positive online experiences.</p> <p><b>NZ Esports</b> is the national sporting organisation for Esports. NZ Esports promotes the social, health and educational benefits of esports as well as advocating a healthy and balanced lifestyle for participants. NZ Esports operates the only official New Zealand Secondary School sporting competition.</p>
<b>The product</b>	
What is the product?	An A4 poster created using the Adobe Creative Cloud suite.
<p>Aim(s):</p> <ul style="list-style-type: none"><li>• What is the purpose of the product?</li><li>• What is the call to action?</li></ul>	<p>The poster will launch with news of Netsafe and NZ Esports announcing their partnership to closely work together to promote digital wellbeing.</p> <p>The poster aims to promote safer screen time with tips on managing screen (and gaming) time, how to have more positive gaming experiences online through respecting each other ("online etiquette" / "banter not bullying"), highlighting the importance of physical health (e.g. Hydration and Sleep) to perform well in games and/or maintaining a healthy balance with activities outside of gaming.</p> <p>You can choose to focus on one of these topics, or take inspiration from them all.</p>

Target audience:	<p>As both organisations work in schools with teachers and intermediate/high school students, this poster should be made to speak to a youth audience in Aotearoa New Zealand. This will require it to be:</p> <ul style="list-style-type: none"> <li>- Eye-catching</li> <li>- Have personality</li> <li>- Simple, clear messages that can be understood quickly</li> <li>- Diversity-celebrating</li> </ul> <p>This poster aims to raise awareness of the two organisations' work together and encourage positive behaviour change among online gamers</p>
Distribution/promotion	<p>The winning poster will be printed and circulated (and be available for download from both Netsafe and NZ Esport websites) from July throughout 2023 and into 2024. The poster will be promoted on our social media channels, to schools through our email newsletter, and be showcased in media coverage of the signing of our MOU partnership.</p>
<b>Measuring success</b>	
<p>Key performance indicators</p> <ul style="list-style-type: none"> <li>• How will you measure and evaluate the success of the product?</li> </ul>	<p>A panel of experts appointed by competition runner New Zealand Industry Qualifications (NZIQ) will receive entries and judge them based on the following criteria:</p> <p><b>Alignment to Brief – 30%</b> This assesses how closely you followed all the instructions in this brief.</p> <p><b>Technical skills – 20%</b> This assesses the use of complex techniques and use of tools within the Adobe software.</p> <p><b>Professional skills – 15%</b> This assesses how you structure, organise and present your document as would be required in a professional environment.</p> <p><b>Creative skills – 15%</b> This assesses the use of your own creative elements, art, and copy.</p> <p><b>Overall aesthetic – 20%</b> This assesses the overall visual aesthetic of your design including design and colour theory and clear use of visual hierarchy.</p>

Artwork specifications	
Format	A4 poster, colour or black & white optional
Brand guidelines	Brand guidelines for Netsafe and NZ Esports are attached along with logo assets.
Images	<p>All images must have a Creative Commons (CC) attribution, original works or provided with this brief. No copyright imagery can be used. AI-generated imagery is acceptable.</p> <p>Try to keep imagery and illustrations light and positive in tone, representing New Zealand people having fun and positive experiences online.</p>
Specific design requirements	Both Netsafe and NZ Esports logos should feature and be of equal sizing wherever they are placed
Links to relevant work to consider	<p>See examples of Netsafe's social media imagery on our Instagram account: <a href="https://www.instagram.com/NetsafeNZ">www.instagram.com/NetsafeNZ</a></p> <p>An example of a recent poster from Netsafe is attached.</p>
Copy	You are free to creative your own wording, slogans, etc.
Key milestones	
Final deliverables deadline	The deadline for submissions to the project: <b>Friday 24<sup>th</sup> of June</b>