

WEDNESDAY WORSHIP 2015-16

St. Andrew's Mt. Pleasant, SC

Project Proposal



Objective

Design a graphic series that (A): can be used to promote return of Wednesday Worship, and (B): can be used throughout the 2015-2016 series on the Holy Spirit.

Include promotion graphics for Social Media (FaceBook, Twitter, Instagram) and internal uses (Sunday Announcements, Website, Lobby Brightsign Promotion, Posters, etc.) as well as graphics to be used in the worship service, both with WEDTalk titles and without text.

Part A: Create a promotional campaign focused on the question:

"What are people saying about Wednesday Worship?"

Part B: Create weekly Promotional graphics and Service graphics to extend the entire range of the series (Sept 2015 - Dec 2016) based on the series outline provided by the Rector.

Carry the same image concept throughout the year for WEDTalk titles with a special design for 'last Wednesday' Unity focus

Strategy

- ◆ Take a survey of regular Wednesday Worship attendees, asking them for words which describe Wednesday Worship
- ◆ Create a beginning library of images that capture the essence of the survey (input from about 20 people)
- ◆ Enhance images with a centered, balanced triangle which is cut from the image and reversed (and sometimes interwoven)

This is a 16 month series, broken into mini-series. This open design allows for addition of new, relevant images later at any time; the ever-changing rotation of images is balanced by the consistent placement of the triangle, providing cohesiveness and recognizability, while allowing for freshness and change over time.

Keywords & Values

#centering, #balance, #trinity, #midweek, #focusing, #altering

Font: Seravek
sans serif, wide but fairly even stance, all caps.

Below are samples with different titling options. Each design would be developed in a variety of sizes:
Brightsign (1920x1080 portrait)
Screen SD (1024x768)
FaceBook (current FB standard)
Instagram Square (1000x1000)
Thumbnail (100x100)



WEDNESDAY WORSHIP
RETURNS AUGUST 26

DEEP END PROGRAM
NURSERY - 5TH GRADE

WEDNESDAY WORSHIP 6:30PM ST ANDREWS MT PLEASANT

WHAT ARE PEOPLE SAYING ABOUT
WEDNESDAY WORSHIP

ENVELOPING
TRANSFORMING
ENCOUNTERING

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