

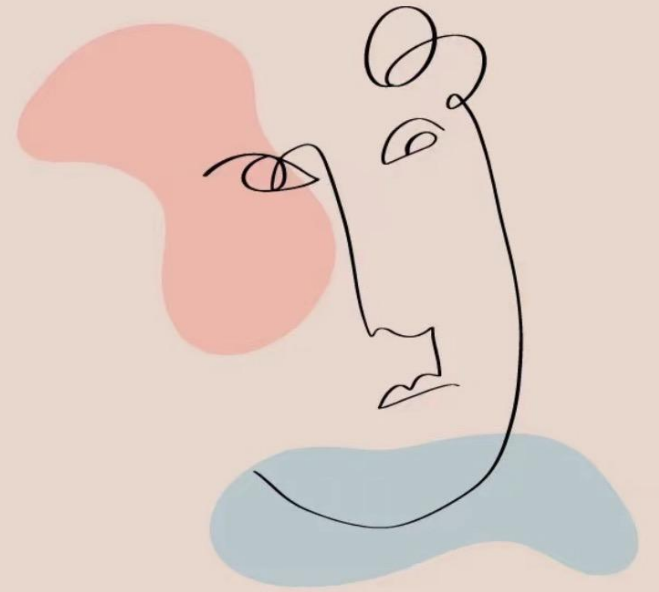
Welcome

Marketing Bader International
Study Centre Proposal

Introduction: Who am I

Seloma Yao

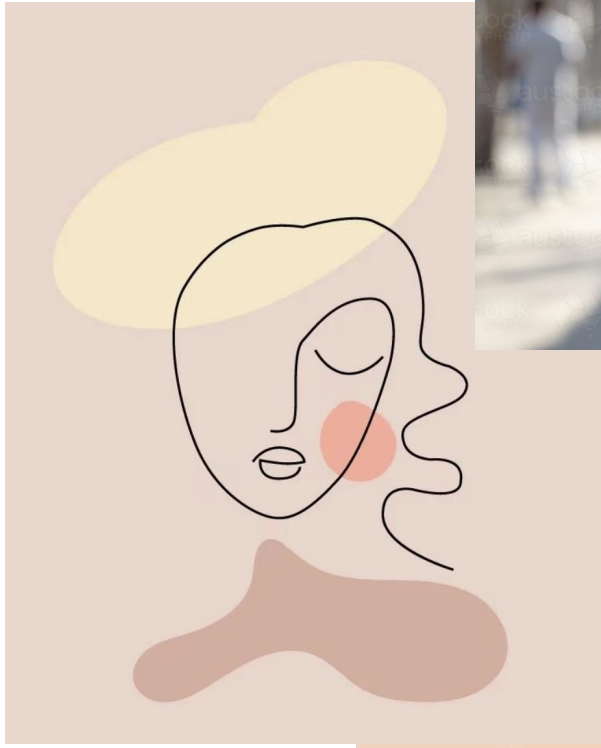
- Fourth Year at Queen's
- Medial in Gender Studies and Statistics
- Adventure
- Interesting courses



Meet Emily


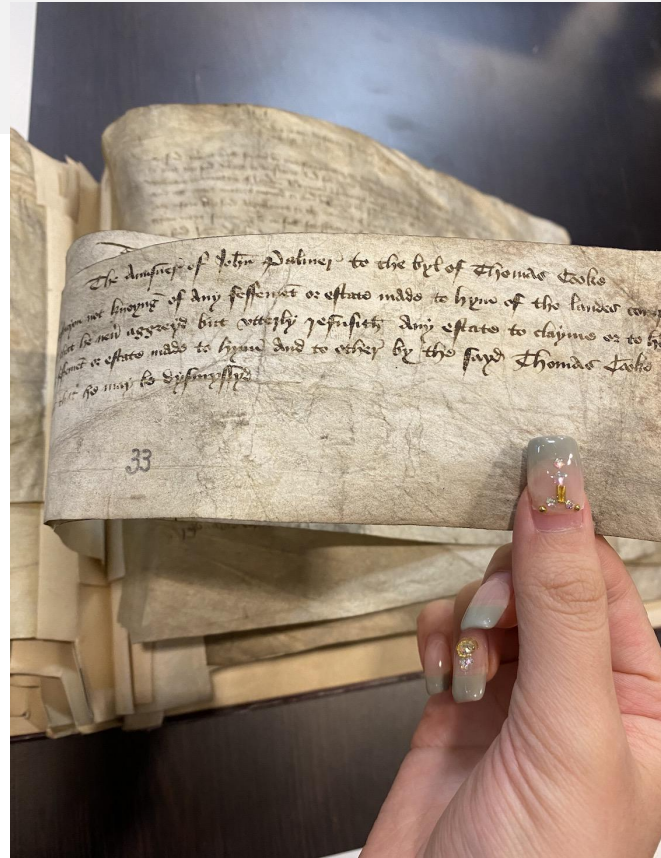


- a third-year student at Queen's
- 21 years old
- majors in English literature and minors in art history
- has acquired a basic understanding of art.
- has a keen interest in the art and culture of Europe, especially the UK
- curiosity about British art and culture



Pitch Concept

#Aesthetic
#Art
#History
#European
#Cultural Heritage
#Tourism
#Experience



**BISC
Archive
Day!**

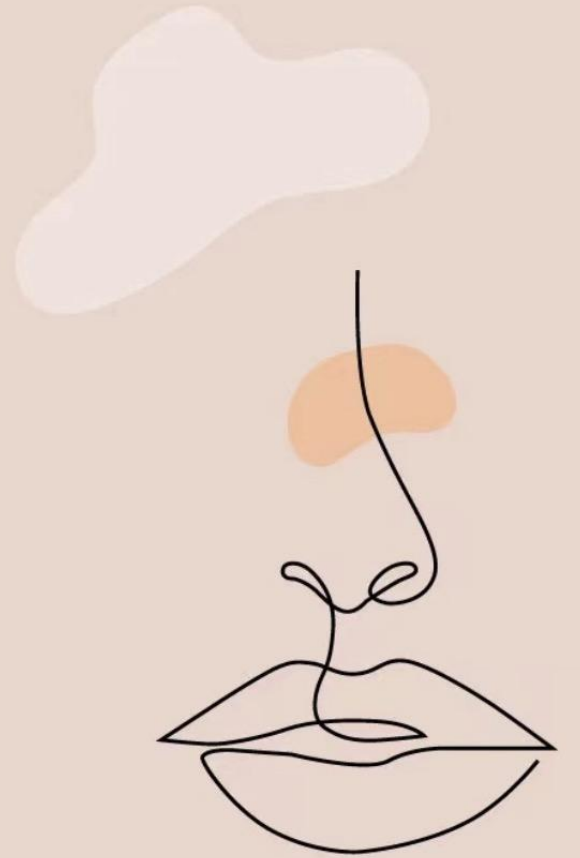
Come and earn **BSA Badges** and develop your **career ready skills** with a day of uncovering the treasures in the BISC Archive & helping us to preserve them for the future!

Everyone welcome!

Friday 4th February 1-5 pm
The Boardroom

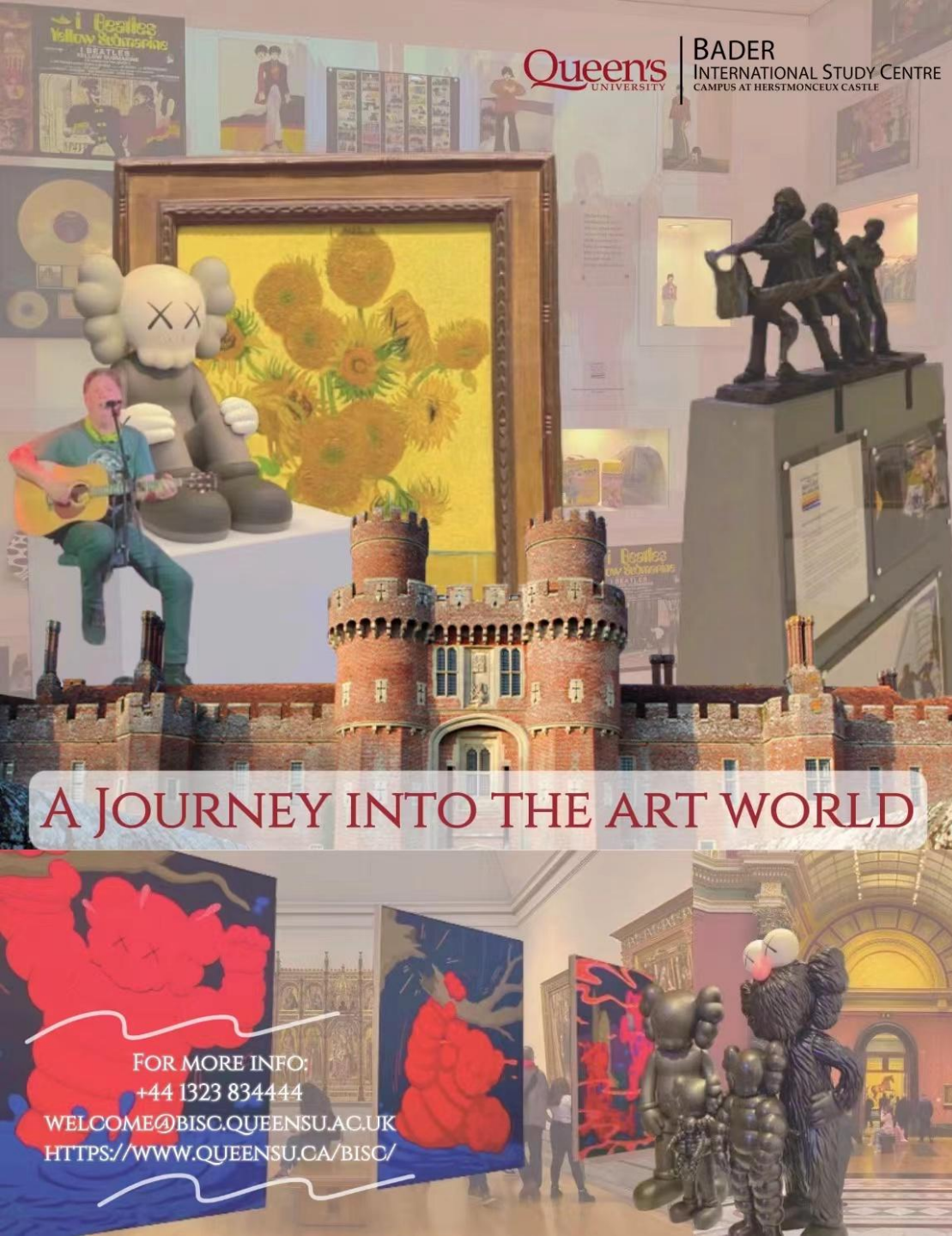
The Hook

- Strap Line: A journey into the art world
- learning can not only be done by reading a textbook
- students are not even aware that they have, which is a lack of connection between themselves and the art that they are studying
- the word “journey”



The Look

- explore the interior and exterior design and decoration of the castle
- the galleries and art performances I visited on my travels as materials
- to create an aesthetic tone



A JOURNEY INTO THE ART WORLD

Poster

- collage art
- BISC as a medium that can lead them into the space of art
- has all the information that are needed
- orange and yellow

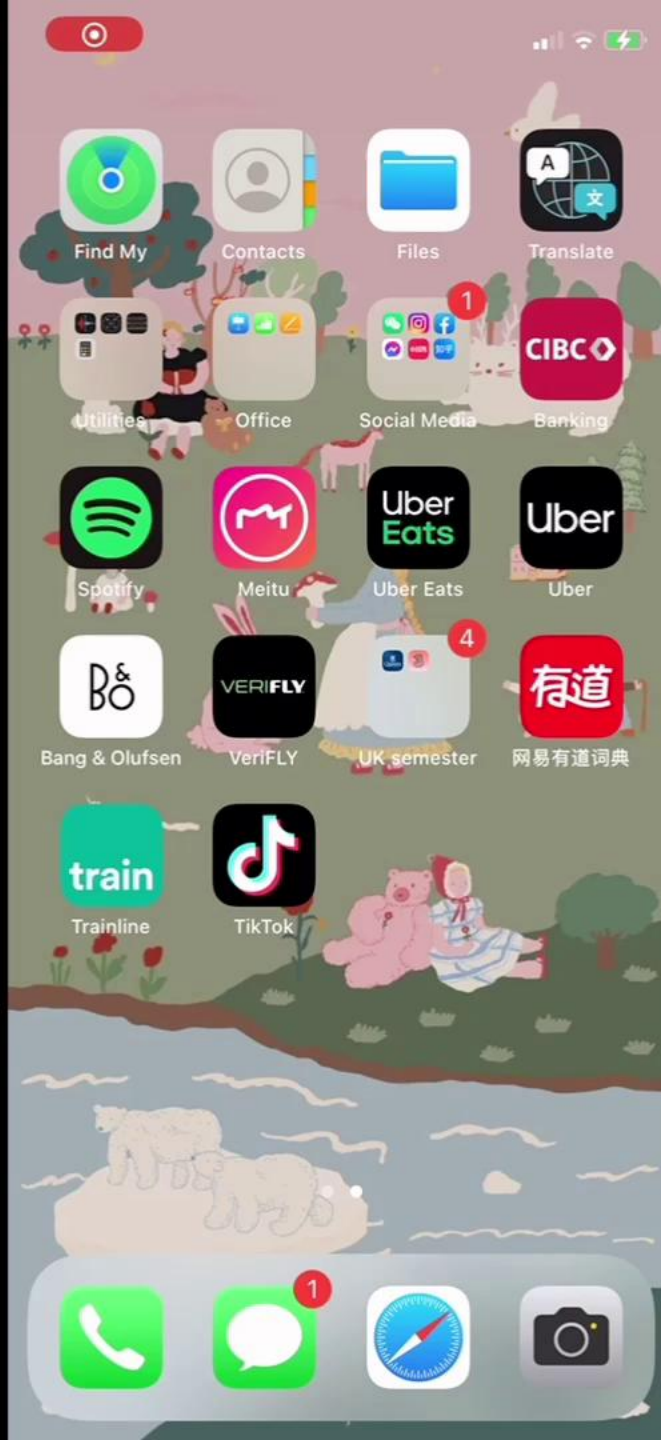
FOR MORE INFO:
+44 1323 834444

WELCOME@BISC.QUEENSU.AC.UK
[HTTPS://WWW.QUEENSU.CA/BISC/](https://www.queensu.ca/bisc/)

Video

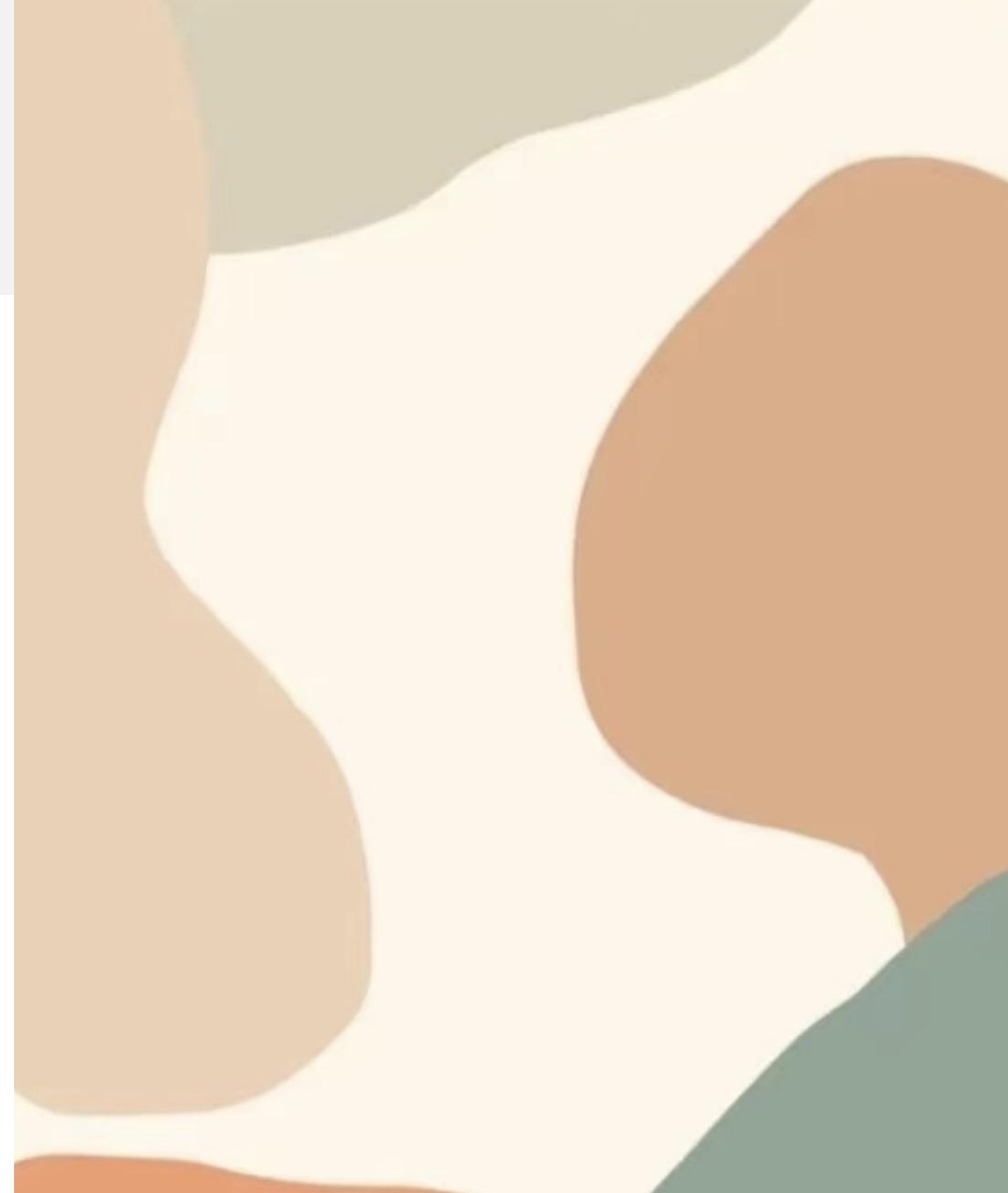


- similar to a vlog
- a tiktok post + full-size screen (real world)
- a warm colour tone
- artistic fonts
- soothing soft music in the background
- TikTok/ YouTube/ Instagram



Questions?

Thank you for your time!
I would be happy to answer
any questions you may have
about this marketing proposal.



Queen's
UNIVERSITY

BADER
INTERNATIONAL STUDY CENTRE
CAMPUS AT HERSTMONCEUX CASTLE





A JOURNEY INTO THE ART WORLD

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