

2016 Application Brief: Design

The Product

Mars One

Mars One is a not for profit foundation with the goal of establishing a permanent human settlement on Mars by 2027.

The global search has begun for the first humans to set foot on Mars and make it their home and the opportunity to become an interstellar pioneer is open to everyone. Once candidates have been chosen they will receive extensive training before departing for their one-way journey to Mars in 2026.

The Brief

Your brief is simply to rebrand Mars One and create a suite of branded materials to complement and/or promote the programme.

Alternatively you can choose to create a brand for any unlikely destination of your choosing and design a suite of branded materials to complement and/or market the destination.

Requirements

You should approach this brief using whatever media you feel best showcases your talents. Choose at least two deliverables from the list below:

DESIGN FOR PRINT:

- Logo
- Poster
- Packaging
- Brochure/leaflet
- Printed Merchandise
- Point of Sale

DESIGN FOR SCREEN:

- Website
- Online Display (Banners / Pop-up)
- Animation
- App

This brief is about letting you show off within a loose creative framework. Your application will be judged on your idea, the relevance of your chosen media to the marketing of your product and the quality of your execution.