

Culture+ Programme Dorset Ambassador design brief

Project Name: Culture+ Dorset Ambassador
Client: The Arts Development Company

Background

Culture+ [pronounced as culture plus] is a two year project that offers business training, advice and support as well as networking opportunities for artists and creatives, galleries, and arts organisations across Dorset, Bournemouth and Poole. It also works with the tourism sector to recognise the value of arts and culture in Dorset as a tourist destination.

Culture+ is funded by Arts Council England and the European Regional Development Fund. The three areas of activity that will be covered by the project are:

- Business
- Tourism
- Social Impact

The Culture+ Dorset Ambassador Project

Dorset Ambassador is an interactive online training website for customer-facing staff in tourism roles in Dorset. A new module has been written for the site, which describes the culture of Dorset in its various forms and key sites, attractions and landmarks that tourism employees should know. Employees can then pass this information onto those visiting Dorset, in order to improve the visitor experience. The current site can be accessed here www.dorsetambassador.co.uk

Target Audience

Dorset Ambassador is aimed at entry level hospitality staff who interact with visitors. The aim of the cultural part of the Ambassador site is to familiarize these people, some of who will have English as a second language, with the wealth of culture available in Dorset, and a basic knowledge of where key cultural venues and landmarks are.

To help with this, Culture + wishes to adapt the information on the website into a physical booklet or similar that can be used as a reference guide. This booklet should include a map element as an easy reference guide to cultural hotspots across Dorset, Bournemouth and Poole.

Design Objective

To create a booklet / brochure that complements the Culture+ brand. To include a map, or maps, that reference cultural assets described in the text, clearly illustrating the cultural 'hot spots' and where they are.

Style Guide - Look & Feel

A clear and engaging style, using (existing) text and an available bank of images (those used on the site and additional images).

Ideally each area of the county (North, West, East, Purbeck, Weymouth) will be represented by their own identity through colour and illustrative graphics. The main look and feel needs to reflect our Culture+ brand essence as per below of being professional, fresh and creative. The design should have simple lines/graphics; use illustrations to add a fun, creative flair and be colourful and engaging to look at.

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A key feature of Dorset Ambassador is that it illustrates how people interact with the culture of Dorset, whatever the weather and whatever the activity. The images that are used reflect this

Further references to the look and feel this project is aiming to use can be seen here www.dorsetambassador.co.uk
And <http://theartsdevelopmentcompany.org.uk/category/culture-2/>

Logo Inclusion

- Culture+ (The Arts Development Company)
- European Regional Development Fund (Funder)
- Arts Council England (Funder)
- Dorset Growth Hub (partner)

All printed material and online promotion needs to adhere to our funders' guideline stipulations.

Deliverables

Either:

An A5 booklet – up to 16pp pages full colour that will be printed and distributed to the target audience. This will include existing copy (based on the published Dorset Ambassador text) which will be provided. The booklet should be easy to follow and image heavy. It should be professional, yet fresh and creative. It will lay out the five key areas of Dorset Ambassador information (East, West, North, Weymouth and Portland, Purbeck) and include a map for each area showing the location of key cultural assets in a creative way.

OR

A creative alternative to the above, for example a folder or pocket that contains cards linked to each area detailing the text with a map of the area on the reverse. These maps could fit together to give an overall image of Dorset, as a jigsaw effect.

OR

A creative alternative of the designer's choosing that includes a map element.

The final approved design must be supplied in:

- Print ready PDF
- Web ready PDF
- EPS file
- InDesign/Illustrator/Photoshop file

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IPR

All approved and submitted design will be the property of The Arts Development Company.

The Arts Development Company will provide:

- Text
- Images available to use
- The Arts Development Company, ERDF and ACE brand guidelines

Fee

Maximum fee £1,000 (no VAT)

Tender

To apply for this work please send a CV and covering letter (no more than one page of A4) detailing:

How you would approach this work

A basic outline of initial design ideas

Examples of similar work undertaken, if appropriate

Approximate timescales needed to create artwork (it is anticipated that this work will be completed by end January 2018)

To:

Jacky Thorne, jacky@theartsdevelopmentcompany.org.uk

Deadline for submission: Monday 16th October

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