Enterprise Ireland: Student Creativity Day Design Competition

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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.