

We are...

Creative Media

We are... print

January 2020

Client: University of Birmingham

The brief

Create a visual report to explain the economic and social impact the University of Birmingham has had on the city of Guangzhou to support influencing future government funding in China.

Our response

Building on the design created for the University's impact report we created in 2017, we produced a highly visual bilingual document to illustrate the different opportunities the University has brought to the city. Infographics were used throughout to bring the data to life with the aim of creating maximum interaction with the document.



SUCCESS

The document was used at a meeting attended by the Vice-Chancellor in October 2019. The client was very pleased with the report and confirmed 'they are very much still in the game!'

Client: Careers Network

The brief

Careers Network wanted to refresh their annual handbook, which their internal teams use throughout the academic year to promote the services they offer to students..

Our response

We came up with two different concepts – both of which had a strong illustrative style that would appeal to the target audience. We worked collaboratively on the project to ensure the content and design produced the outcome the client was looking for.



Success

Following its launch, the client required a reprint within the first month as it was so successful! Careers Network commented that the handbook's design is very appealing to their audience.

