



CREATIVE SHIFT
GROUP 5

**Amanda Winberg, Thérèse De la Gardie, Marisa Alvarsson, Ron Jnr McDonald,
Fredrik Eriksson, Luna Morales Vergara, Daniel Frank Sanchez**

THE BRIEF

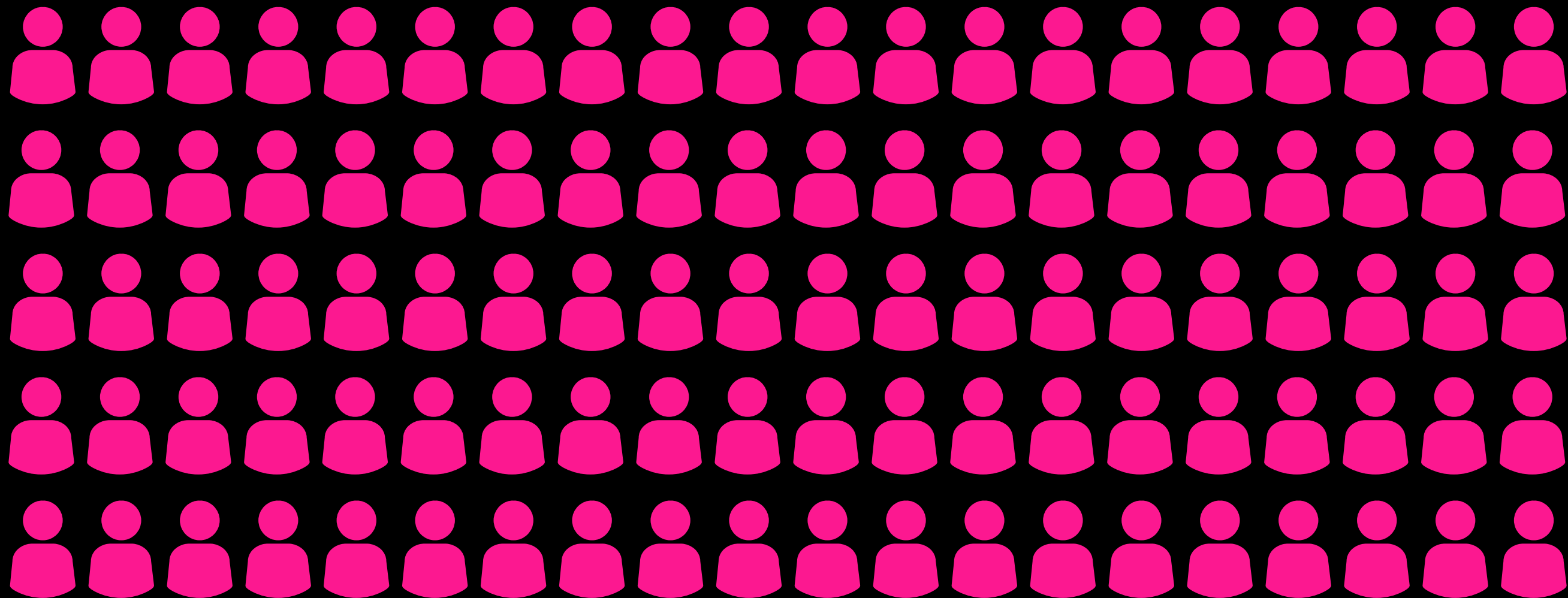
Design a product or service that fosters community-building among students from underrepresented backgrounds in a hybrid world as well as ensure a better outreach for Creative Shift including a communication strategy and campaign.

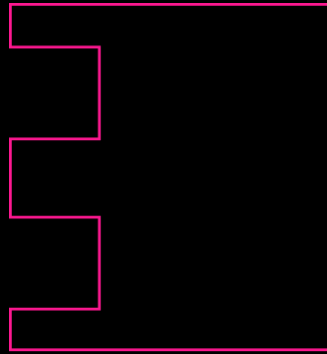
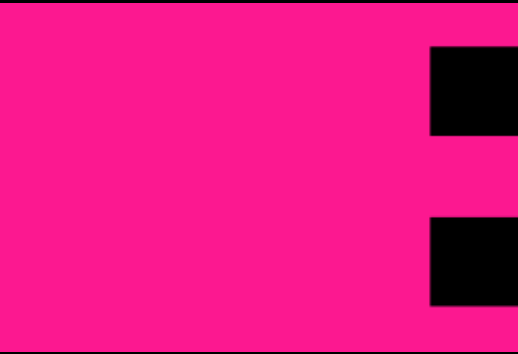
CHALLENGES & OPPORTUNITIES

REACH & PARTICIPATION

Despite the great work Creative Shift does, only a small fraction of the students who could benefit from Creative Shift do.

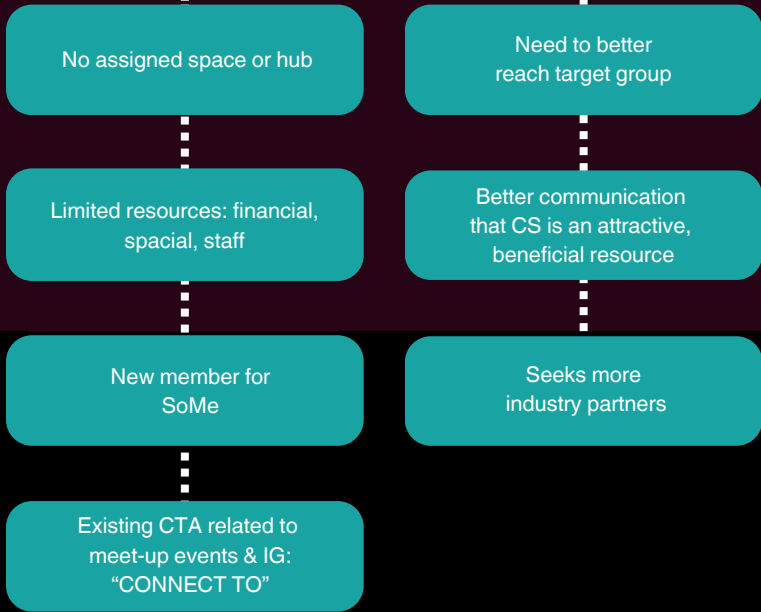
There's 21,000+ students at UAL





RESEARCH + INSIGHTS

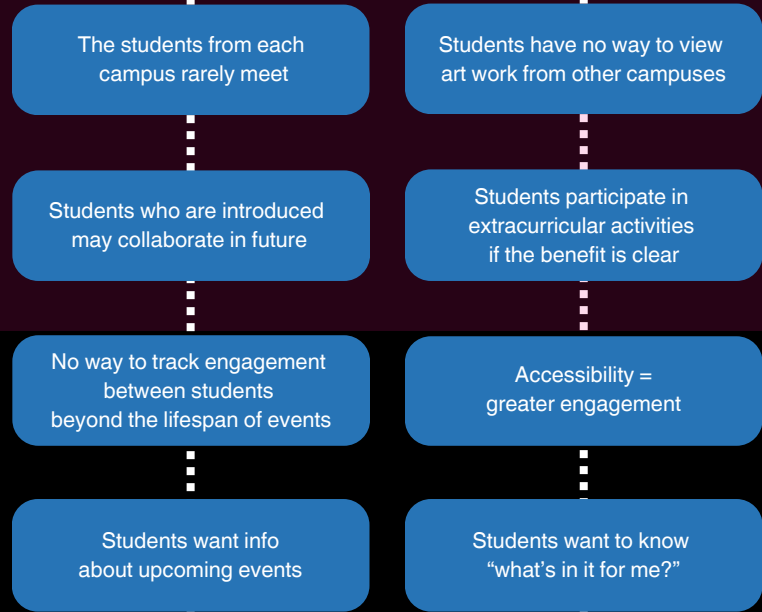
CREATIVE SHIFT



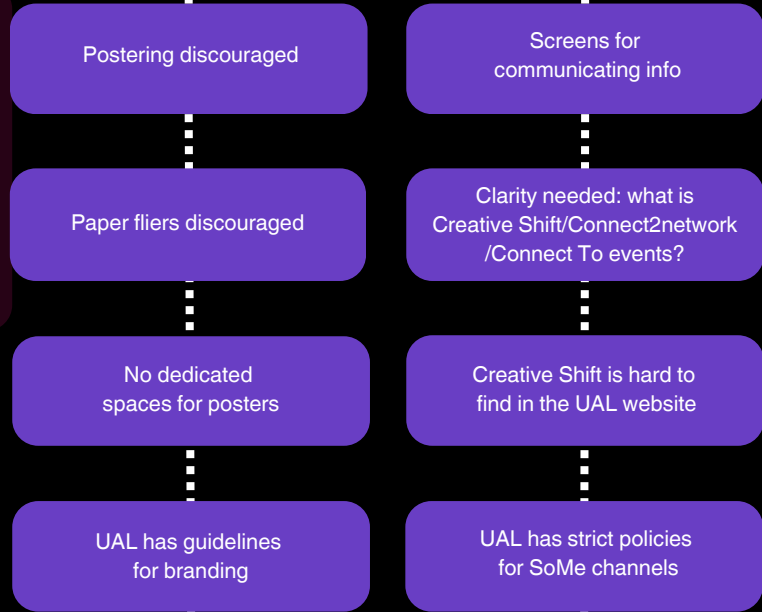
INDUSTRY EXPERTS



STUDENT EXPERIENCE



COMMUNICATION



AREAS OF OPPORTUNITY

A new team member is being assigned to work with SoMe 3 days per week

Capitalising on current staff resources

UAL has guidelines for branding

We can use existing assets AND meet UAL's guidelines

Students have expressed a desire to know about upcoming events

By colour coding categories (such as EVENTS) we can clearly communicate what is on offer

Creative Shift has an existing CTA related to meet-up events and IG "CONNECT TO"

We can elevate this CTA and build a stronger connection between CS and @connect2network

The campuses have screens for communicating info

Using existing tech to communicate CS's offering and link students directly to CS's page and IG

Accessibility = greater engagement

Using screens on campus to share info about CS
QR code takes you direct to CS page
IG handle clearly communicated connection made between CS and Connect To/@connect2network

KEY INSIGHT 1:

“I consider participating in extracurricular activities if I know **what’s in it for me.**”

- All students surveyed and interviewed

KEY INSIGHT 2:

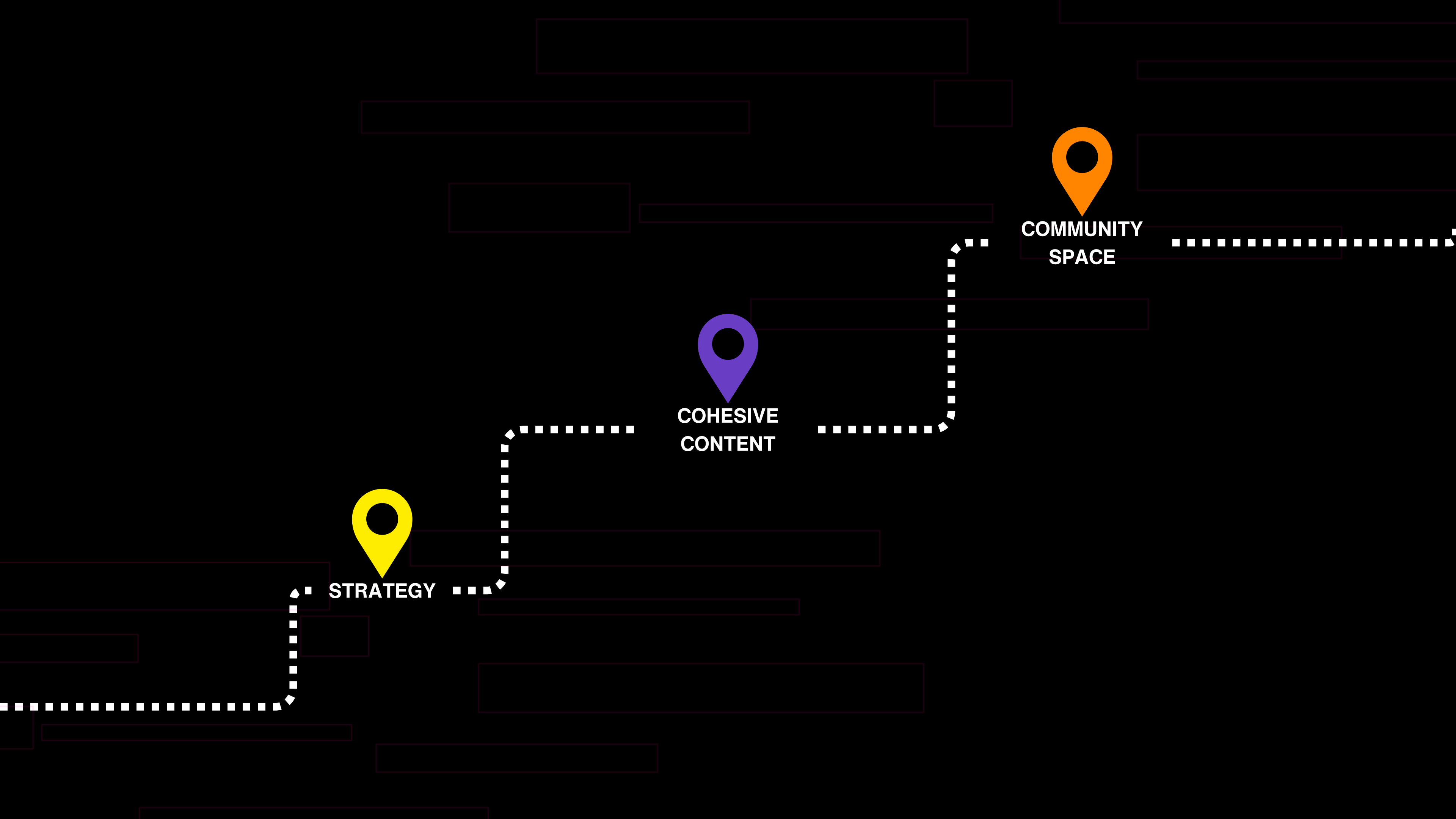
“Sometimes there is confusion about what Creative Shift is and how it relates to Connect To.”

- Creative Shift

How do we...

How do we...

- Better **communicate** Creative Shift's offering and channels, raising its profile?
- Better appeal to student aspirations and elevate their experiences to **foster ongoing community?**



STRATEGY

**COHESIVE
CONTENT**

**COMMUNITY
SPACE**



STRATEGY





STRATEGY



Communicate

Present Creative Shift as an appealing, inclusive community that values diversity and individual stories.



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Engage

Ensure that communication effectively conveys what Creative Shift offers and its relevance to the aspirations of the audience.



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Motivate

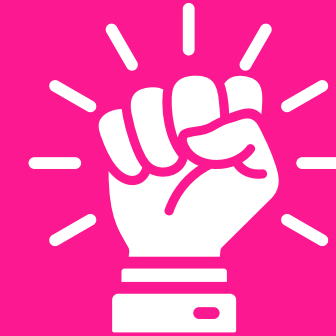
Motivate target group students to join Creative Shift in order to benefit from its program offering. And motivate them to stay engaged.



Communicate



Engage



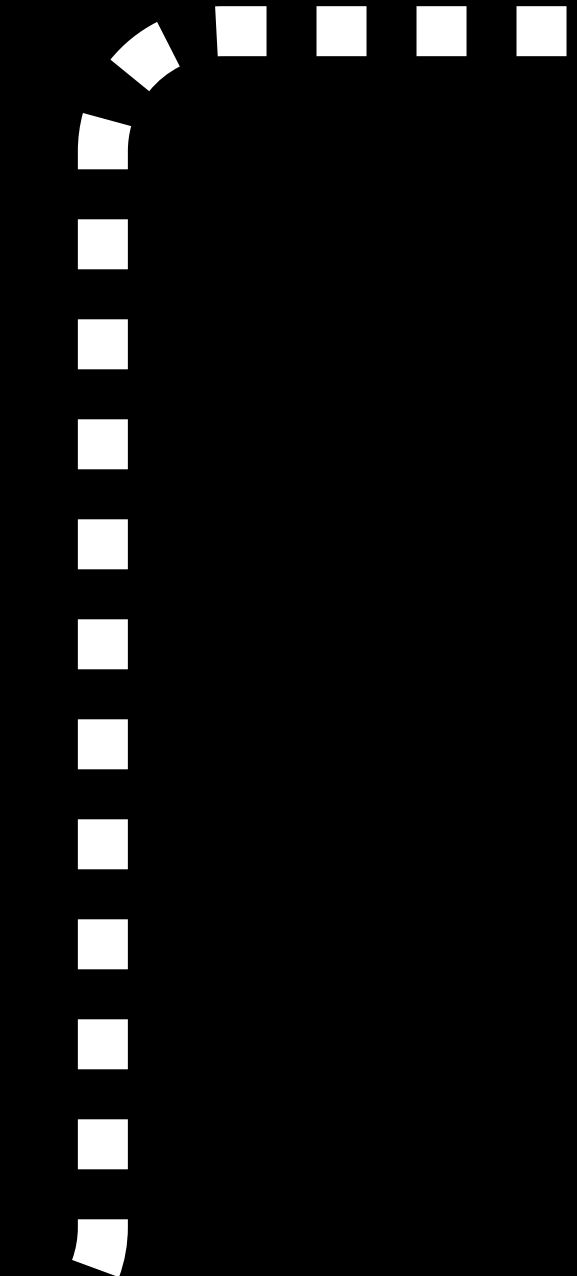
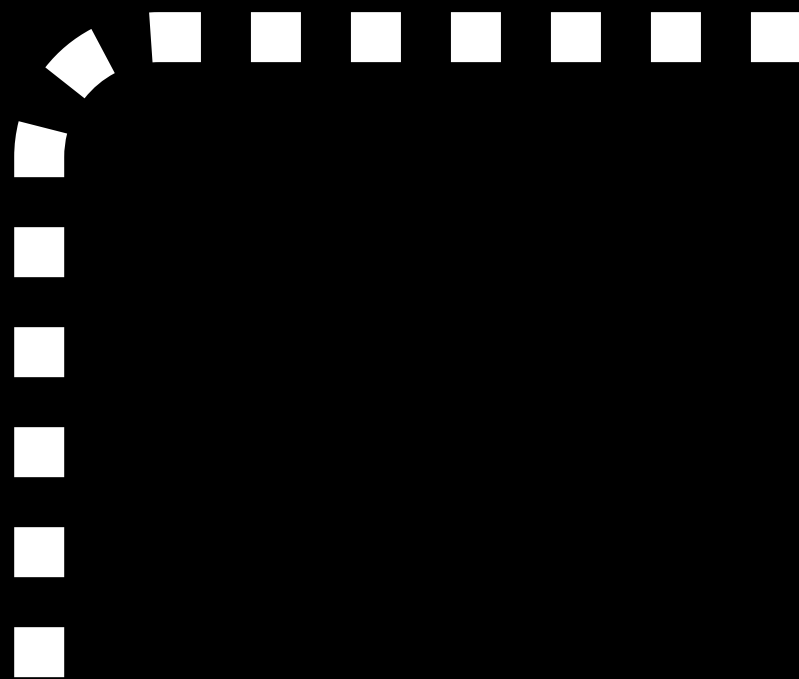
Motivate



**Communications plan
included**

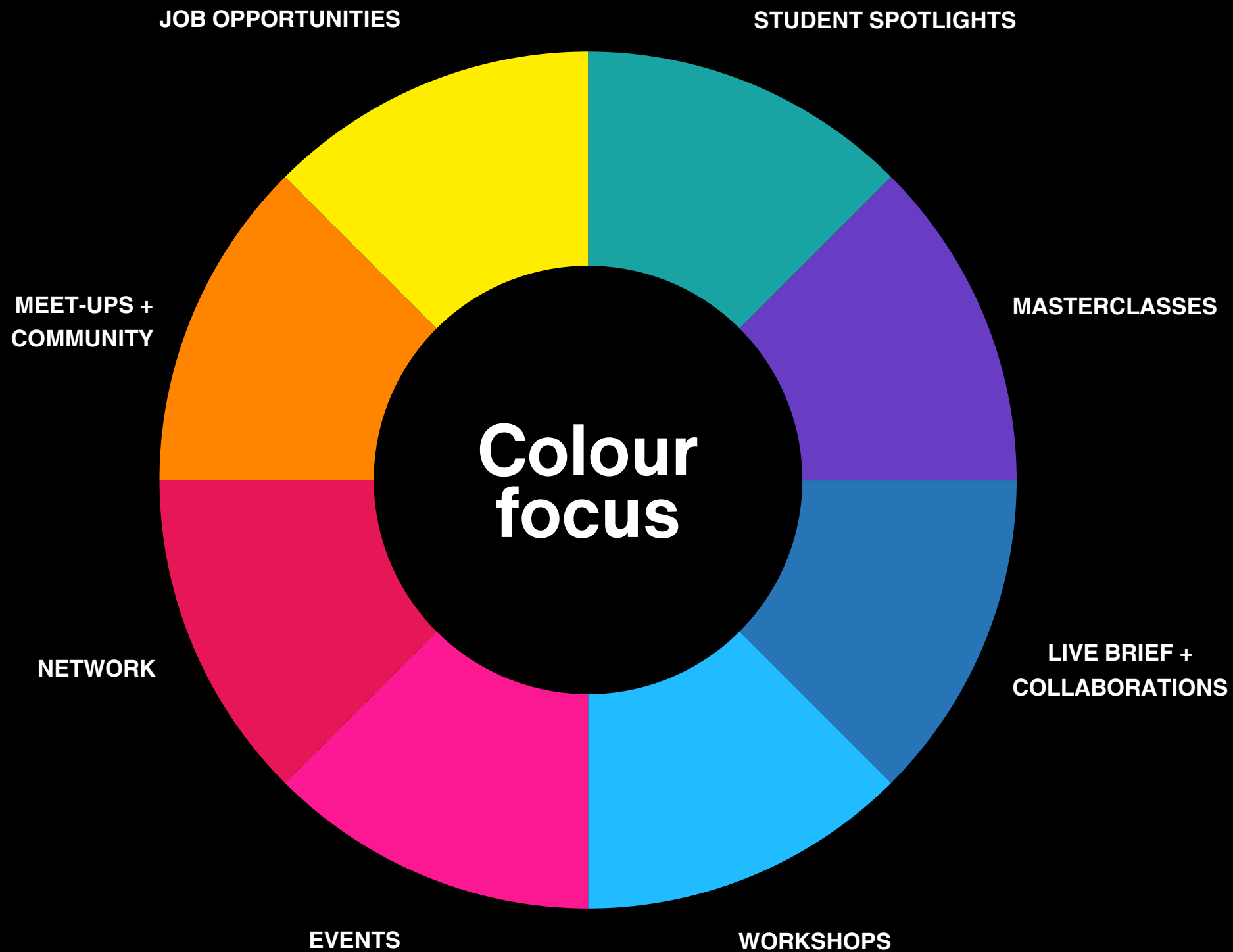


**COHESIVE
CONTENT**





COHESIVE
CONTENT

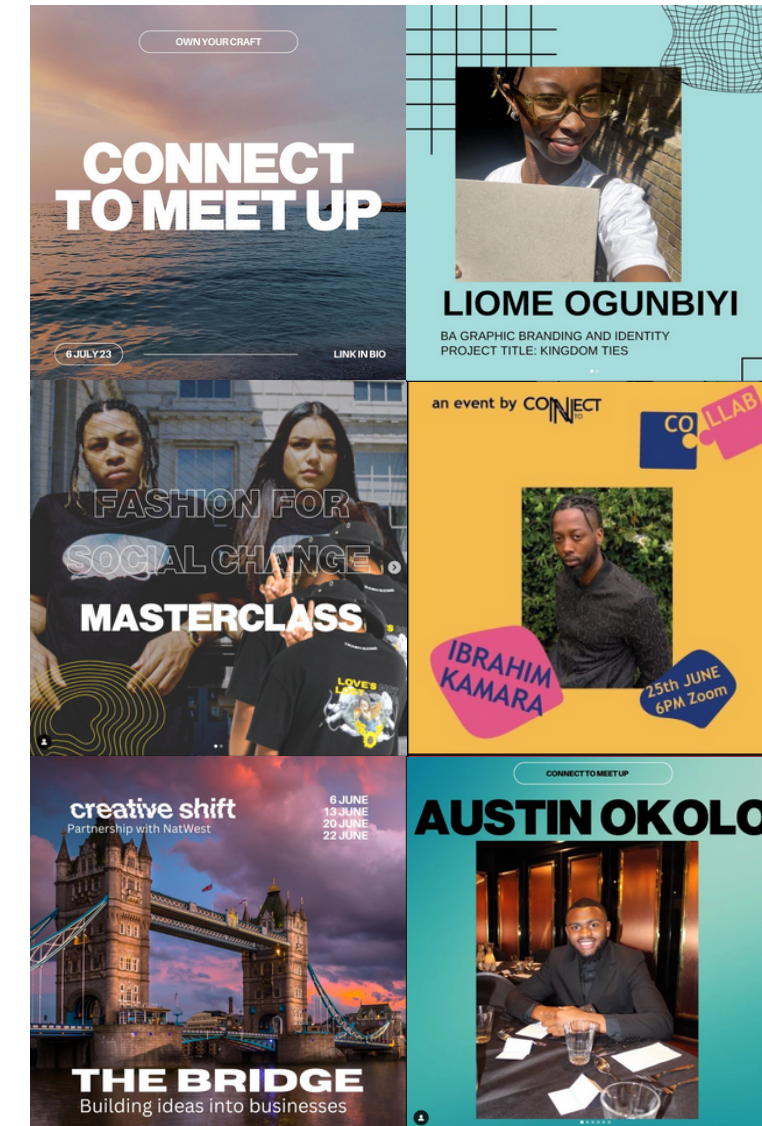


A bold, **diverse colour palette** can be used to **categorise activities** and **highlight crucial messages**, for clearer communication of Creative Shift's offering.



COHESIVE
CONTENT

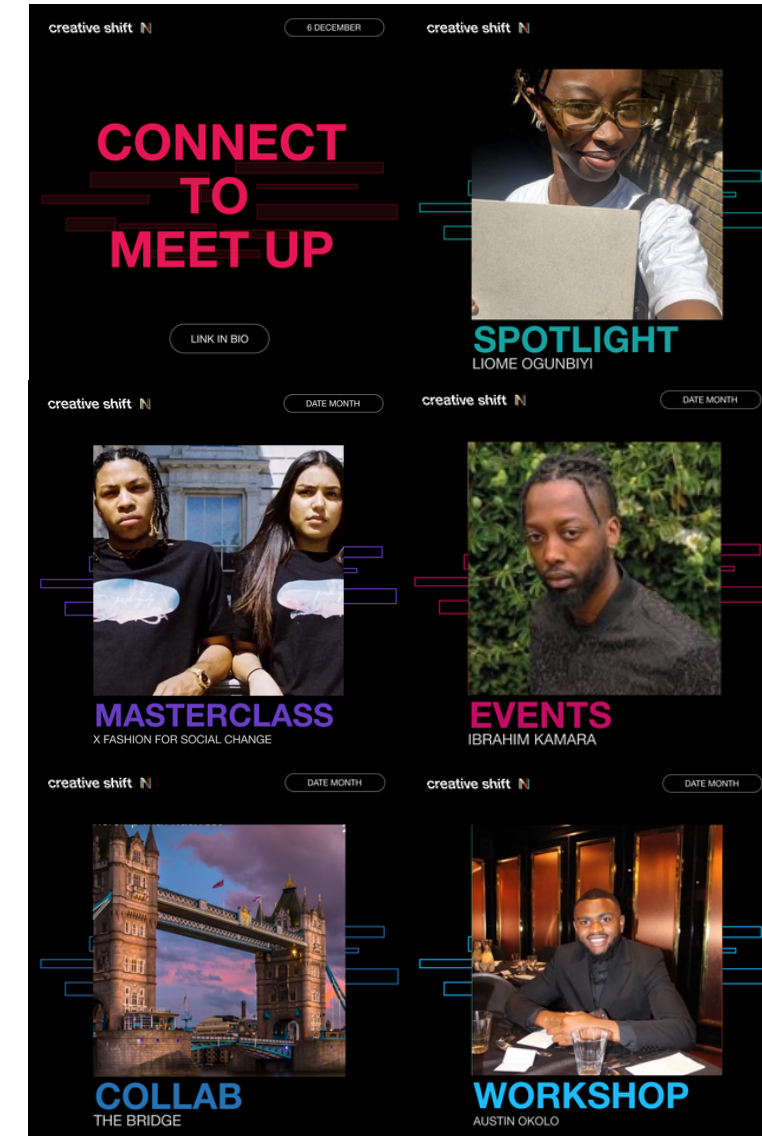
@CONNECT2NETWORK





COHESIVE
CONTENT

@CONNECT2NETWORK



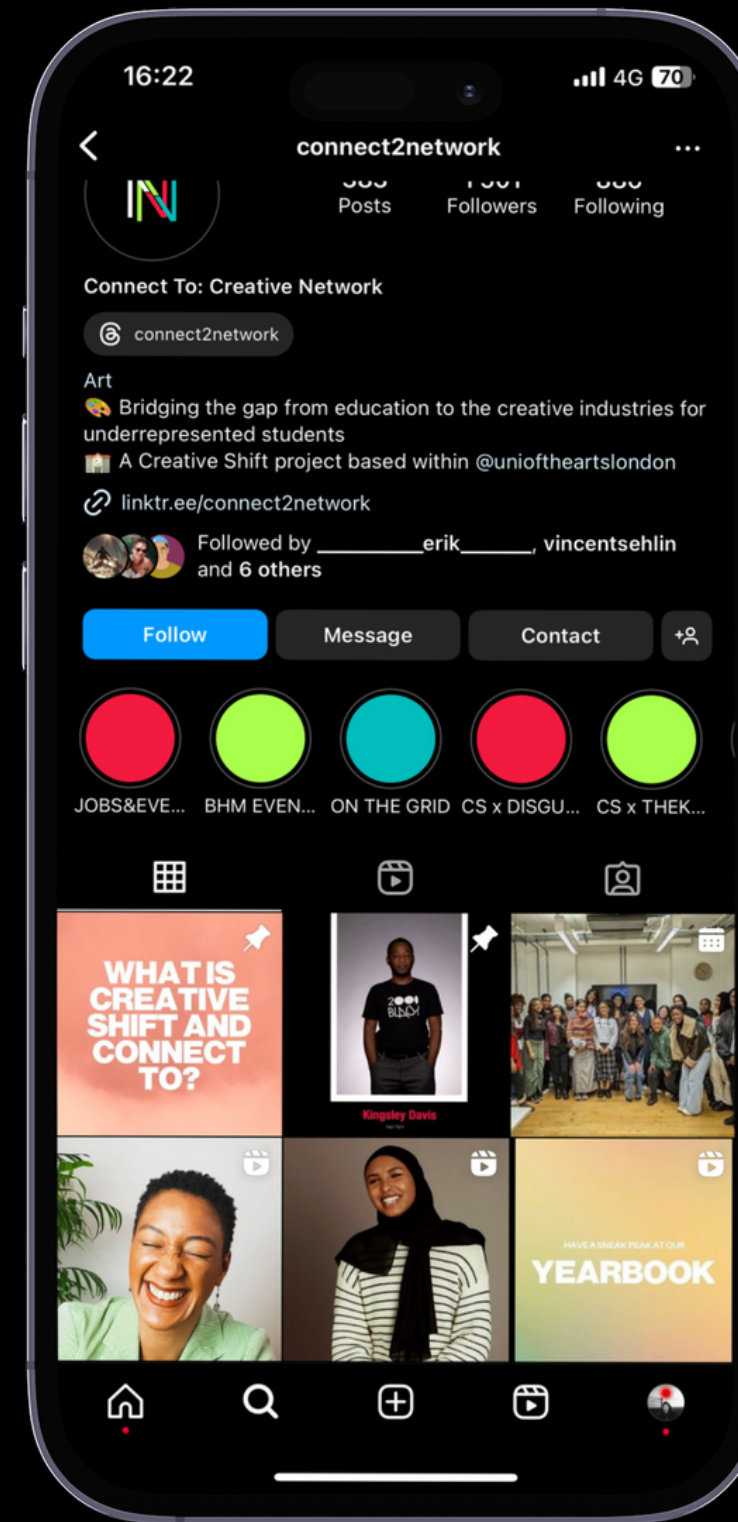


COHESIVE
CONTENT

GRID

CURRENT

- **Difficult to distinguish** the different topics and activity posts.
- Inconsistent post “branding”.



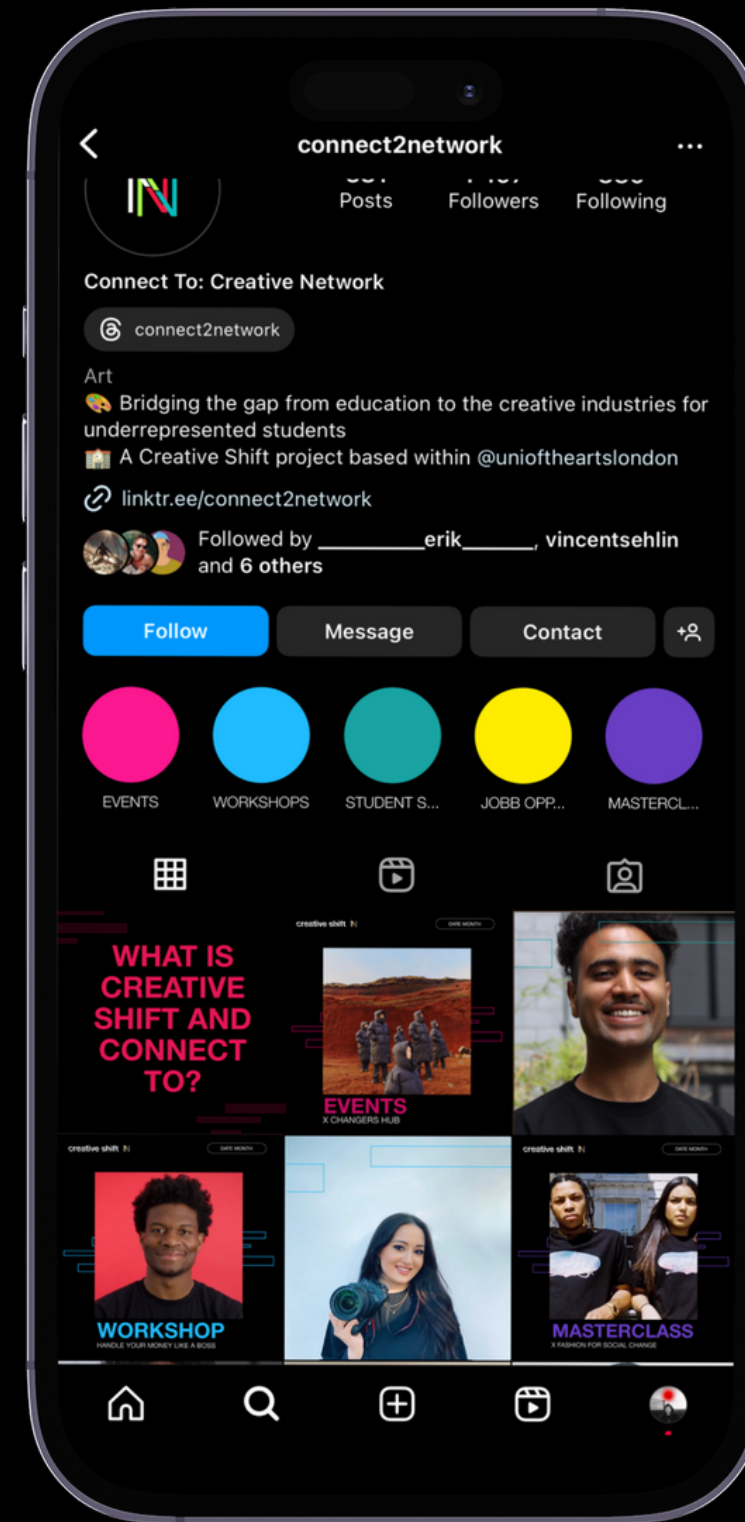


COHESIVE
CONTENT

GRID

PROPOSAL

- **Colour**-coded **topics**.
- A **visual theme** that reflects Creative Shifts brand.





COHESIVE
CONTENT

VIDEO

CURRENT

- The content in the **video is outside the safe area.**
- **Elements/subtitles** need to be **clarified.**



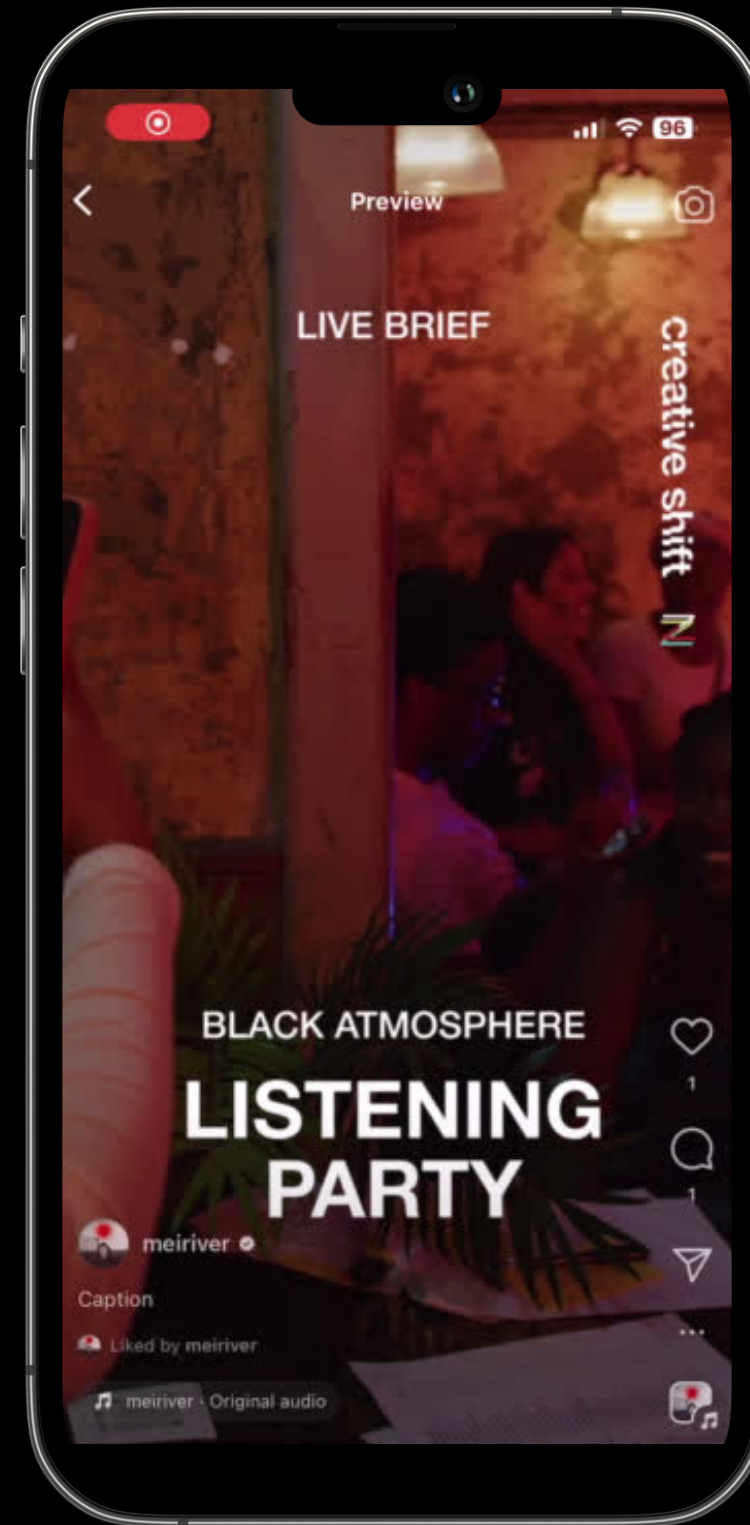


COHESIVE
CONTENT

VIDEO

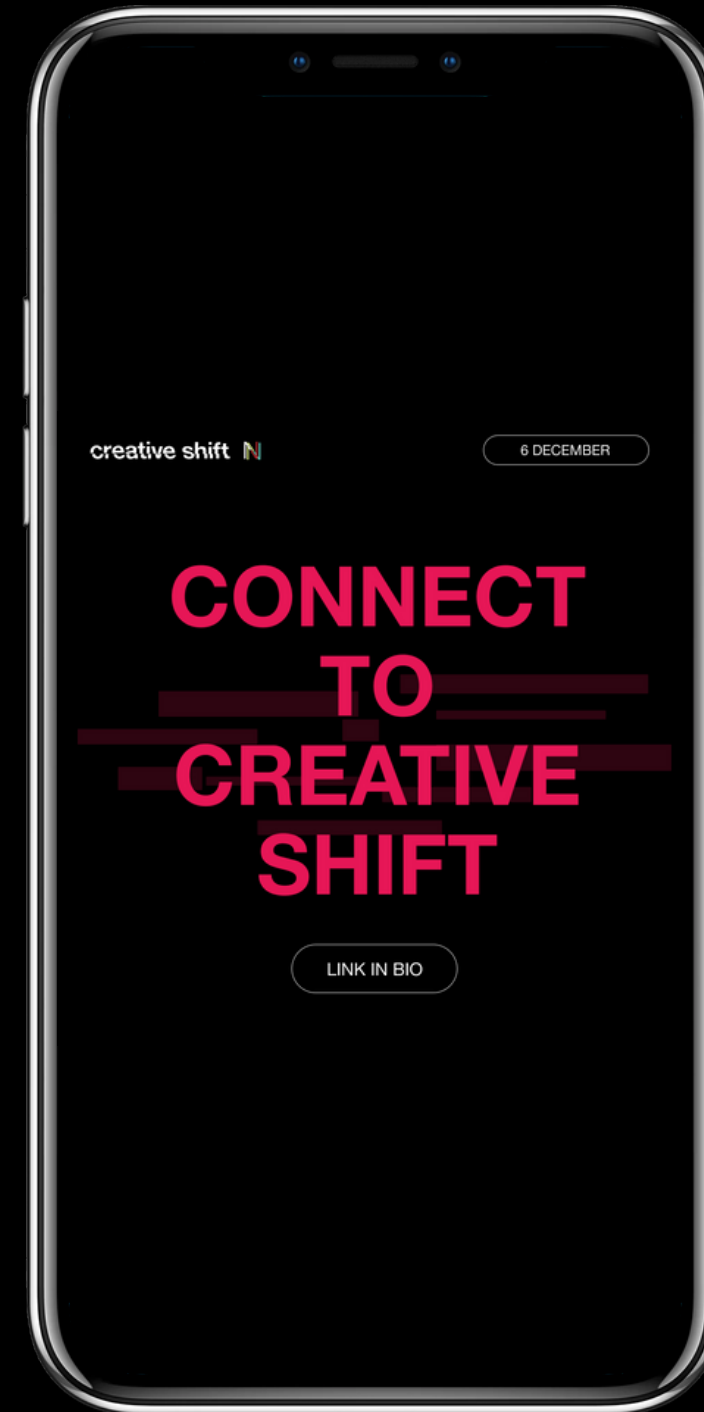
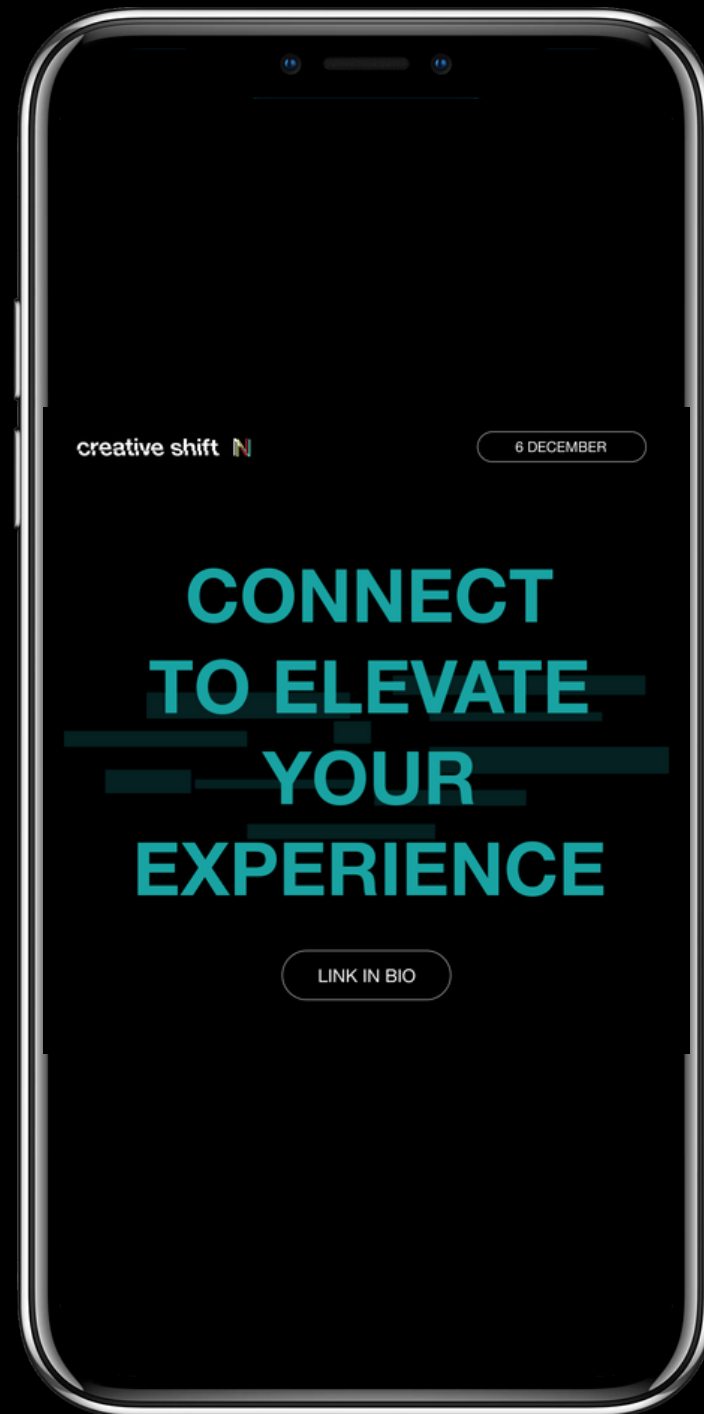
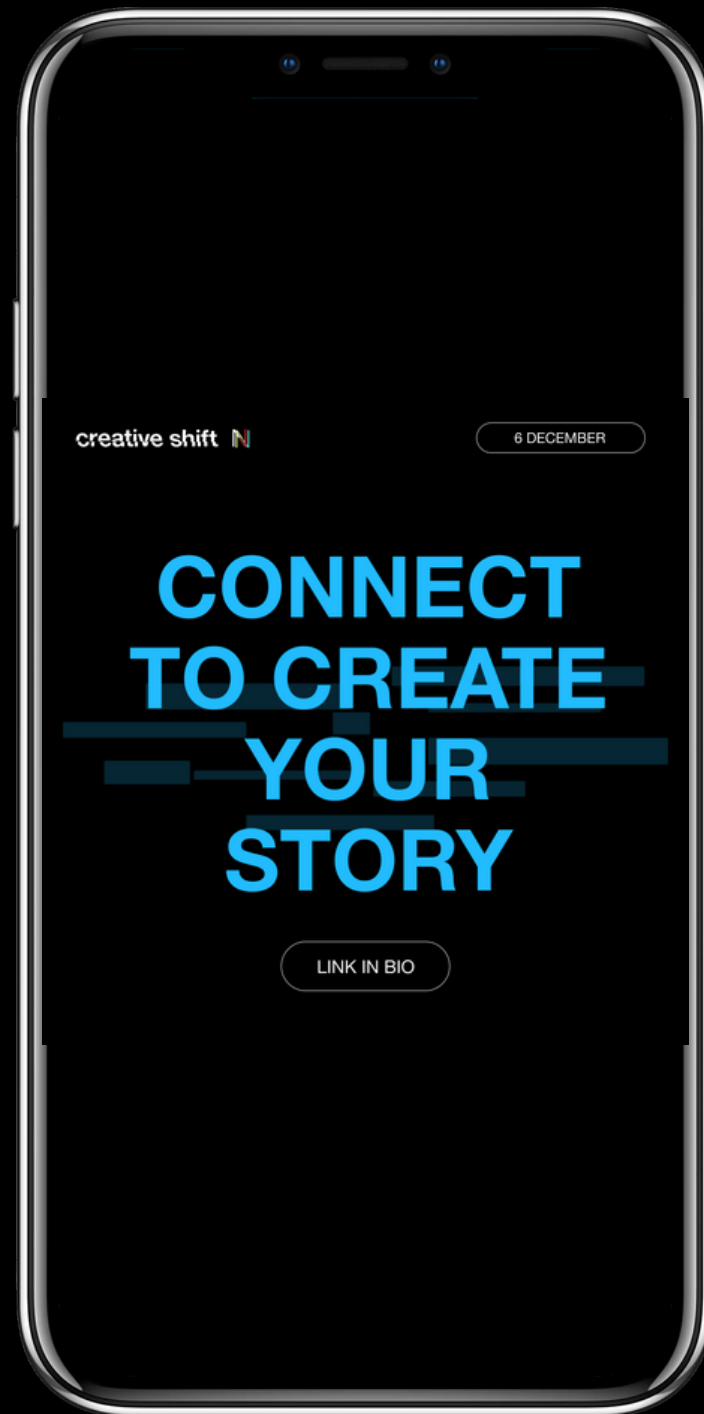
PROPOSAL

- Keep all **content** and focal points within the **safe area**.
- **Typeface is consistent** (Helvetica Neue).
- **Simplified** use of **text**.
- **Highlight** video content.





COHESIVE
CONTENT





COHESIVE
CONTENT

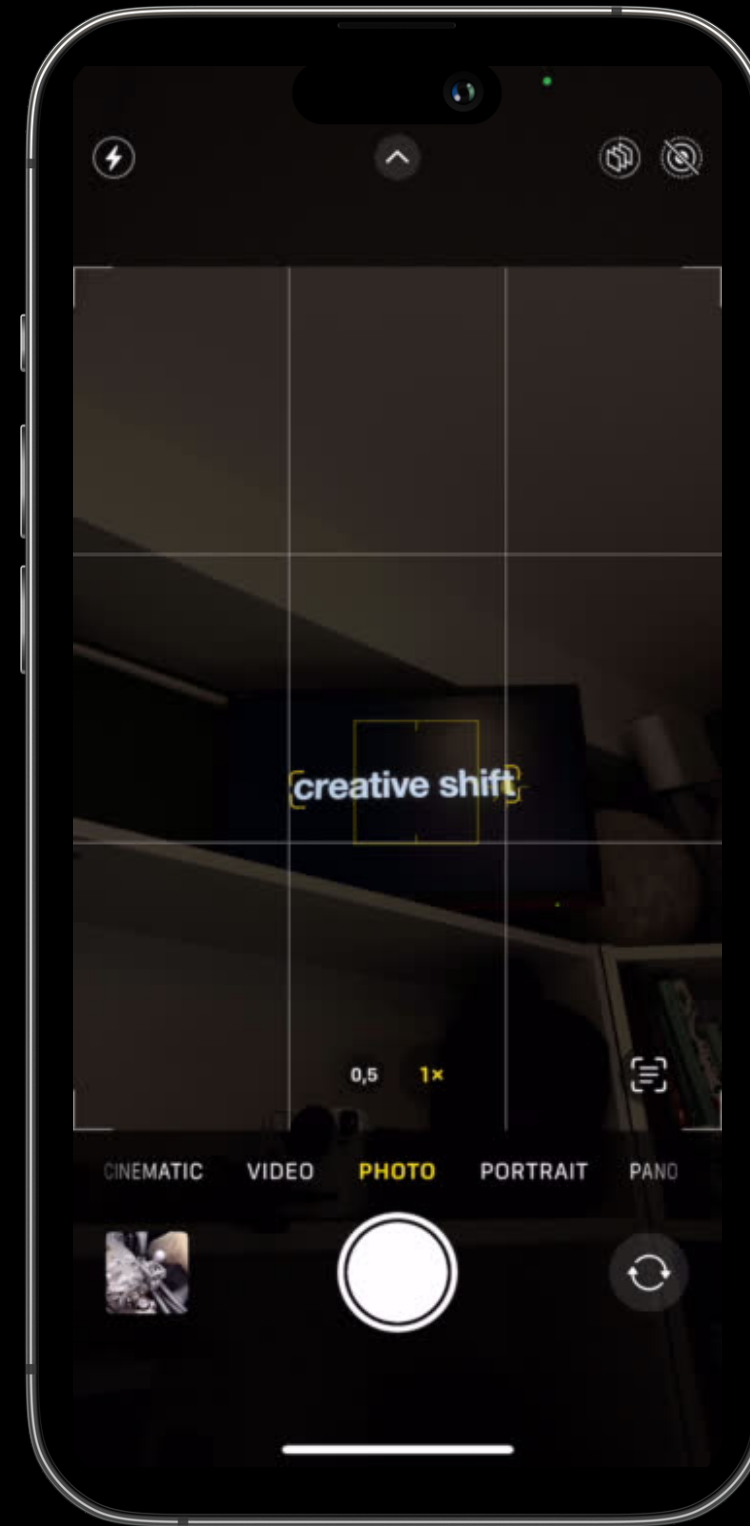




COHESIVE
CONTENT

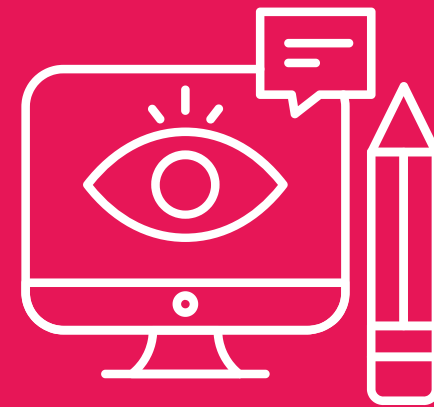


SITE ACCESSIBILITY





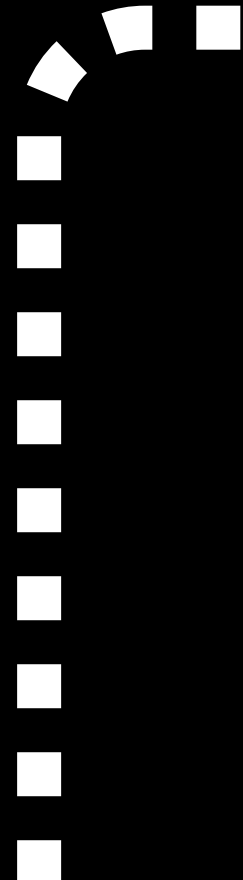
COHESIVE
CONTENT



Visual guidelines and
assets included

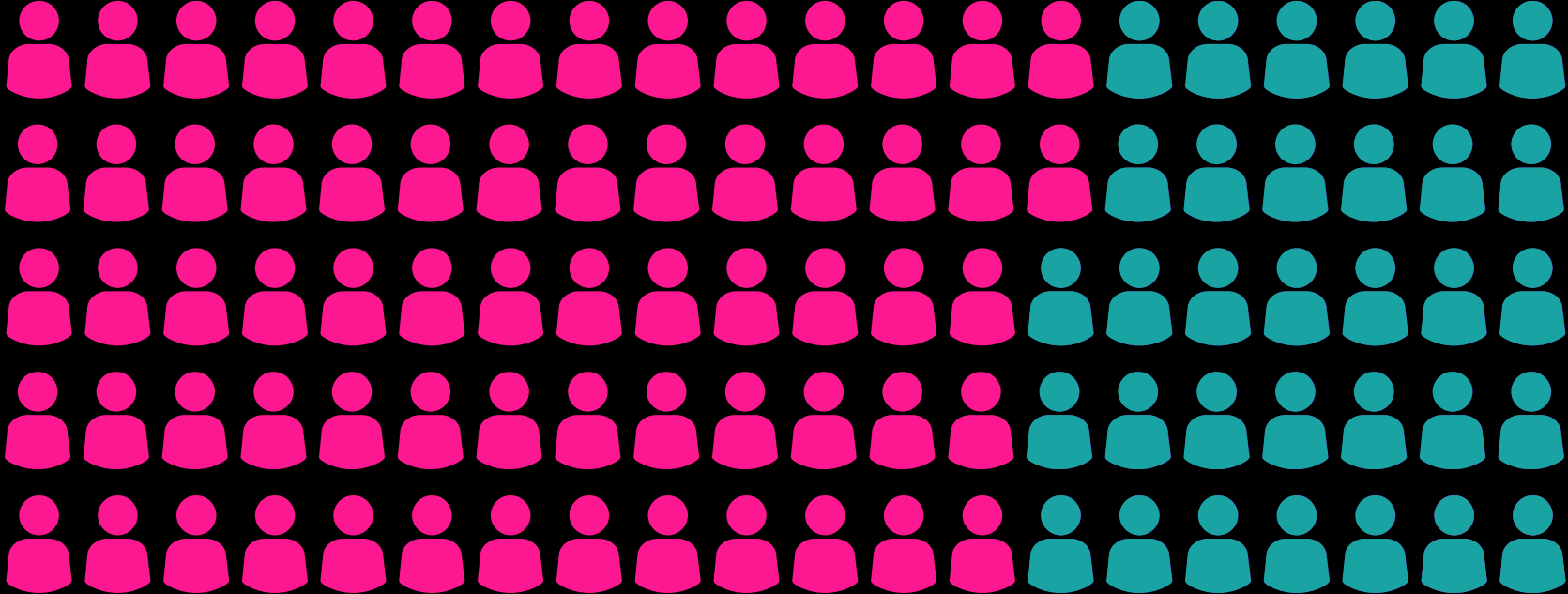


**COMMUNITY
SPACE**





We don't just
need to **grow**
the community





We also need
to **maintain**
and **sustain** it





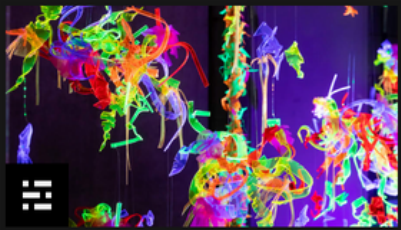
COMMUNITY SPACE

UAL CONTENT

CREATIVE SHIFT CONTENT


Graduate Showcase

Get inspired by work from our most recent fine art design graduates. [Visit the Showcase.](#)



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Stories



Diamond Nuchjalearn: MA Fine Art: Drawing

→


Having first studied Architecture in his home country, Diamond Nuchjalearn decided to pursue a slightly different path with a postgraduate course at UAL.



Chino Hirose from Japan

→


Drawn to London because of a passion for British art, Chino made the move from Yokohama in Japan to continue her studies in Fine Art at UAL.



Emily Mulenga: MA Fine Art

→

Emily discusses how receiving the Frank Bowling scholarship from UAL.




Making connections and building a network

→

BA Fine Art Painting graduate Alla Hamaoui on identity, culture and exhibiting in south east London.

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Our projects



Connect To

→


Join our student-led creative network for the chance to collaborate on projects with students, UAL staff and industry professionals.



Women+ in leadership

→

Read about our programme of events and activities set up to inspire and empower women+ to break through the glass ceiling.



Creative Shift x Insights

→

Find out how Creative Shift work with the Outreach team to provide opportunities to former Insights students during their UAL journey.

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Get involved

- Follow [Connect.To](#) on Instagram for competitions, student created content and paid work opportunities.
- Find us on [LinkedIn](#)
- Email us at creativeshift@arts.ac.uk
- See [what events we have on](#)

“ It's easy to get lost when starting off, but Creative Shift make sure that you get the advice, connections and support you need to hit the ground running. **”**

- [Amos Erstus](#), Founder: The Kusp

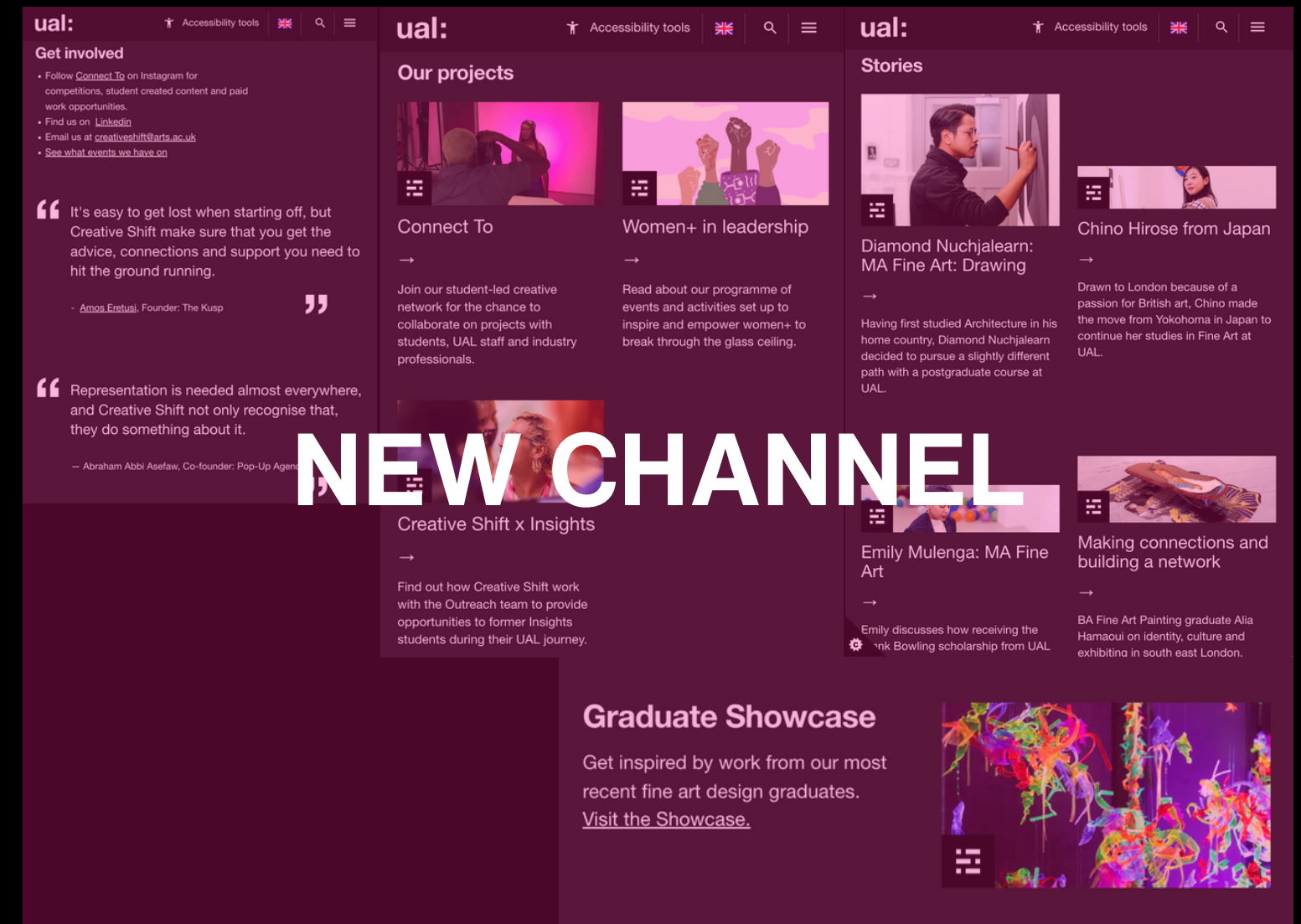
“ Representation is needed almost everywhere, and Creative Shift not only recognise that, they do something about it. **”**

- [Abraham Abbi Asefaw](#), Co-founder: Pop-Up Agency



COMMUNITY
SPACE

FUTURE RECOMMENDATION





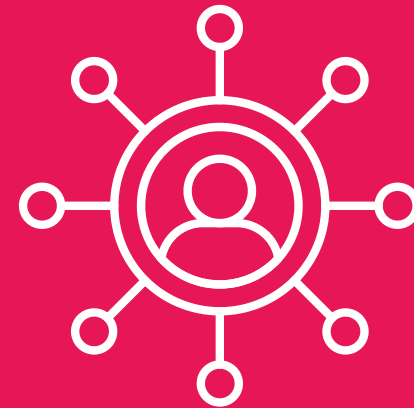
COMMUNITY
SPACE



We invite you to enter a virtual gallery space and hub



COMMUNITY
SPACE



Channel recommendation
included

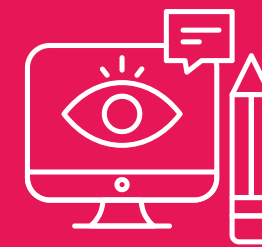
DELIVERABLES

COMMUNICATIONS
PLAN

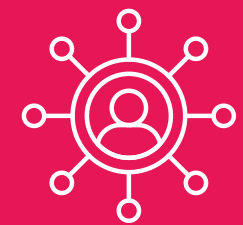


PITCH-DECK

VISUAL
GUIDELINES



CHANNEL
RECOMMENDATION



THANK YOU!

