

SCAD LACOSTE

CELEBRATING 20 YEARS

SCAD LACOSTE 20TH ANNIVERSARY LOGO + PRINT AD



MADDIE
BEYER

Graphic Designer

BRIEF, SKETCHES & RESEARCH

DESIGN BRIEF

The Savannah College of Art and Design has cultivated creativity and innovation in resplendent Provence, France for 20 years! Now is your chance to play a role in inviting the world to come, take part in the festivities and celebrate. Please design a logo and full-page print ad, to be featured in Travel + Leisure magazine, for this momentous event. Target audience: American travelers of all ages.

LOGO ELEMENTS

- SCAD Lacoste
- 20

LOGO TAGLINE OPTIONS (choose one)

- 20th Anniversary
- Twentieth Anniversary
- Twenty Years
- Celebrating 20 Years

AD COPY

(Headline options - choose one)

- Illuminating two decades of cultural study
- Inspired cultural study 2003-2023

(Body copy) SCAD: The University for Creative Careers fêtes two decades of enrichment and enlightenment at its flagship European study-abroad location in southern France with year-round festivities open to the public.

(CTA) To view a full list of year-round exhibitions, festivals and events, visit scad.edu/lacoste20

IMAGERY

Use one or more of the images provided.
Crop to accommodate design.

SPECS

8.25 x 10.875 in. trim,
.125 in. bleed, all sides

ABOUT SCAD LACOSTE

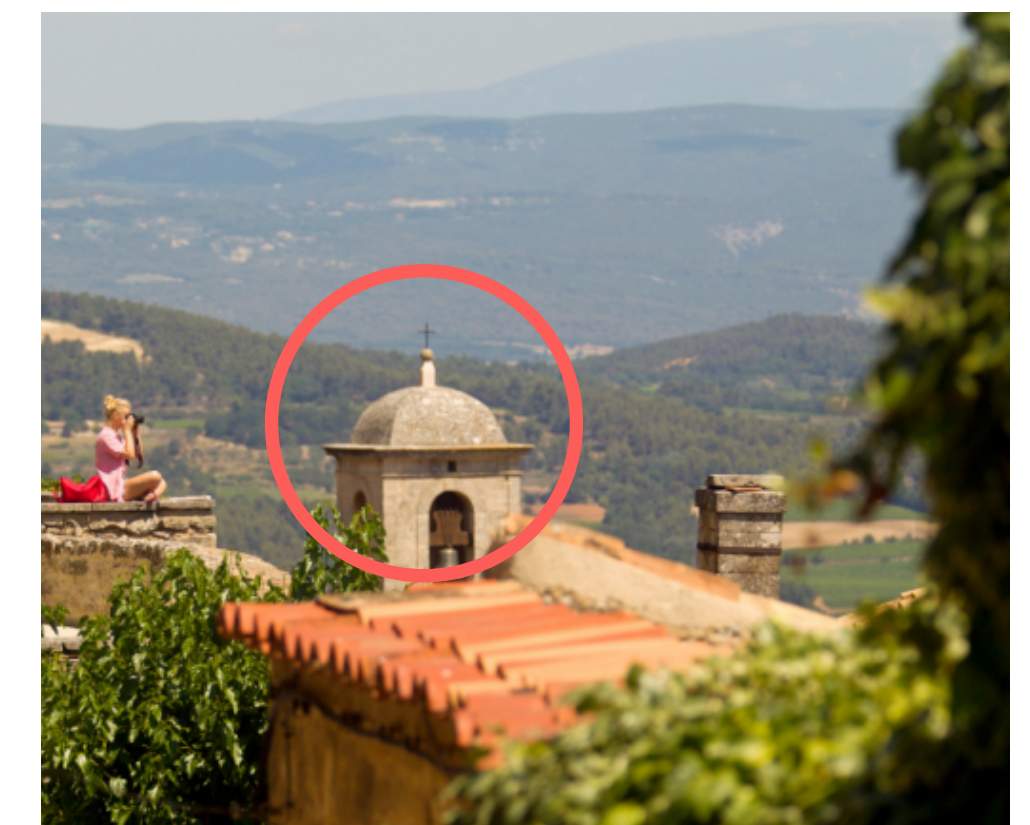
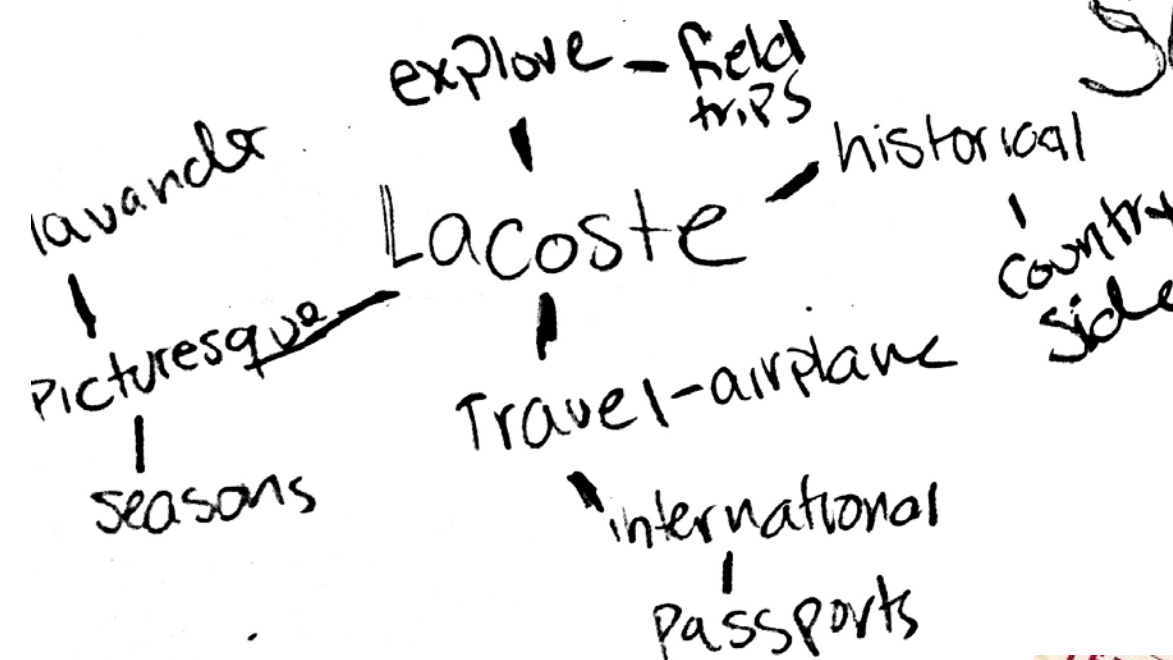
SCAD Lacoste is a residential study-abroad location in France, offering immersion in the history and culture of Provence. Course offerings each quarter are varied to apply to all SCAD areas of study and are taught by SCAD professors. Lacoste is a beautifully preserved medieval village and historic destination for artists, known for its extraordinary light and exquisite pastoral setting. SCAD Lacoste structures dating from the ninth to the 19th centuries feature cutting-edge contemporary amenities. SCAD Lacoste resources include a library, a gallery, a dining hall, and housing, as well as teaching studios dedicated to painting, drawing, sculpture, printmaking, photography, and digital imaging. Students interact with visiting artists, take field trips to museums and historic sites in the area, and have an opportunity to exhibit their work at a local vernissage.



elements

- scad bee
- lavender
- lacoste tower

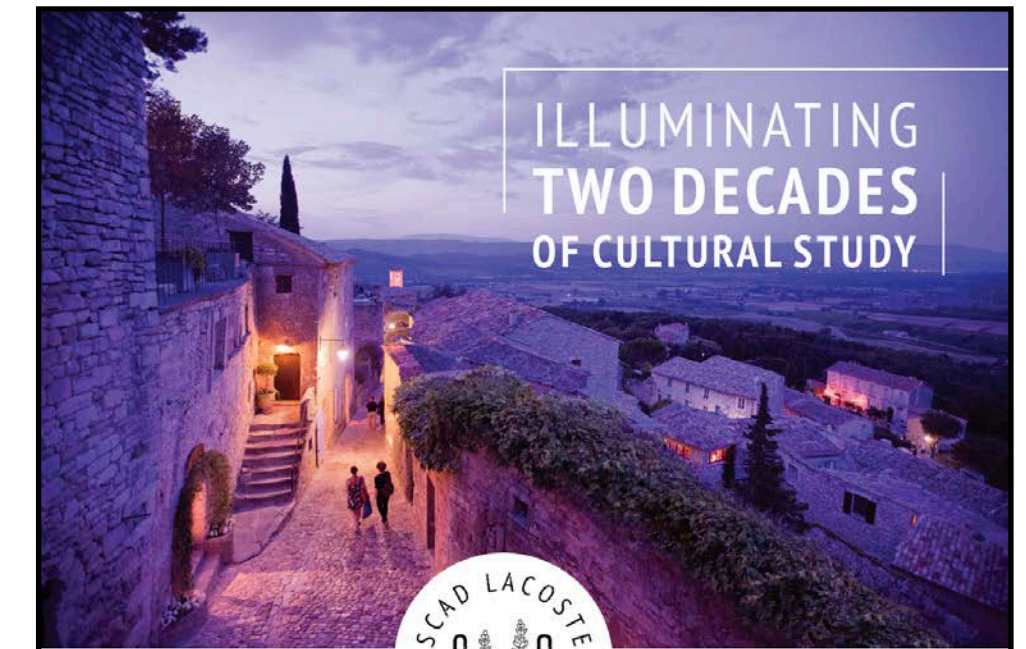
- wax seal
- emblem / crest
- passport stamp



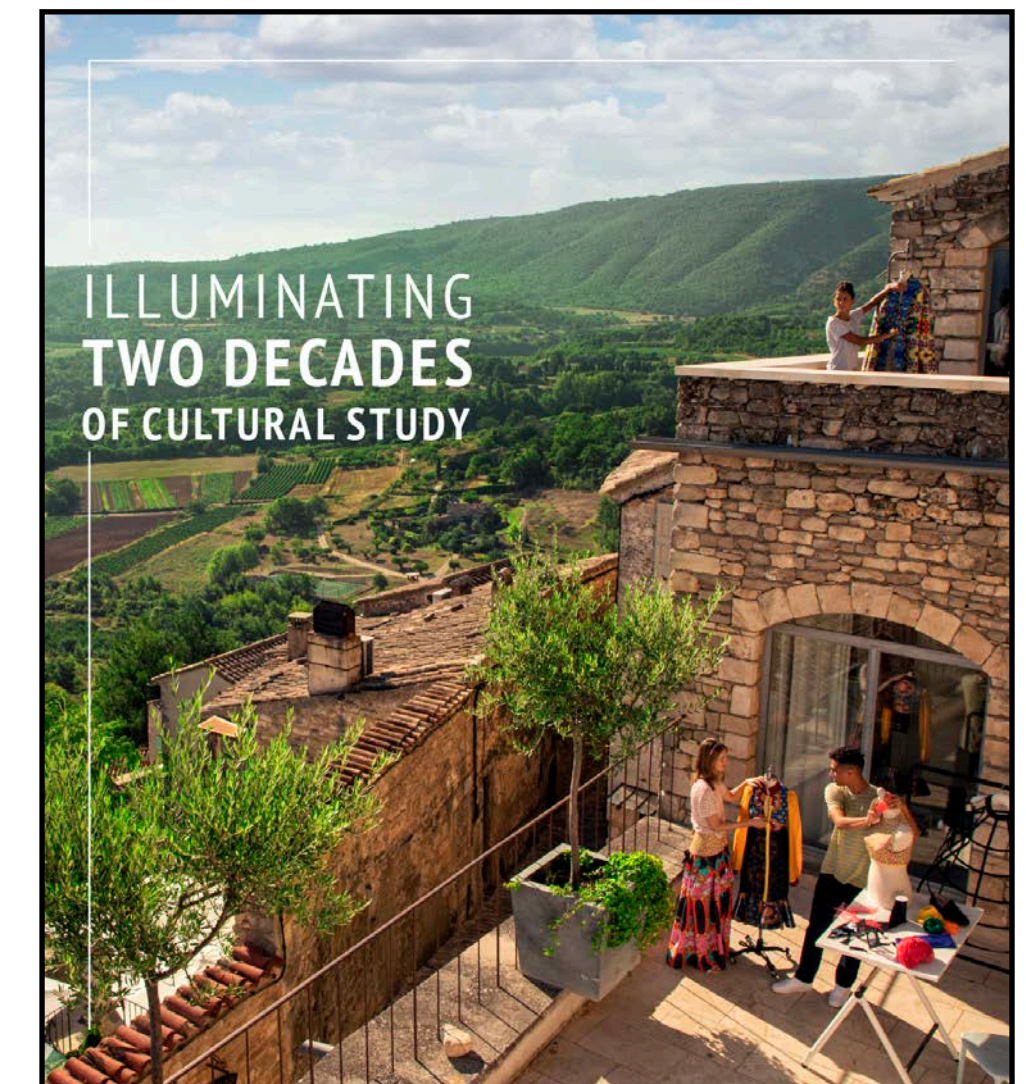
DIGITAL EXPLORATION



SCAD: The University for Creative Careers fêtes two decades of enrichment and enlightenment at its flagship European study-abroad location in southern France with year-round festivities open to the public.
TO VIEW A FULL LIST OF YEAR-ROUND EXHIBITIONS, FESTIVALS AND EVENTS, VISIT [SCAD.EDU/LACOSTE20](https://scad.edu/lacoste20)



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FINAL DELIVERABLES

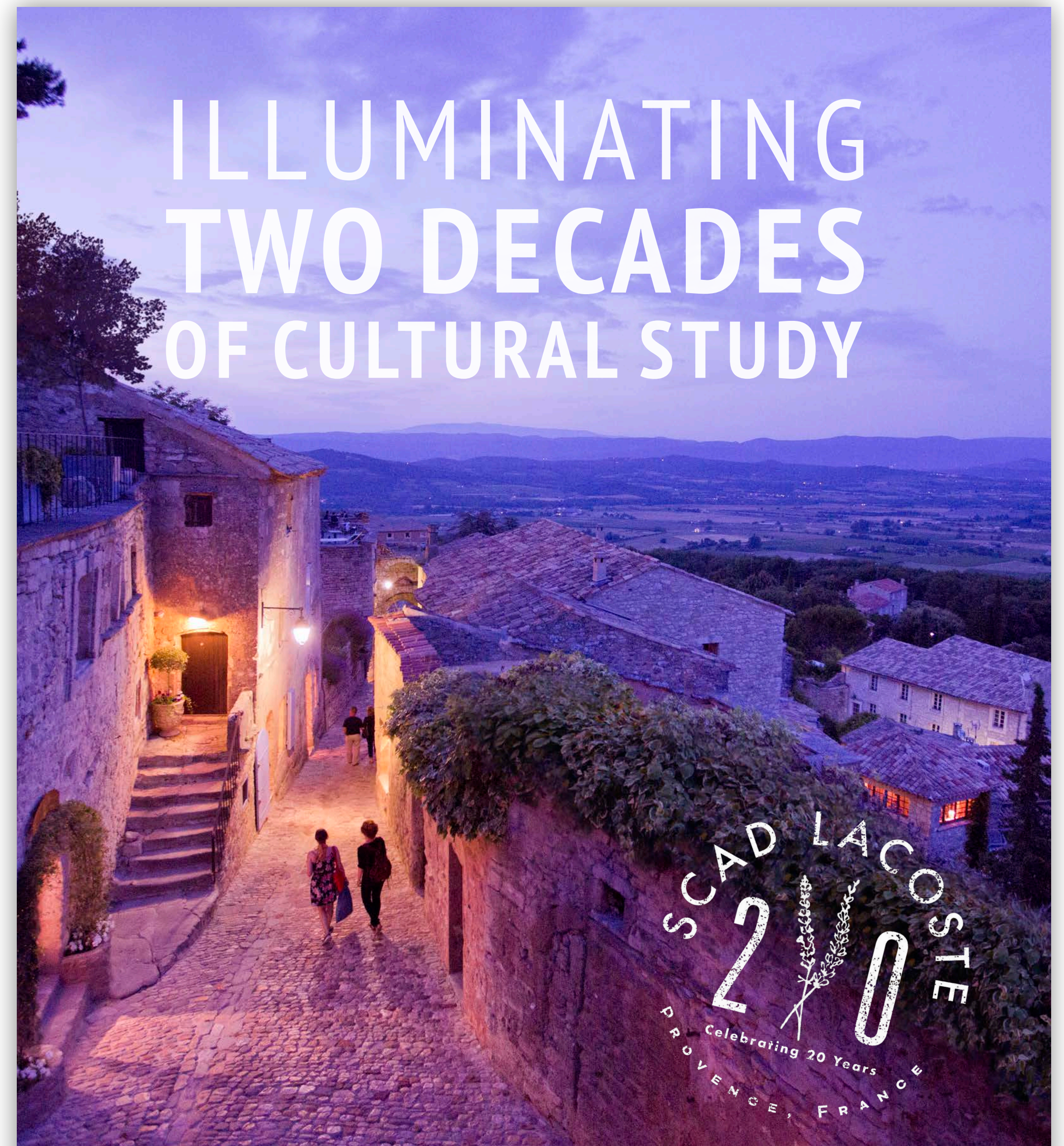


Logo Design Elements

Stamp & Ink Texture- Replicates
Passport Stamp

Lavender- A piece of the culture

“20”- In largest font for hierarchy



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THANK YOU!