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

(F,

Aug 2015 - Oct 2016 (2 months, ongoing) People



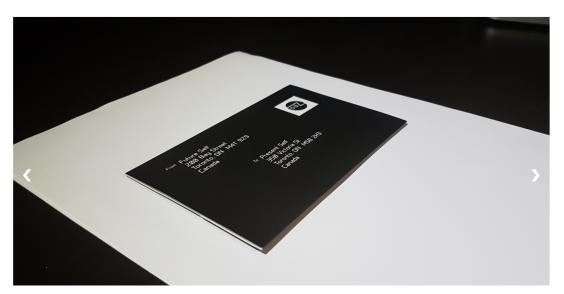
Individual Project supervised by the Director Skills

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.

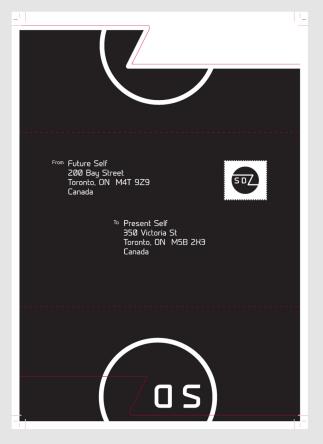


We thought this design, in terms of content and asethetics, markets the SDZ rather perfectly. This is because the postcard communicates to our target audience a reason to attempt entrepreneurship within the SDZ - that is, by reassuring them that success is possible if pursued.

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 pursausive. This is because scientifically-minded students tend to be risk-adverse 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 asthetics standpoint, I intentionally wanted the design to be intriguging. 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 was sent from their future self?

InDesign File (Bleed and Die Marks included)





in Bē