



DIGITAL SKILLS INSTITUTE

www.xcerio.co.nz
0800 XCERIO (923 746)
info@xcerio.co.nz

ACA World Championship

New Zealand Design Brief



www.xcerio.co.nz
0800 XCERIO (923 746)
info@xcerio.co.nz



Client Description

The Blind Foundation is New Zealand's main provider of practical and emotional support for the tens of thousands of Kiwis who are blind or have low vision, enabling them to face their future with confidence. Every day an average of seven New Zealanders turn to the Blind Foundation for support with sight loss.

With a vision of 'Life without limits – Kahore e Mutunga Ki te Ora', Blind Foundation staff around the country aim to enable people who are blind or have low vision to be self-reliant and live the life they choose.

We equip people with the skills needed to participate fully in society. This includes support in living independently, getting around, using technology, continuing to read and communicate, being socially active and staying in or looking for work. We also breed and train life-changing guide dogs to provide freedom and independence to people who are blind or have low vision.

The Blind Foundation's vital work helping people with sight loss is only possible thanks to the generous support of the public.

Your Campaign

You've been tasked with creating marketing materials for Bikkie Day, an annual fundraising event that raises over \$100,000 for the Blind Foundation.

Each July, around 1,000 participants register at bikkieday.org.nz to bake guide dog puppy-shaped biscuits. Each is then mailed an event pack that contains a fundraising guide, recipes, and their puppy-shaped bikkie cutter. Participants bake a batch of bikkies to sell to their friends, family, and/or colleagues on the first Monday of July. Money from the sale is donated to the Blind Foundation.

You have been asked to create a new **Bikkie Day Landing Page Web Design** and either a **Promotional Flyer** or **Promotional Poster**.

Project Requirements

Your outcomes will be judged based on how well you meet the following criteria:

- Clear use of the event name: Bikkie Day
- Clear use of the event date: Monday 1 July 2019
- Compliant use of the Blind Foundation Logo, Colourway & Visual Accessibility Guidelines
- Including a strong call to action: Bikkieday.org.nz
- Incorporating unique and creative design aspects
- Use of complex techniques using either Adobe Photoshop, InDesign or Illustrator
- Capture the spirit of the campaign in your design



Bikkie Day Landing Page Brief

You must create a Bikkie Day landing page design.

The landing page will be the first thing seen when visiting bikkieday.org.nz so should have inspiring and interesting content for new and returning visitors. It may be used by current participants who are looking for downloadable content, or by future participants who are thinking of taking part in the event.

The Bikkie Day landing page must contain the following elements:

- Meet the general Project Requirements
- Accepted web design resolutions:
 - 1366px width, 768px height
 - 1920px width, 1080px height
- Clear Link or Button to Registration Form

Optional Elements you may wish to include could be things such as:

- Fundraising Leaderboards
- Recipe Ideas
- Decoration Inspiration
- Fundraising Tips
- Fundraiser Support Articles

Promotional Flyer (Option 1 of 2)

You must choose to compliment your Landing Page design with either a Flyer or Poster.

The flyer should show what Bikkie Day is, give a brief event summary, and inspire people to participate in the event. The flyer will be printed and seen by people who don't necessarily know what Bikkie Day is. It should inspire them to register at bikkieday.org.nz. The flyer will also be available for digital download.

The Bikkie Day Flyer must contain the following elements:

- Meet the general Project Requirements
- Be double-sided
- No larger than 210mm x 99mm

Promotional Poster (Option 2 of 2)

You must choose to compliment your Landing Page design with either a Flyer or Poster.

The poster should give a feel for what the event is about. It is likely to be seen by people who have never participated in the event before and should inspire people to visit bikkieday.org.nz. Posters will be put up in community spaces, sent to participants, and available for digital download on the website.

The Bikkie Day Flyer must contain the following elements:

- Meet the general Project Requirements
- Must be replicable in A4, A3 or A0 size



Target Audience

The average Bikkie Day participant is female, aged between 25-45 and hosts an event at their work place. They don't necessarily have a personal connection to the cause, but they like and appreciate the work of the Blind Foundation, especially the work we do in breeding and training guide dogs. Schools are also a key target audience for this campaign, many students and teachers bake bikkies at home and take them into their school to sell.

Visual Accessibility Guidelines

You must follow the Visual Accessibility Guidelines set out by the Blind Foundation when creating your design. You can find the Visual Accessibility Guidelines in your Graphic Resource Pack.

The graphic resource pack can be found at www.xcerio.co.nz/aca-comp

NCEA Credits

Your design may be able to help you earn some NCEA Credits. Please check the NCEA Credit section of the [ACA World Championship Website](#) for more details.



X CERIO

DIGITAL SKILLS INSTITUTE

www.xcerio.co.nz
0800 X CERIO (923 746)
info@xcerio.co.nz

