

Creative Brief for IADT Animated Christmas Card Competition

Win €750 by creating a moving image Christmas card for IADT!

Task: Showcase your animation, motion graphic, stop motion or visual storytelling skills and create a 15 to 20 second moving image IADT Christmas Card for all our friends, past, current and future students and stakeholders this Christmas.

This competition is open to all students of all Programmes.

Key message: Must include the message: "Merry Christmas from staff + students at IADT". Please also include the IADT logo.

Media: This card will be hosted on our website, posted on our social channels – Twitter, Instagram and Facebook, and be used in all IADT Christmas correspondence.

Stage 1: Send a maximum 2-page proposal to info@iadt.ie and include the following:

- Student name & number
- Title & Idea Synopsis + duration (From 15 to 20 seconds)
- Story outline
- Visual treatment/Storyboards

Deadline: Monday 26th November 2018 5pm

Winner will be notified by Wednesday the 28th of November & will go straight into production for release on the 14th December 2018

Deliverables: Winner will then create an mpeg of the animation/film/motion graphic.

- Video aspect ratio: 1.9:1 to 1:1.
- Minimum resolution: 600 x 315 pixels (1.9:1 landscape) / 600 x 600 pixels (square)
- Maximum length: 30 seconds.
- File type: .mp4.

The winning storyboard will be a great example of the creative talent at IADT. It will be fun and upbeat and something, that everyone will want to share on social media channels.

Any questions please contact Ruth Barry Head of Marketing ruth.barry@iadt.ie