


2002

## Enterprise Ireland: Student Creativity Day Design Competition

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PETER DEE - SCHOLARLY ACTIVITY

# ENTERPRISE IRELAND STUDENT CREATIVITY DAY

ENTERPRISE IRELAND



## CREATIVES DESIGN COMPETITION - Enterprise Ireland + Design Ireland + IDI present the student design event of the year: Dublin Institute of Technology - Student Creativity Day.

Peter Dee - Strategic Design and Marketing Consultant, was responsible for the design and development of the brand identity for the Enterprise Ireland Student Creativity Day which was used on business cards, letterhead, application forms, information literature, large format posters, t-shirts and website.

Competing in multi-disciplinary teams, students provided an innovative & creative solution to an exacting design brief. The design brief reflected the following themes: interface, learning, science, media, communications and fashion. The design jury included representatives of Irish business and IDI members.

CLIENT:

ENTERPRISE IRELAND

DESIGN IRELAND

INSTITUTE OF DESIGNERS

IN IRELAND

PETER DEE: PROGRESSION APPLICATION  
DUBLIN INSTITUTE OF TECHNOLOGY