

Creating the First Promotional Piece for the Science Discovery Zone

The Science Discovery Zone (SDZ) is a science-focused research and development space at Ryerson University that provides students opportunities for idea incubation, mentorship, and applied learning.

Summary

The Director wanted me to create the first promotional piece for the SDZ. We wanted this piece to communicate to our largest target audience, namely the scientifically-minded students, about why they should be involved.

Duration



Aug 2015 - Oct 2016
(2 months, ongoing)

People



Individual Project
supervised by the
Director

Skills



UX, Visual Design,
Print Design,
Branding

Tools



Pen and Paper,
InDesign

Idea

The Director and I came up with the idea to create a postcard which would figuratively be your future self writing to your present self.



We thought this design, in terms of content and aesthetics, markets the SDZ rather perfectly. This is because the postcard communicates to our target audience a reason to attempt entrepreneurship within the SDZ - that is, by reassuring them that success is possible if pursued.

If it weren't for the postcard to be written in the perspective of their future self, I don't think that this postcard would be as persuasive. This is because scientifically-minded students tend to be risk-averse individuals, and so at least with this postcard, their imaginative future self could provide them with reassurance that entrepreneurship may be a smart path to follow.

From a purely aesthetics standpoint, I intentionally wanted the design to be intriguing. For example, the fold design gives off the same kind of excitement when opening a present. Plus, who wouldn't want to open a letter that was sent from their future self?

InDesign File (Bleed and Die Marks included)



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