## Framing the Problem

### Festival Communication and Information



### Pamphlet Information Overload

#### VIEL

Year Round

Festival

News

Support

About 1

E2.n

My Accoun

Help

# Raising Canadian Voices

Meet the creators telling our stories.

Help us bring more Canadian filmmakers to VIFF.



### **Current Website Interactions**





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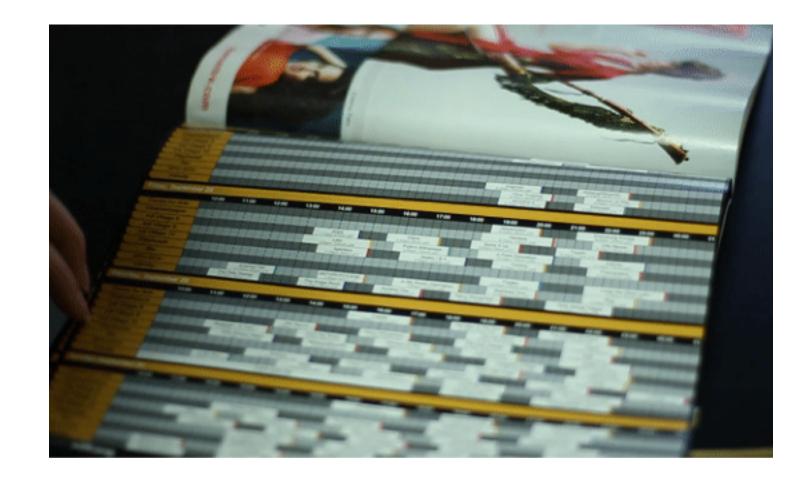
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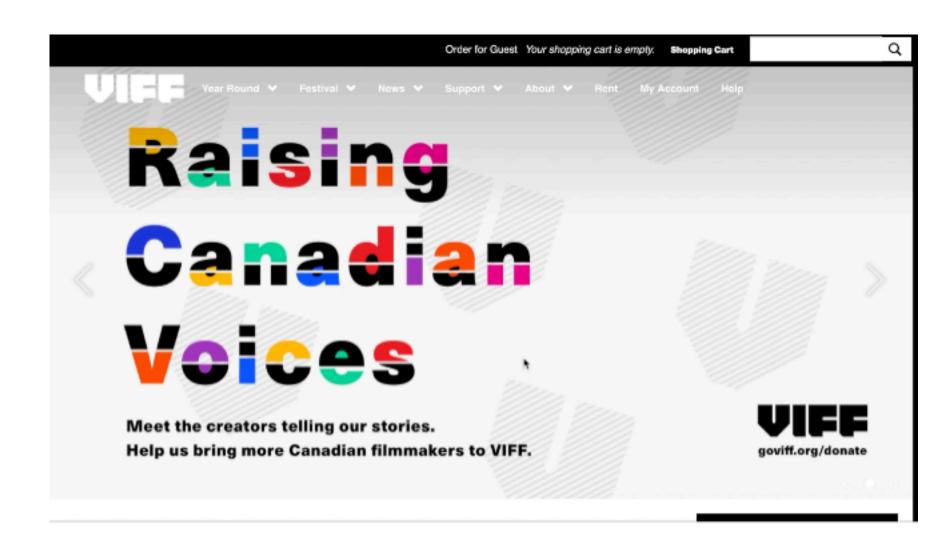


## Framing the Problem

Festival Communication and Information



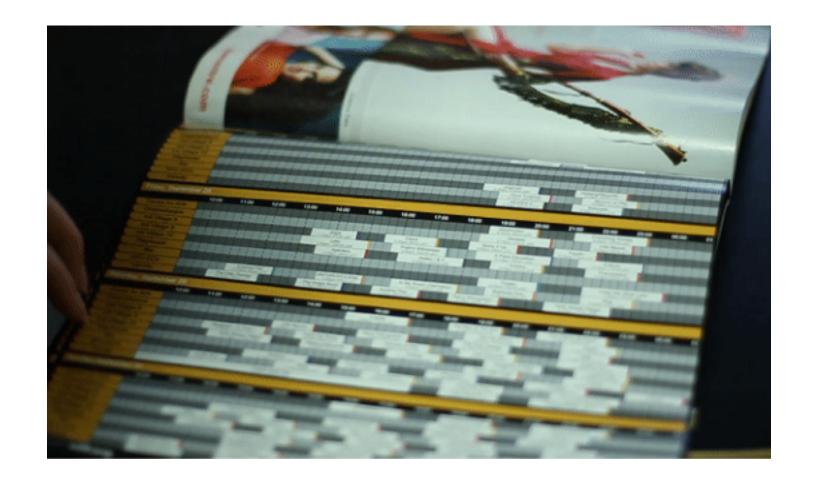
**Pamphlet Information Overload** 



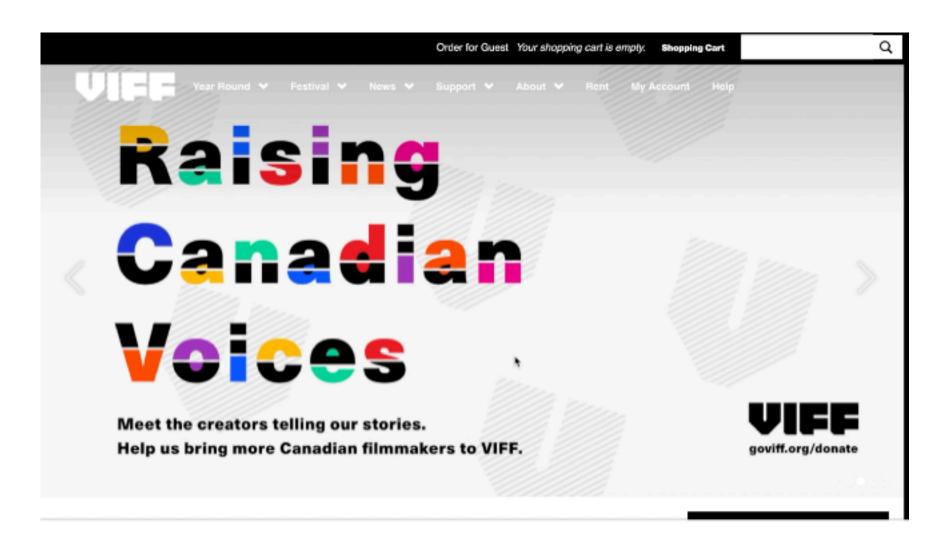
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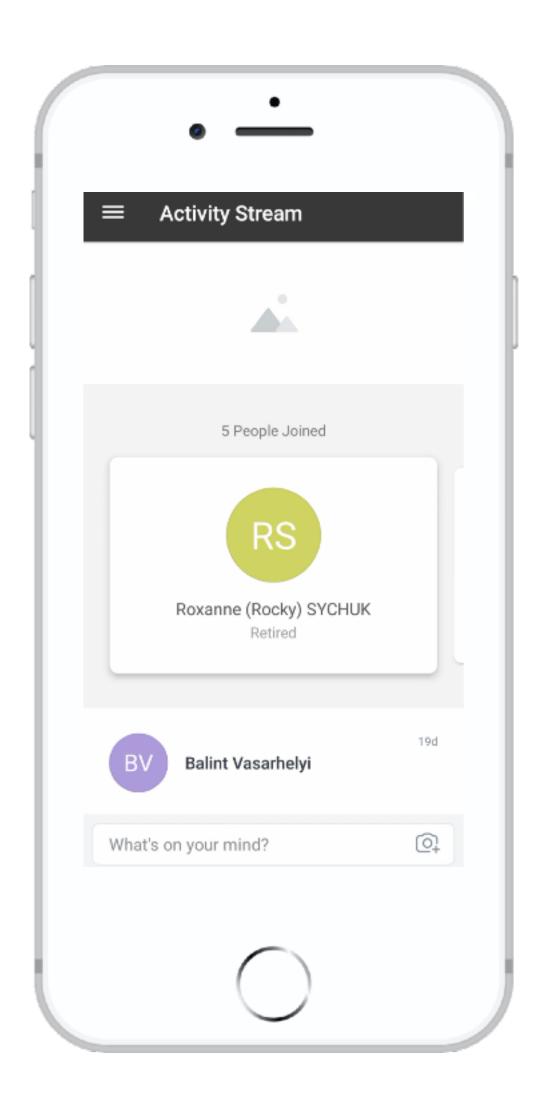
Festival Communication and Information



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**Current Website Interactions** 



**VIFF Festival App**