Virtual Work Experience

Overview of the Creative Design Programme

Strand	Brief	Deliverables	Tools
Graphic Design	You will need to create a set of office stationery with a set of predefined assets from a client.	Letterhead, flyer, compliments slip, business card	Photoshop
Graphic Design	A games studio has asked you to brand their new YouTube channel. The channel will host videos and reviews of their games as well as tutorials on completing levels.	YouTube Thumbnails, Banner image, icon, logo	Photoshop, Illustrator
Video Design	The games company also wants an Animated YouTube banner. They want you to use the static images to create a lively banner.	Animated YouTube banner	Premiere Pro / After Effects
Content Development	Instagram Social media campaign - create a series of 5 posts to brand guidelines. These need to promote the	Five posts with images, copy and hashtags	Photoshop, Copywriting

	launch of a new online tech shop.		
Brand Identity	Create brand guidelines for a company based on their vision statement.	A pdf of brand guidelines	Photoshop
Web Design	Design a website for a charity that helps startups connect with talented volunteers.	Wireframes and clickable mockups	Prototyping
Audio Design	Podcast / radio advert for a new restaurant opening in London.	A 30 second mix of the separate audio elements.	Audition
Video Design	Promo video for pitching to local companies for work	30 second video on a topic. This can be anything. This is to show off our ability to create videos.	Premiere pro / after effects / audition
Graphic Design	Create a book cover for a new book called 'Slow Fade'	Create a book cover ready for print.	Photoshop
Creative Design	Create a character for a recycling campaign. This is to encourage children to recycle and	Research and present a brief to the design team.	Design research and G Suite,

	challenge adults to also recycle.		presentation skills
Brand Identity	The campaign also wants a logo that can be used on all the marketing material as well as stickers for participants.	Create a series of logos to a brief. Vector based.	Illustrator