Christopher Keatinge - B00170101

Discover

Brief overview - what am I being asked to do?

Dear Designer,

We here at CDM TU Dublin are looking to get a new information leaflet produced for the course. We want an engaging and dynamic design that demonstrates creativity, technology and craft. It should be contemporary and modern, reflecting the progressive and disruptive nature of the course, creating multi-disciplinary practitioners for industry. We would like the theme and visual language to explore the ideas and concepts around the intersection of technology and human creativity.

Our target audience is school leavers and their parents, as well as mature and international students. The design should also communicate values of equality, collaboration and inclusion.

Our competitors are NCAD (National College of Art and Design) IADT (Dun Laoghaire Institute of Art, Design + Technology, LIT (Limerick Institute of Technology), AIT (Athlone Institute of Technology) and other design colleges around Ireland. Included in this are also colleges in London and the UK, University Arts London (6 colleges), Royal College of Art, Goldsmiths.

The design is to be printed in poster format (A2, 420mm (w) x 594mm (h)), double sided, folding to A4 size for convenience.

Words to convey

Creativity
Technology
Craft
Human Creativity

Target Audience

School Leavers (and parents)
International Students

General Style

Contemporary
Disruptive
Modern

Competitors

NCAD
IADT
LIT
AIT
Other design colleges in Ireland + London

What is CDM?

TU Dublin Website description

Prospective digital creatives will be in their element in this cutting edge course. We'll help you find and develop your creativity and give you the tools and techniques to express it. Our student groups blend filmmakers, graphic designers, web designers, app developers and animators into a creative, exciting mix. We look for students with passion and flair, good visual awareness, and an interest in media, design, the internet and technology. This dynamic course will supply you with the practical, creative and technical skills you need to succeed in the digital society and creative industries. It covers everything from graphic design, web design, photography, audio engineering, video production, filmmaking, interactive design, UX, 3D Modelling, Virtual Reality and more.

What is Creative Digital Media?

Creative Digital Media is an interdisciplinary field that combines digital technology, design, and creative skills to produce interactive and engaging content across different media platforms. It involves the creation of digital media products like websites, games, videos, animations, mobile apps, podcasts, social media content, documentaries and short films.

- Graphic Designer
- Illustrator
- Branding
- Marketing
- Advertising
- Filmmaking
- Web Designer
- Game Development
- Interactive Designer
- User Experience Designer (UX)
- App Developer
- Animator
- Creative Consultant

Semester 1

- Digital Photography [Mandatory]
- Introduction to Digital Media [Mandatory]
- Personal Development [Mandatory]
- Visual Creativity [Mandatory]
- Web Development 1 [Mandatory]

Semester 2

- Web Development 2 [Mandatory]
- Design Process & Practice [Mandatory]
- Universal Design [Mandatory]
- Storytelling & Narrative [Mandatory]
- Studio Photography & Image Production [Mandatory]

Key Factors

- Wide range of disciplines
- Suitable for all sorts of creatives
- Focus on using technology to create
- Future focused

Visual Research: TUD Site

OLLSCOIL TEICNEOLAÍOCHTA BHAILE ÁTHA CLIATH

TU DUBLIN

TECHNOLOGICAL UNIVERSITY DUBLIN

For Staff

For Staff

Human Resources

Safety, Health & Welfare (SHW)

Workplace Wellbeing

Staff Intranet

Staff Login

System Status Dashboard

Core

Technology Services

Human Resources

Safety, Health & Welfare

Office 365 (Email, OneDrive etc)

Email Guide

Virtual Learning Environment

Academic Affairs

University Procedures

Promoting Sexual Consent

Speak Out

Workplace Wellbeing

Equality Diversity & Inclusion

Explore our Courses by Discipline

Architecture & Built Environment

Business

Computing, Data & Mathematics

Creative Arts, Design & Media

Culinary, Hospitality, Tourism

Engineering

Languages

Law

Music & Drama

Sciences & Health

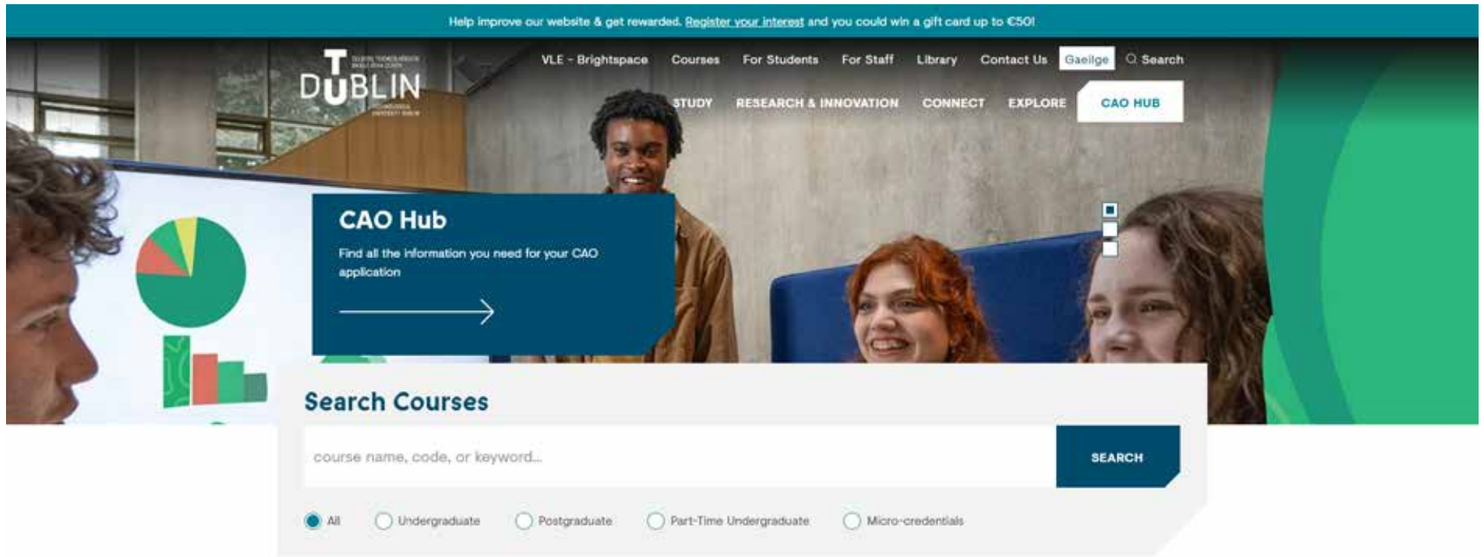
Social Science, Education

Sports & Leisure

Apprenticeships

CPD

Postgraduate Research



Explore TU Dublin









News & Opinion

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Published: 25 April, 2025

TU Dublin Welcomes Back WorldSkills Gold Medal Winner



Published: 17 April, 2025

Go Beyond Learning: How TU Dublin Helped Annamae Muldowney Forge a Global Career



Published: 14 April, 2025

Spring Break 2025 - Opening & Closing Times For All Campuses



Published: 11 April, 2025

New MSc in Brewing and Distilling Set to Drive Growth in Ireland's Drinks Industry

ALL NEWS & OPINION

ALL EVENTS

Visual Research: TUD Brand Identity + CDM Identity

Looking at TUD brand toolkit











SAMPLE **A4 POSTER**



SAMPLE **A3 POSTER**







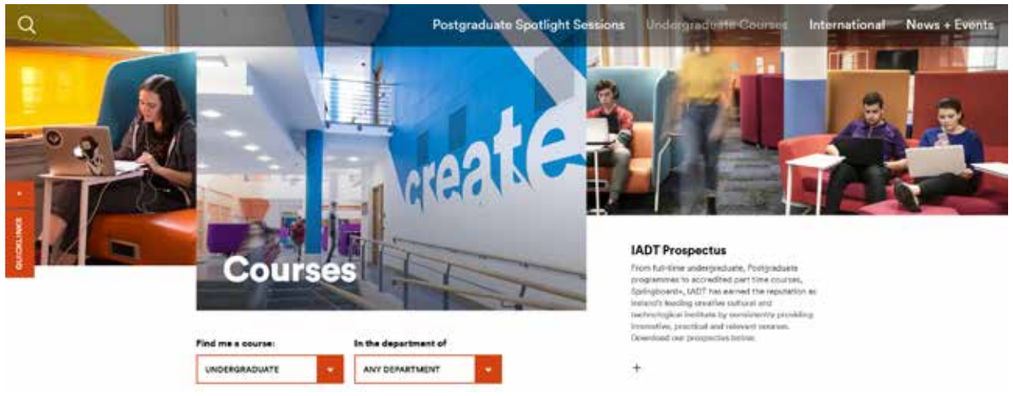
Competitor Identity Research: IADT



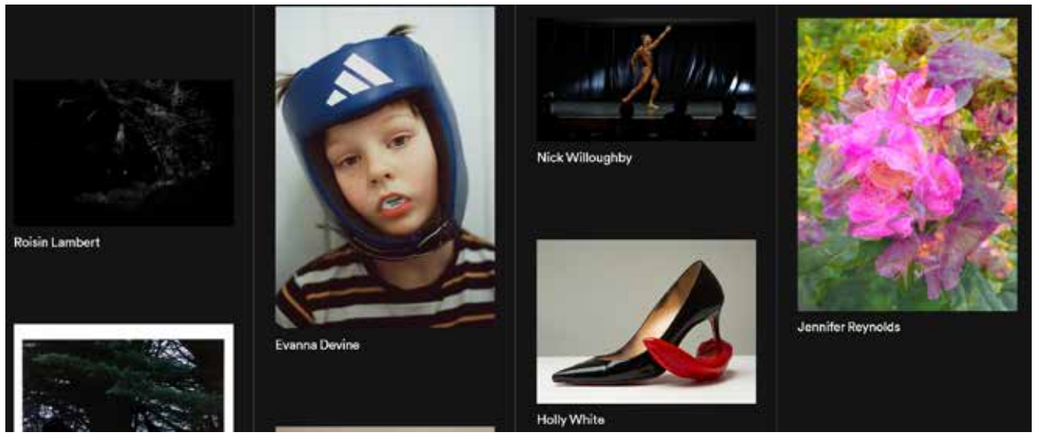










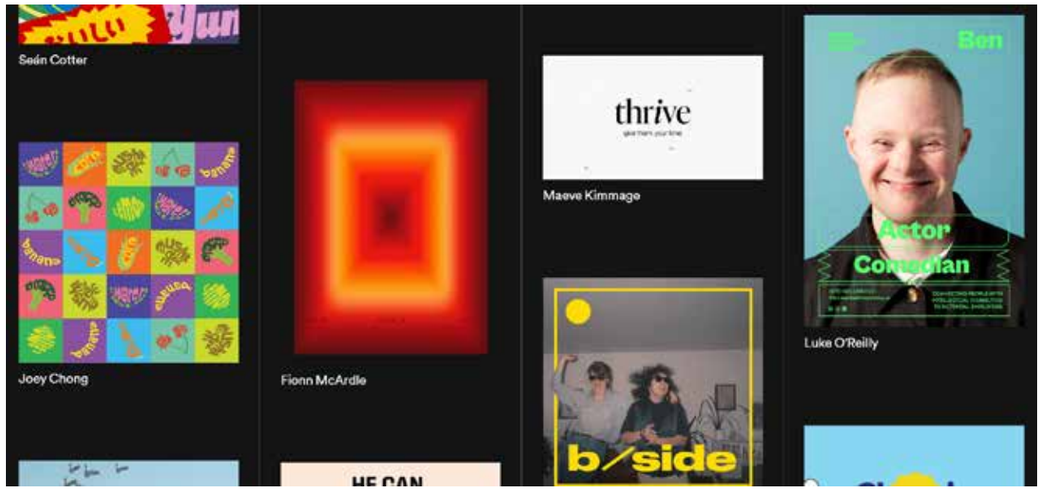








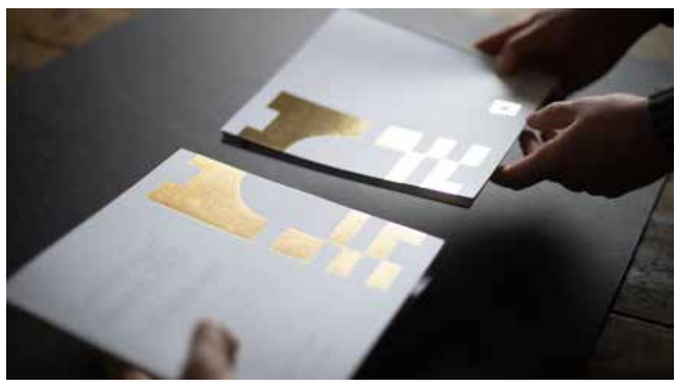




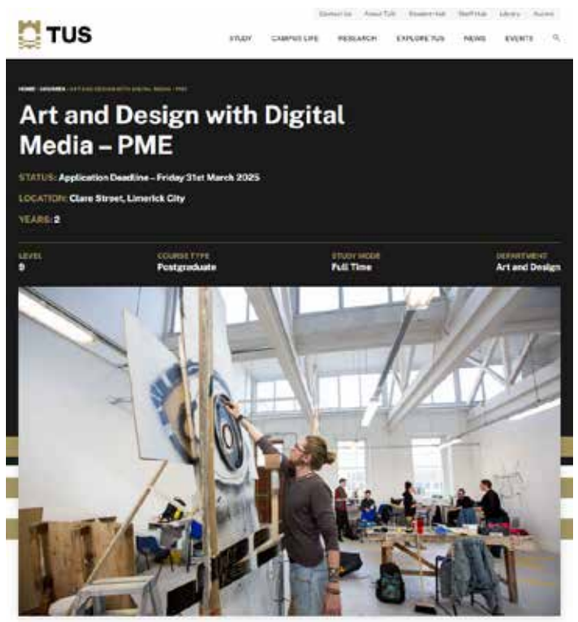
Competitor Identity Research: TUS



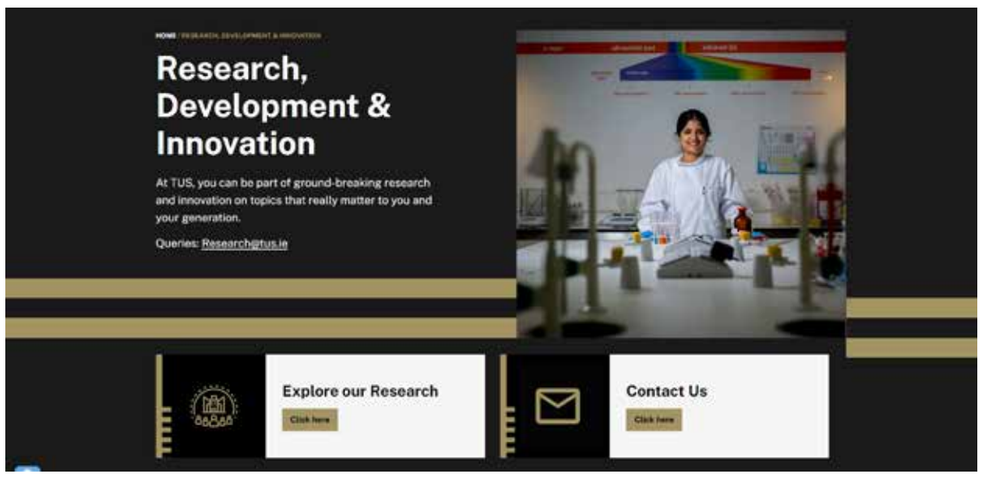


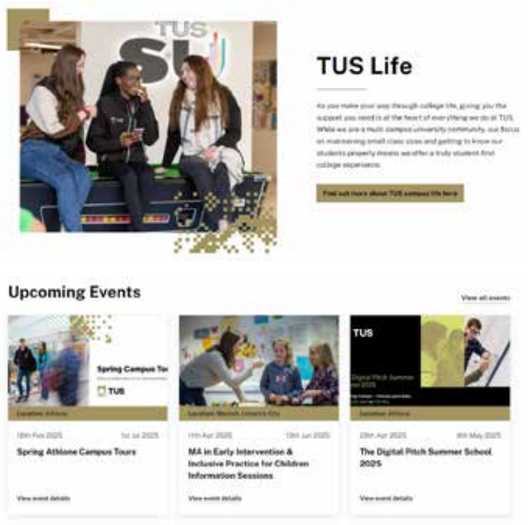
















Competitor Identity Research: NCAD

NCAD DUBLIN

National College of Art and Design

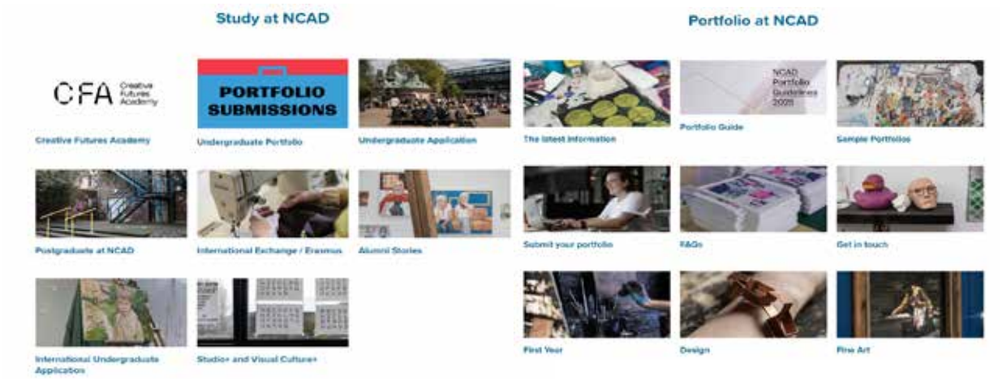








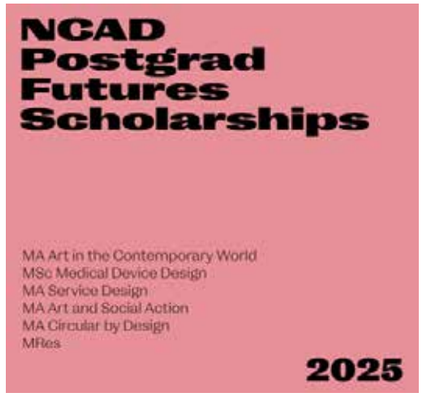












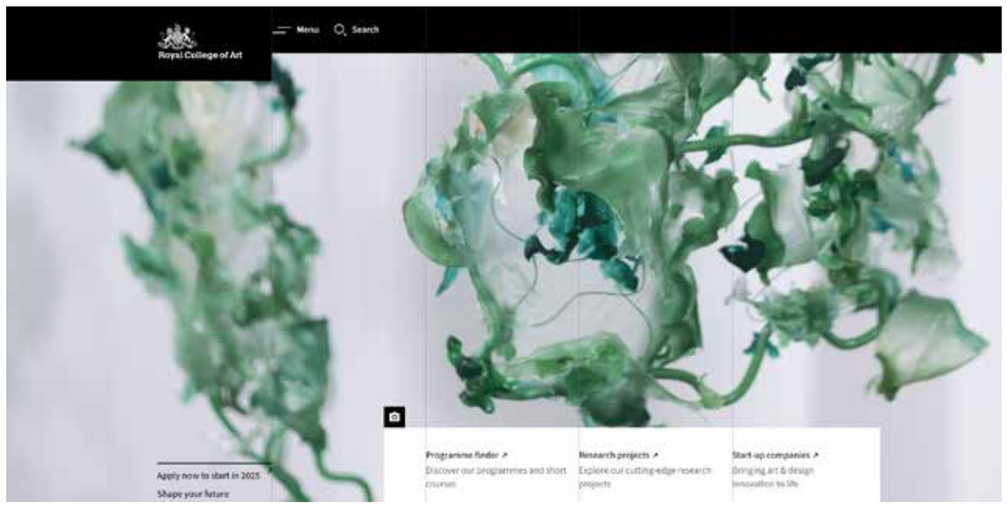


Competitor Identity Research: Royal College of Art

Royal College of Art



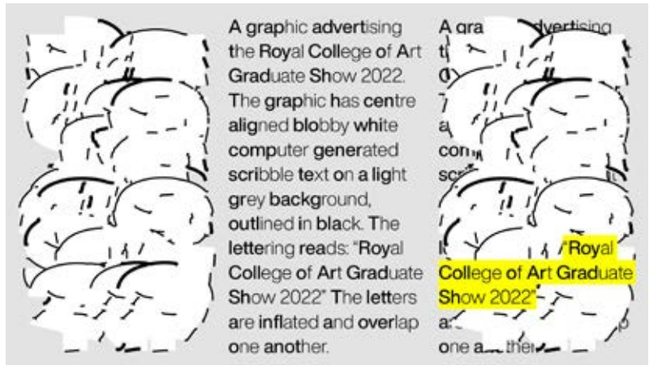






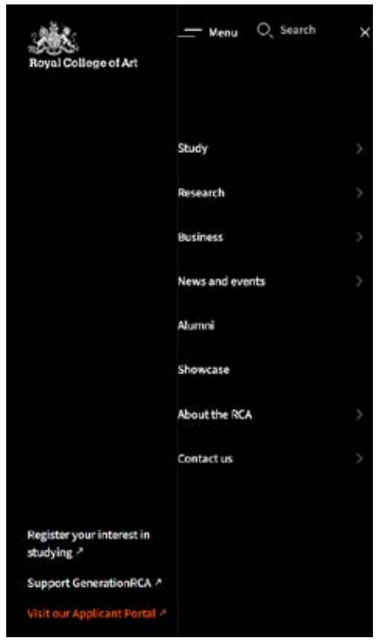














Case study: Building a Globally Successful Creative Business 2023



SCHOOL OF ARTS & HUMANITIES
Social Sculpture



SCHOOL OF COMMUNICATION
RCA x Snap Inc.



RCA-Imperial Design for Global Challenges Summer School

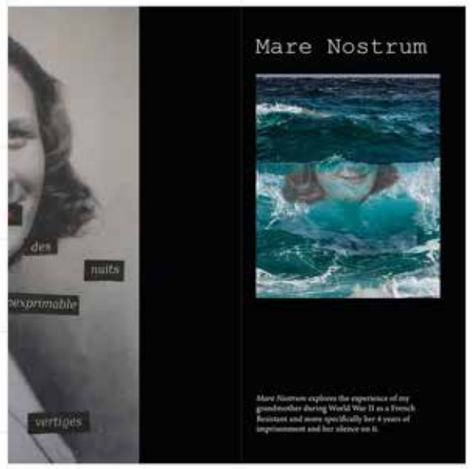


SCHOOL OF ARCHITECTURE
ADMD: Challenges for the Future of Interior Design



SCHOOL OF DESIGN
Hertfordshire Futures: Local Enterprise Partnership and Estu Global Ltd

Art & Design Portfolio Development Short course	Develop a distinctive progression portfolio tailored to your continuing educational and professional journey in art and design.
Arts & Humanities MPhil/PhD	A dynamic interplay between theory and practice.
Arts & Humanities MFA	Expand the potential of your arts and humanities practice.
Ceramics & Glass MA	Advance your creativity and critical thinking by fusing art, design and making
Creative Education MEd	Design and deliver creative education with a difference

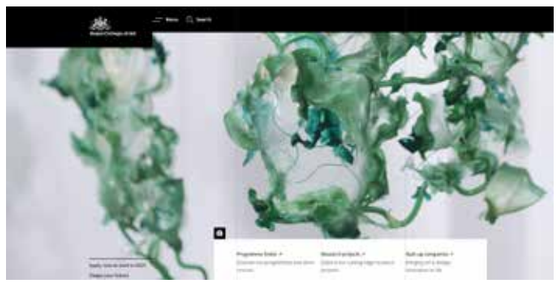


Target Demographic Research

https://www.bolton.ac.uk/blogs/design-trends-and-aesthetics-aimed-at-gen-z

• MINIMALIST AND CLEAN DESIGNS

Gen Z prefers simplicity. They appreciate clean lines and uncluttered spaces. Minimalist design trends are flourishing, emphasising the 'less is more' philosophy. This means using simple colour palettes, straightforward fonts, and uncluttered layouts.





• BOLD AND VIBRANT COLOURS

Design trends for Gen Z are all about vibrant and bold colours. Think electric blues, neon greens and vibrant pinks. These colours resonate with Gen Z's energetic and expressive nature. The use of bold colours can help your material stand out in a sea of content.





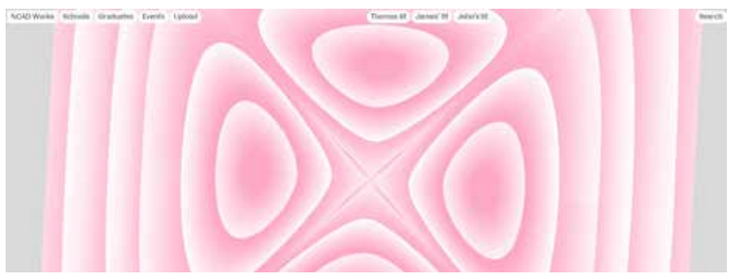
• AUTHENTIC AND INCLUSIVE REPRESENTATION

Gen Z is a generation that values and respects diversity and inclusivity. Design trends are reflecting this by showcasing authentic representations of people from various backgrounds, ethnicities, and identities. This not only appeals to Gen Z but also promotes a sense of unity and understanding.



• INTERACTIVE AND IMMERSIVE DESIGN

Interactive elements, such as quizzes, polls and augmented reality experiences, are gaining traction among Gen Z. These trends keep the audience engaged and provide an immersive experience that they appreciate.



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Define

What is CDM? - A deeper look

Prospective digital creatives will be in their element in this cutting edge course. We'll help you find and develop your creativity and give you the tools and techniques to express it. Our student groups blend filmmakers, graphic designers, web designers, app developers and animators into a creative, exciting mix. We look for students with passion and flair, good visual awareness, and an interest in media, design, the internet and technology. This dynamic course will supply you with the practical, creative and technical skills you need to succeed in the digital society and creative industries. It covers everything from graphic design, web design, photography, audio engineering, video production, filmmaking, interactive design, UX, 3D Modelling, Virtual Reality and more.

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- Marketing
- Advertising
- Filmmaking
- Web Designer
- Game Development
- Interactive Designer
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- Creative Consultant

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Essential Aspects

- Develops your creativity
- Blends groups of artists
- Provides exciting and creative opportunities
- Targeting people with passion and flair and visual awareness and interest in media
- Course provides practical and creative skills
- Covers a wide range of skillsets

Aspects I may focus on

- Interactivity - another layer of interaction -
  QR codes leading to different parts of course or
  QR codes that blend into the design?
  Augmented reality imagery?
- Focusing on the wide range of opportunities?
- Keep a consistent tech/modern/futurisitic design

Visual Assessment: TUD + CDM Course

TUD Main

Main Colours

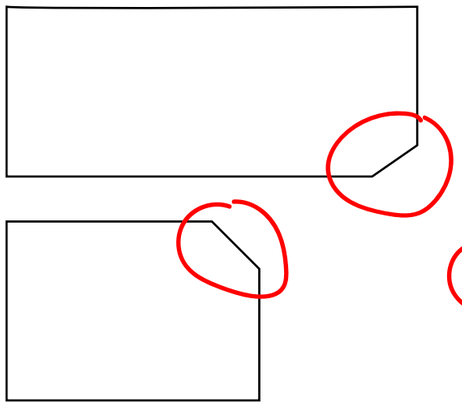
Secondary Colours

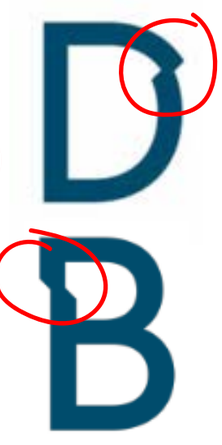
CDM

CDM carries over TUD's general design language but has more freedom with use of colours



Shapes





Simple, angular shapes

Makes the most of the basics - square, triangle etc

Lots of slices and slight misalignments seen in the logo text and main shapes giving a modern edge



Study Creative Digital Media

Competitor Visual Assessment: IADT

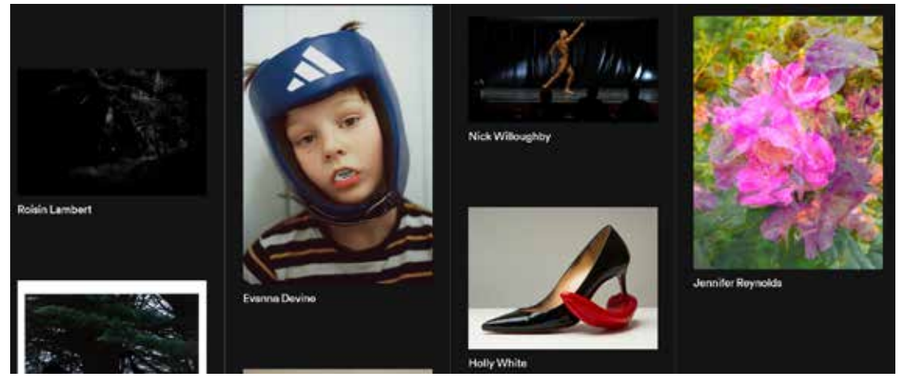
Main Colours

Heavy use of two main contrasting colours



Grey, white and black act as neutral colours and keep things anchored

Heavy use of students work - shows what the college is capable of



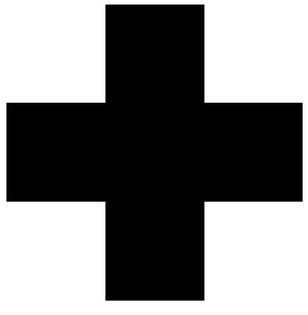


Shapes

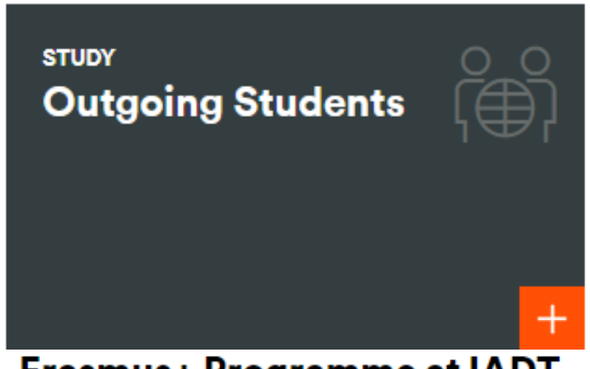


Lots of image grids - rectangles and squares

Motif of plus symbol - made up of squares
Represents positivity, addition, creation







Erasmus+ Programme at IADT

Overall very clear, easy to read but still flashy and modern
I really like grids of images - something I would like to make use of

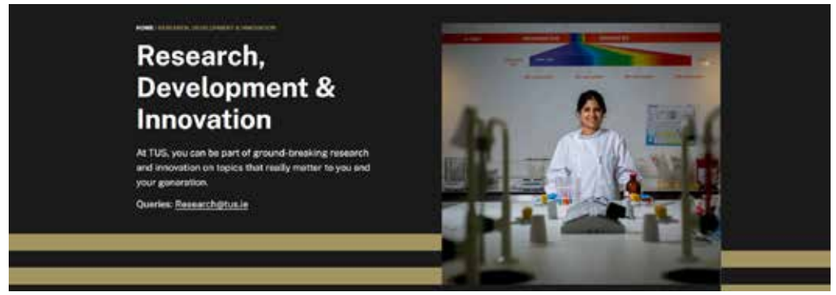
Competitor Visual Assessment: TUS

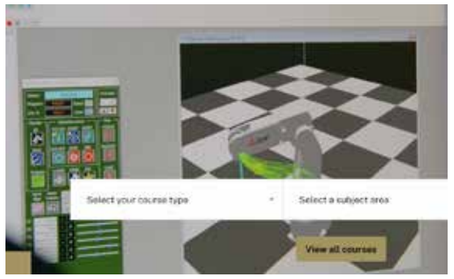
Main Colours

Gold feels gives a luxury/premium feeling

Dark grey (not quite black)







Clear focus on tech
Showing off the college facilities



Logo is symmetrical
Incorporates pixelated motif - like a reflection of the bridge
Bridge symbolizes connection

Shapes





More squares
Often layed out sporadically/randomly
Gives a pixelated feel and link the college to tech

Nice printwork
More pixelated/dithered looking squares
Reminds me of QR codes
Big fan of how this looks

Nice contrasting colour



Competitor Visual Assessment: NCAD

Main Colours

Blue (similar to TUD)

Contrasting red

Shapes

NCAD

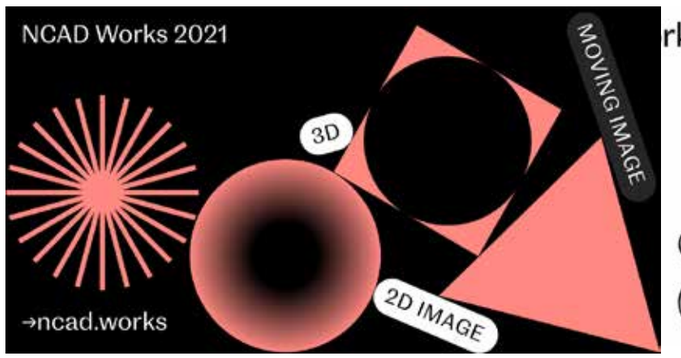
Logo looks more industrial and practical
Look like the logo for a tool brand
Same can be said for the site which is a little basic

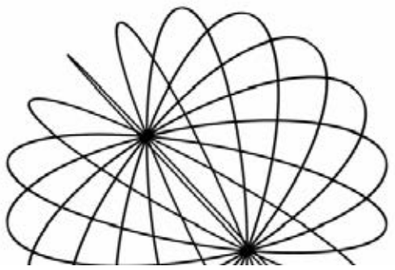




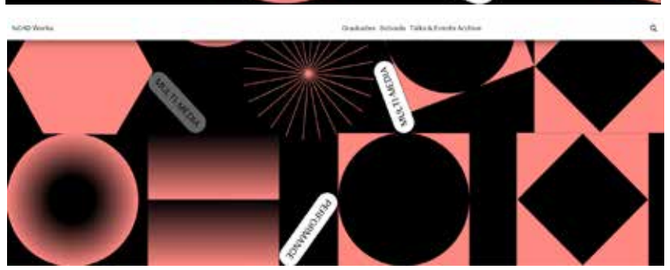
Heavy focus on physical materials and tools in promotional material - makes me think you could learn practical, real world skills

More advanced shapes gives a feeling of more advanced design courses - perhaps not for everyone













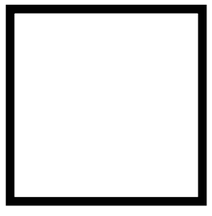
The NCAD Works site gets much more experimental with the shapes and colours and gives the college a more creative and innovative image

They also feature really fun and inventive interactivity

Competitor Visual Assessment: Royal College of Art

Main Colours





Black and white
Very simple, and sleek
Almost like they feel they don't need colours to show off
More serious feeling



Instead of colours, RCA uses lots of images, showing off works of students and often giving a "high art" feeling.

Not very accessible, but beautiful







Shapes

Art & Design Portfolio Development Short course	Develop a distinctive progression portfolio tailored to your continuing educational and professional journey in art and design.
Arts & Humanities MPhil/PhD	A dynamic interplay between theory and practice.
Arts & Humanities MFA	Expand the potential of your arts and humanities practice.
Ceramics & Glass MA	Advance your creativity and critical thinking by fusing art, design and making
Creative Education MEd	Design and deliver creative education with a difference



Case study: Building a Globally Successful Creative Business 2023



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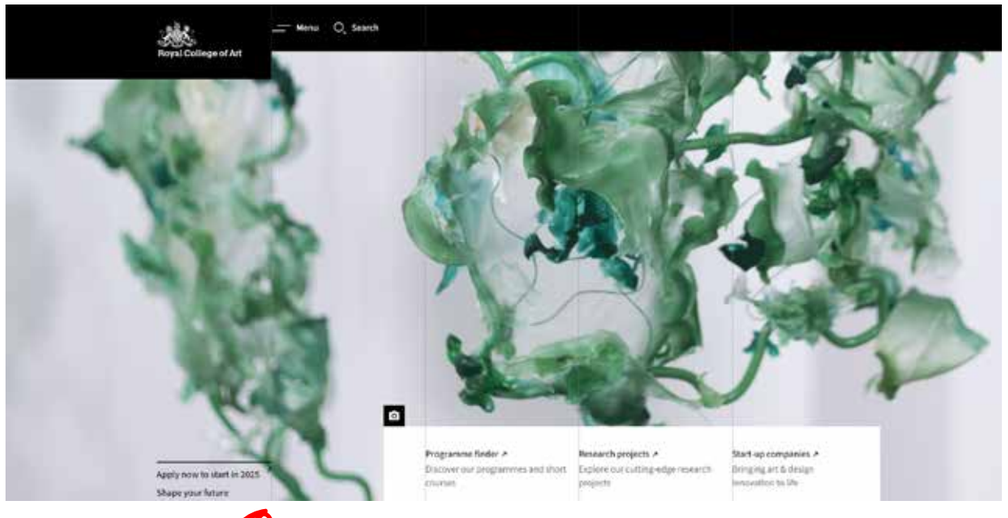
RCA-Imperial Design for Global Challenges Summer School



SCHOOL OF ARCHITECTURE
ADMD: Challenges for the Future of Interior Design



SCHOOL OF DESIGN
Hertfordshire Futures: Local Enterprise Partnership and Estu Global Ltd



Like they are showing parts of the grid which would normally be hidden

Rectangles and 90 degree angles also see some use

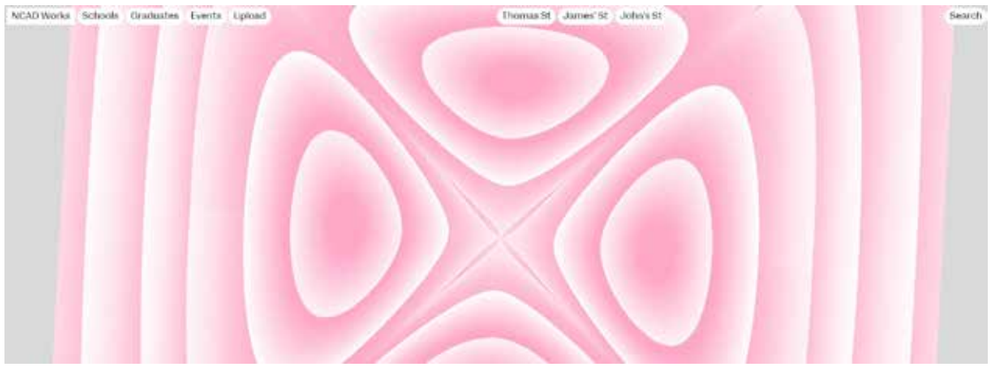
Very simplistic and minimal. Most consist shape is the use of lines

What do I like and what's relevant

Competitors

From IADT, I really like their use of image grids.
It allows them to show off student life, students work and courses at once while still looking modern, clean and cohesive.
I also just like the collage look grids of images can have.



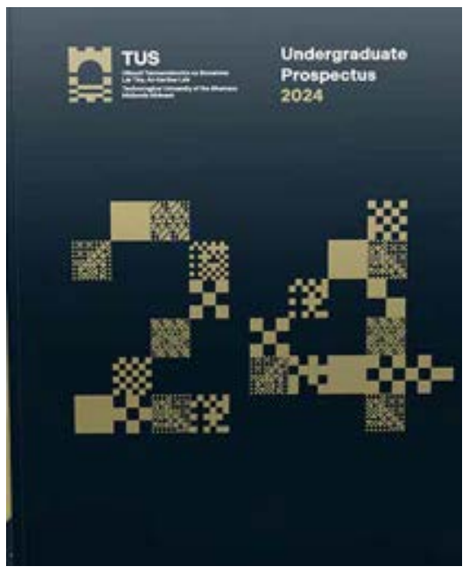


From NCAD, I loved their use of interactivity on their site and their print work. I would love to implement some other layer of interactivity to our CDM pamphlet to show off how the course is all about creativity and producing interactive media.

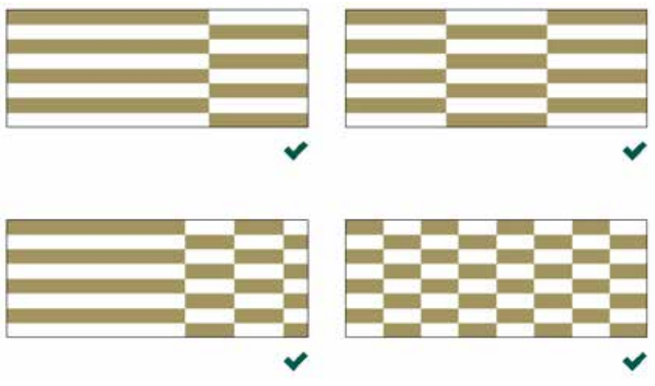
I also like the eye catching colours seen in NCAD's print work and some of RCA's promotional material.
I specifically like the use of a simple neutral colour like gray and a super bright, almost neon contrast colour, like the orange or green seen in the images.







From TUS, I really like their pixelated, digital motif and pattern. It is really visually appealing to me and I like how such a simple idea and execution can still get across the fact that this college is deeply rooted in technology.



According to their designguidlines, the horizontal line pattern also representative offlow of the Shannon and information.
Again, I really like having a super simple pattern carry meaning. I would love to implement something like that in my pamphlet.

What do I like and what's relevant

TUD

From TUD, I like their use of slicing parts of text and other elements. It is modern but still a little disruptive and gives the college and edge. I also feel that that disruptive vibe really fits with what CDM is about.

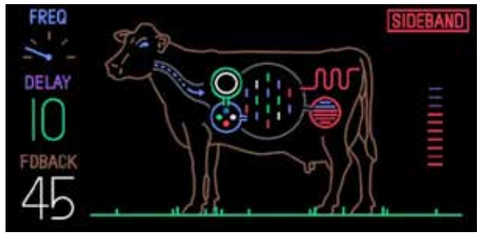


I also like TUD's slogan - "Infinite Possibilities". It works perfectly with CDM and really embodies the breadth of the course, what can be done with the skills learnt in the course and the opportunities the course provides.

Other inspirations



One of my inspirations, both visually and ideollogically is the company Teenage Engineering. They produce high quality electronic products with a focus on music. They take things like synthesizers which are traditionally very complex and create their own versions. They simplify them and make them much more approachable while still allowing experienced users limitless creative opportunites.



I think this idea of making things easy to approach but having a massive depth fits with CDM. CDM provides a wide range of things to try and makes them all approachable, allowing you to find what works for you and dive deep into what you love.



I also love the visual design of their products. They keep colour schemes simple, often using a light gray and a few bright accent colours, which I love. They also make sure to keep things fun and welcoming by including their own little visual flares with things like cartoon characters that react to music and interactive displays.

What people have to say about this course

"Very technical"

"Creative"

"A wide variety of modules"

"Interesting"

"Intriguing"

"Chaotic but fun"

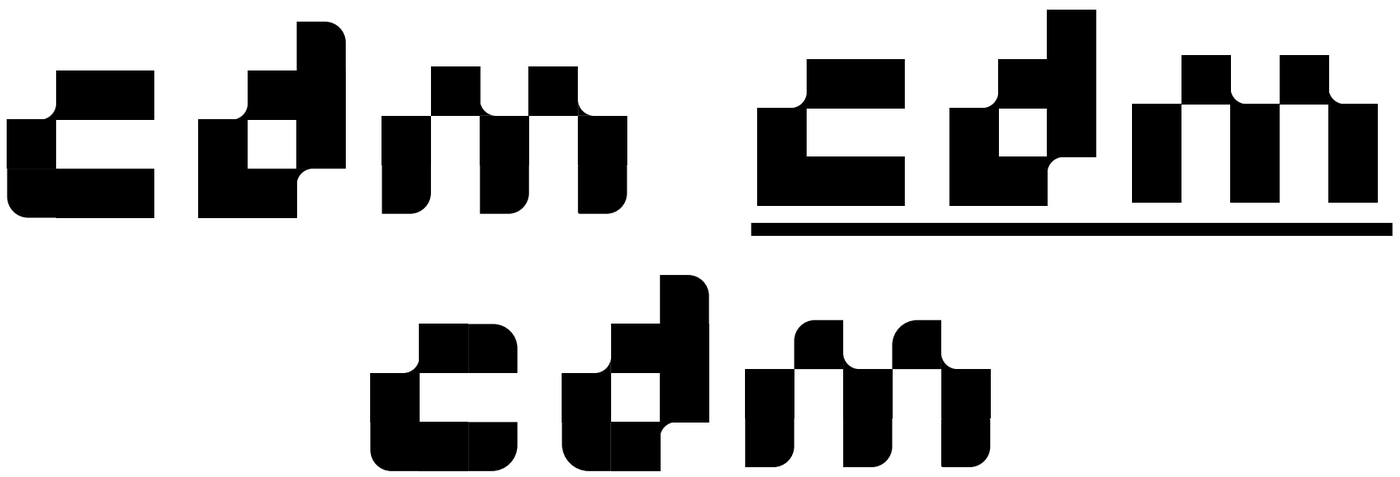
"Something for everyone"

"A course for students who want to explore media in a creative way"

Christopher Keatinge - B00170101

Develop

Typography and logo development



Trying out slight variations on a logo idea.
I like the curves only being where pieces have been taken away.

Trying to implement the disruptive nature of the course, while keeping it clean and futuristic.

Elza Semibold

Creative Digital Media

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwYyXxZz

clean modern and simple font

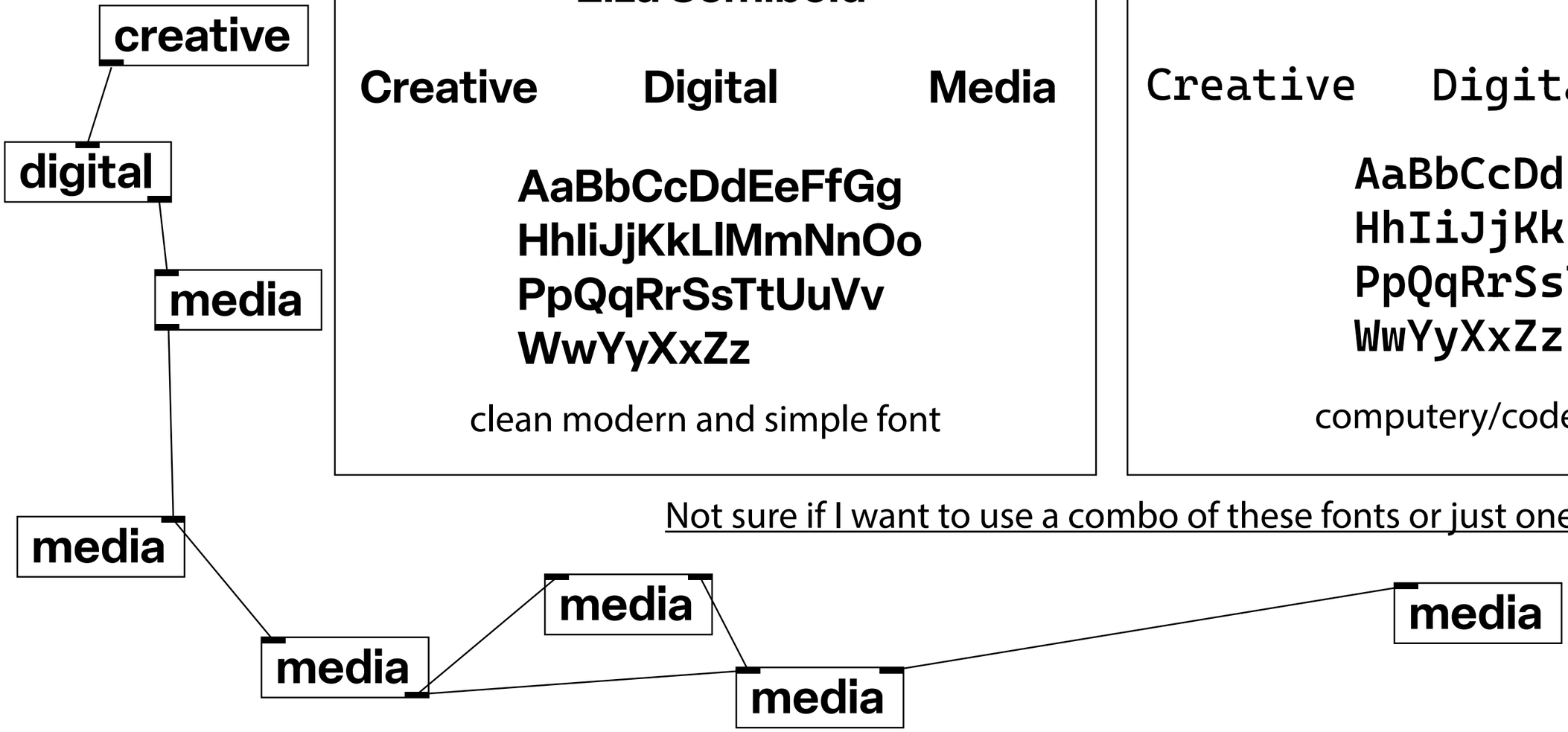
Cascadia Code

`Creative Digital Media`

`AaBbCcDdEeFfGg`
`HhIiJjKkLlMmNnOo`
`PpQqRrSsTtUuVv`
`WwYyXxZz`

computery/code like font

Not sure if I want to use a combo of these fonts or just one



Colour development

I want to keep the blue in focus, as blue is a primary part of TUD's character.

However, the primary blue used by TUD is a bit too desaturated for what I want, so I plan on using this much brighter, saturated blue.

I plan on using black and white as the primary colours of the booklet, with a few neon colours as accents

#2339ff #ff3d00 #ff0961 #0bff0b #00f0ff

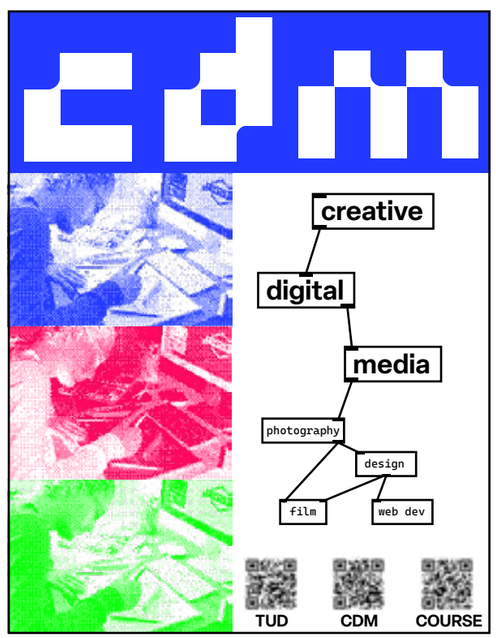
I want to keep it clean, professional and practical, but with an artistic edge, to reflect the course

TUD's CDM colors

My super saturated version



I plan on using blue as the main colour on the cover and then using the other colours on the inside of the booklet.

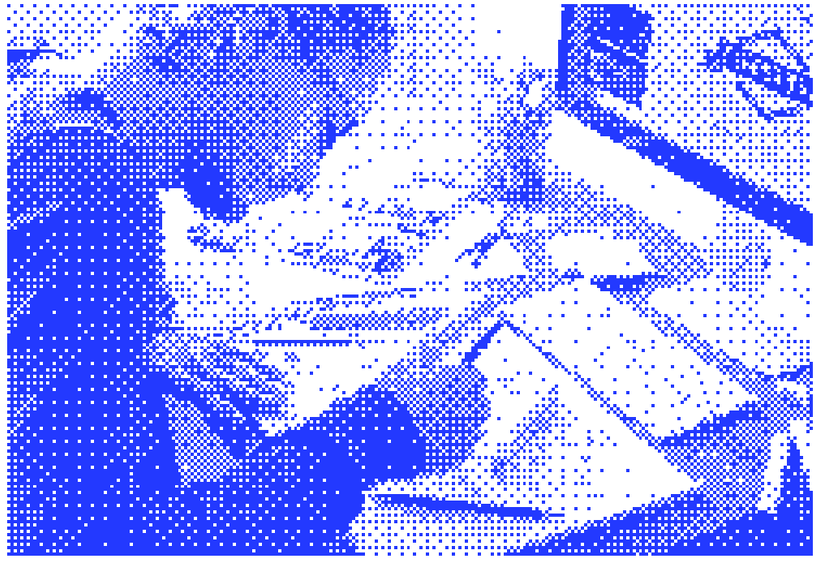


Super rough cover mock up

Image development

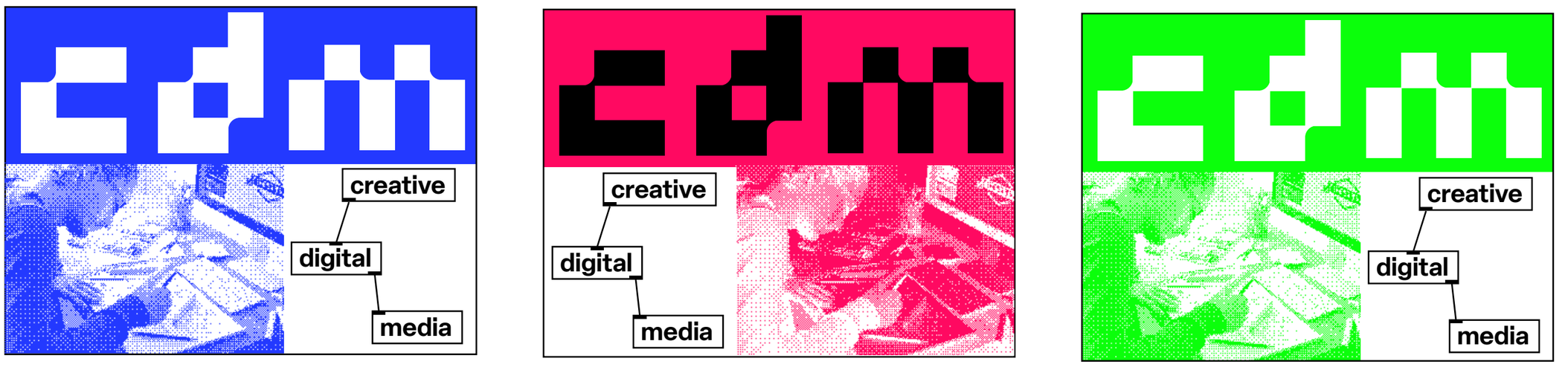


Trying out a pixelated look - I like the strong contrast but a little too much clarity is lost - not always clear what is in the images.



Taking inspiration from TUS and using bitmaps to create a dithered look. Keeps more detail while still having the simplistic but futuristic and tech focused look I want.

I also like the dithering because it can add more meaning to the imagery. Dithering can represent the early constraints of digital media. Using it in the imagery can be a way of honoring digital history and showing how far media has evolved.

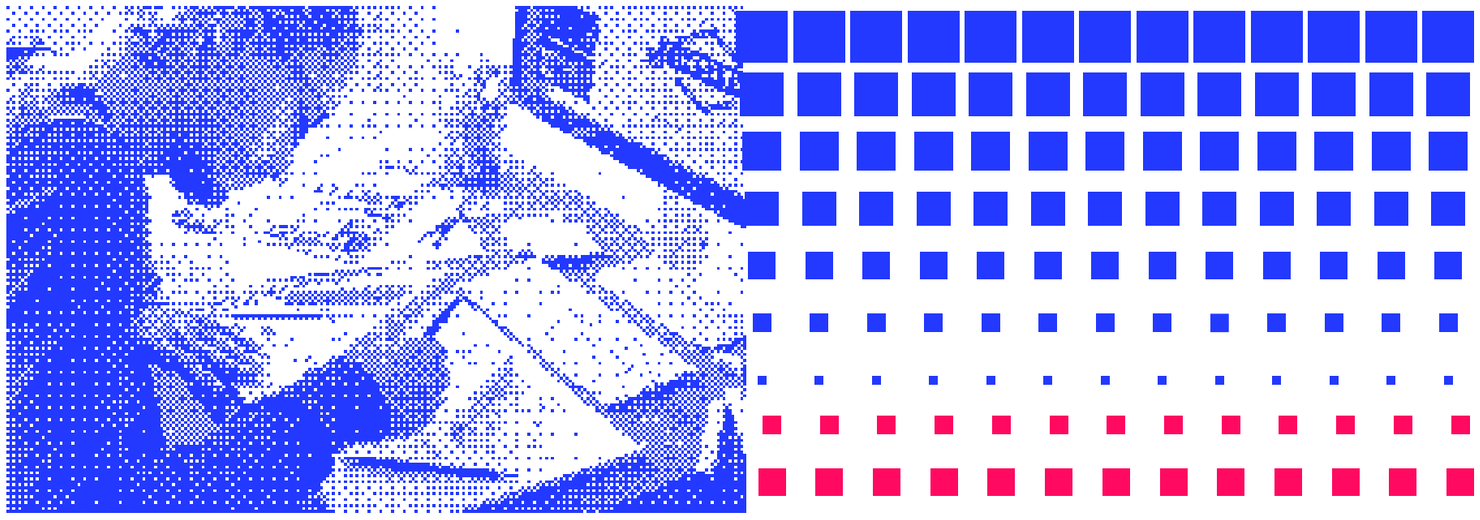


Testing how the different elements look together
Really liking it so far

Shape development

I want to use squares throughout the booklet, in all parts of the design.

Squares are simple, strong and bold. They can also represent the pixel - the fundamental building block of digital images, aswell as grids and structures, both of which are used throughout creative digital media in web layouts, code and design.



tud site

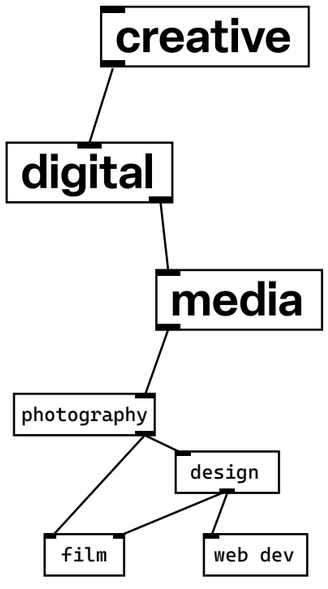
cdm site

cdm course page

QR codes fit with the aesthetic I want while providing another layer of interaction.

The added interaction and the digital way in which you interact with them also fits with the courses interactive and digital nature

Gradients using squares, similar to the dithered images.

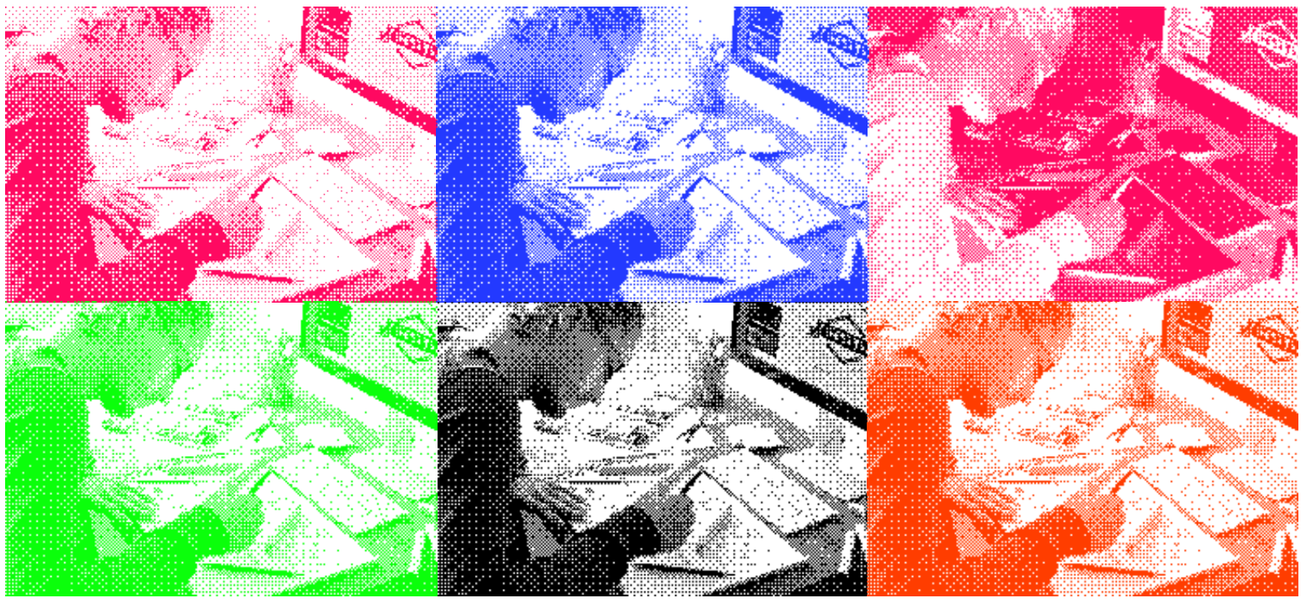


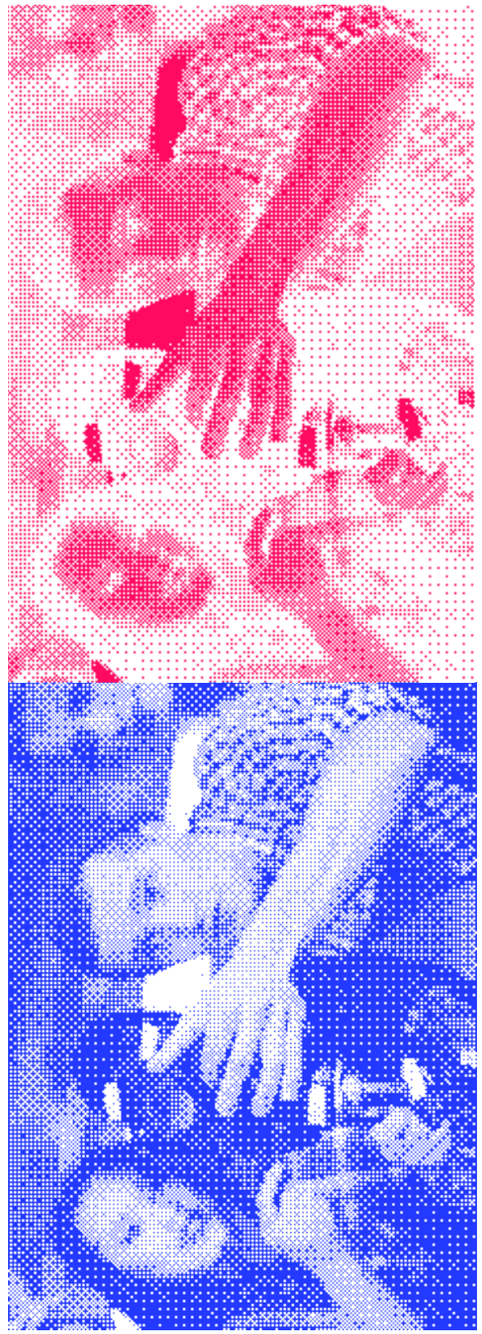
Squares/rectangles connected by lines.

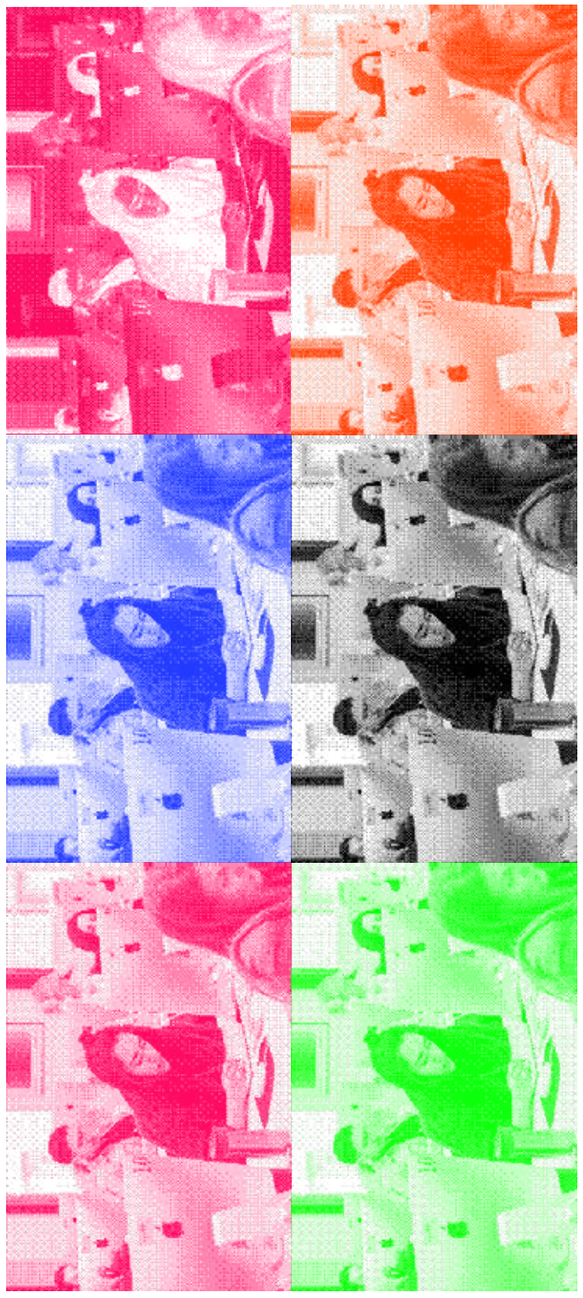
Looks like node based coding used by some programs.

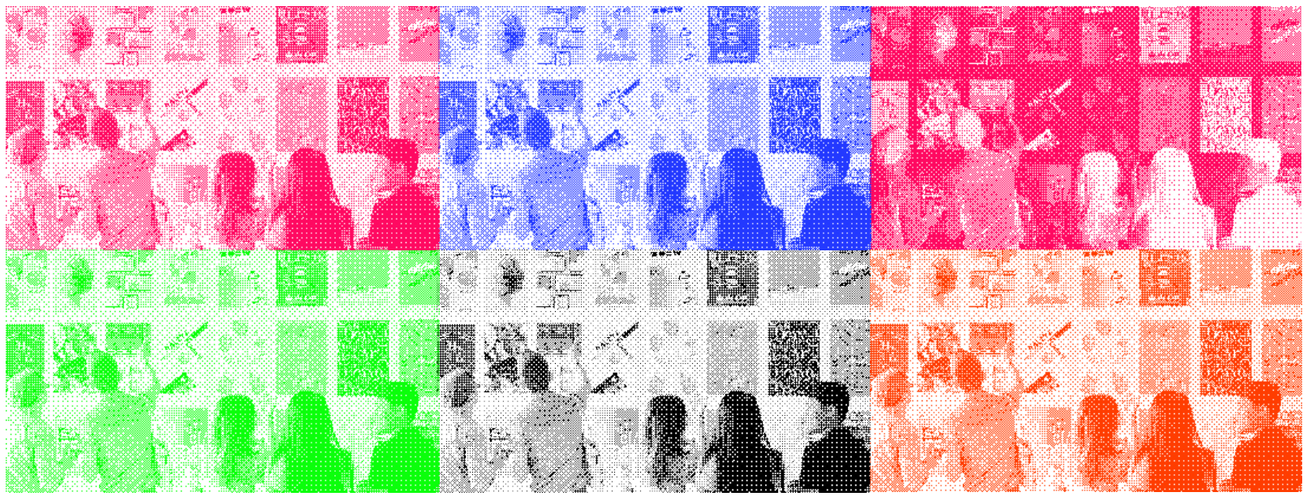
Looks chaotic and disruptive but has a logic

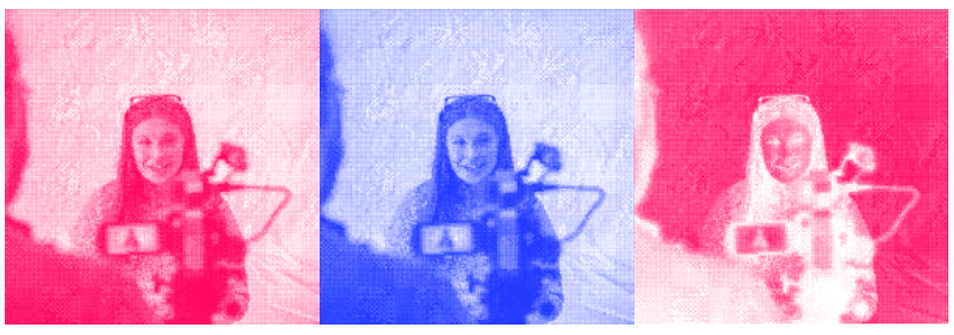
Assets

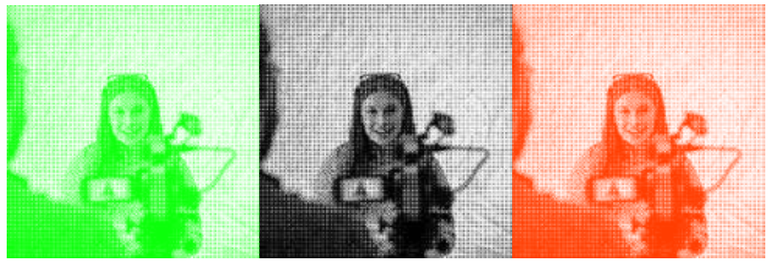




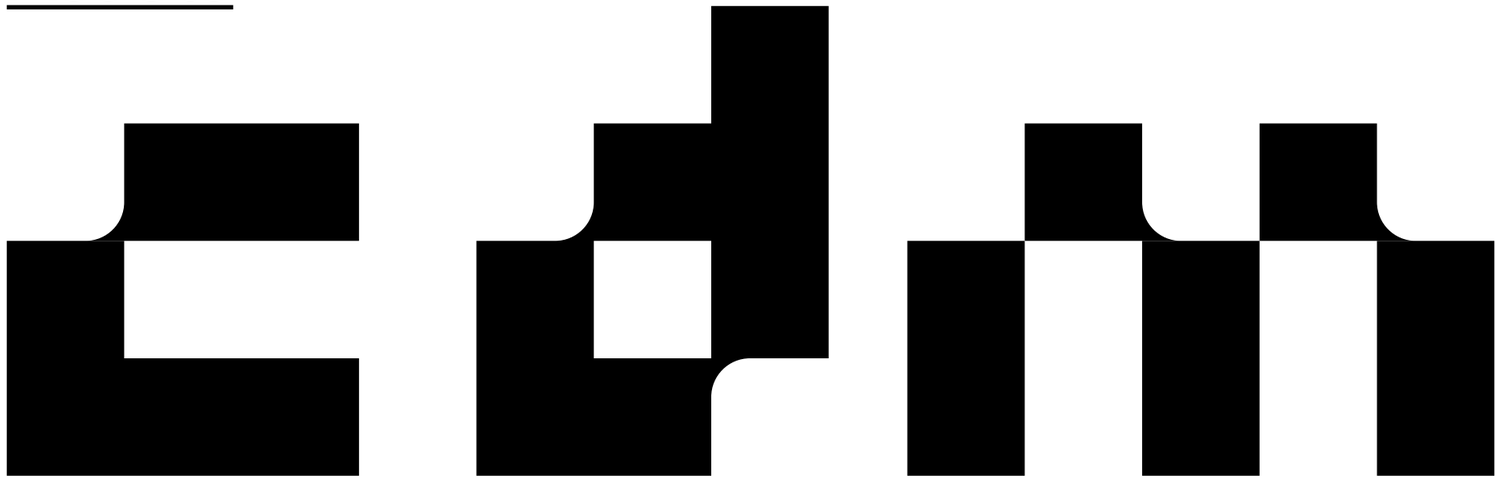


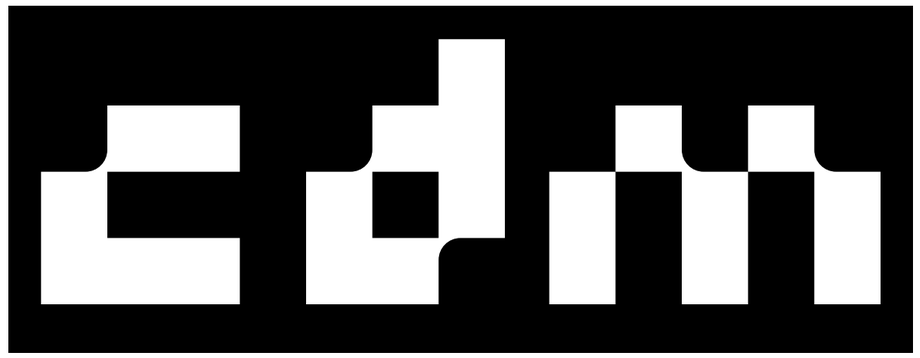






Assets





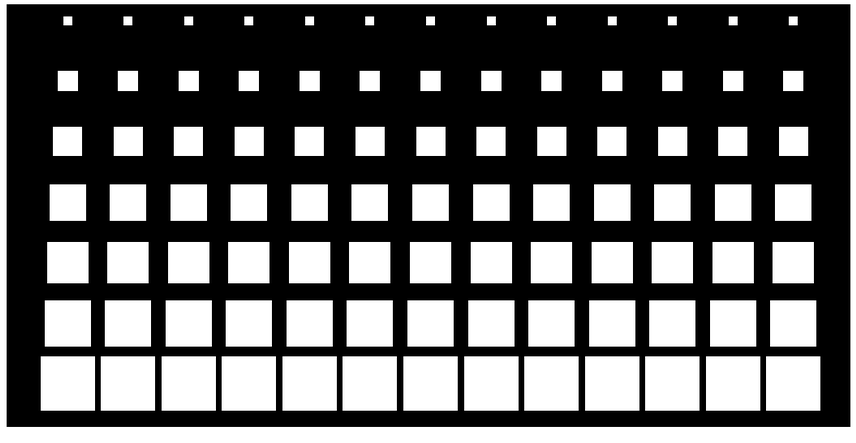
creative digital media

creative digital media

visualize create innovate

OLLSCOIL TEICNEOLAÍOCHTA
BHAILE ÁTHA CLIATH
DUBLIN
TECHNOLOGICAL
UNIVERSITY DUBLIN

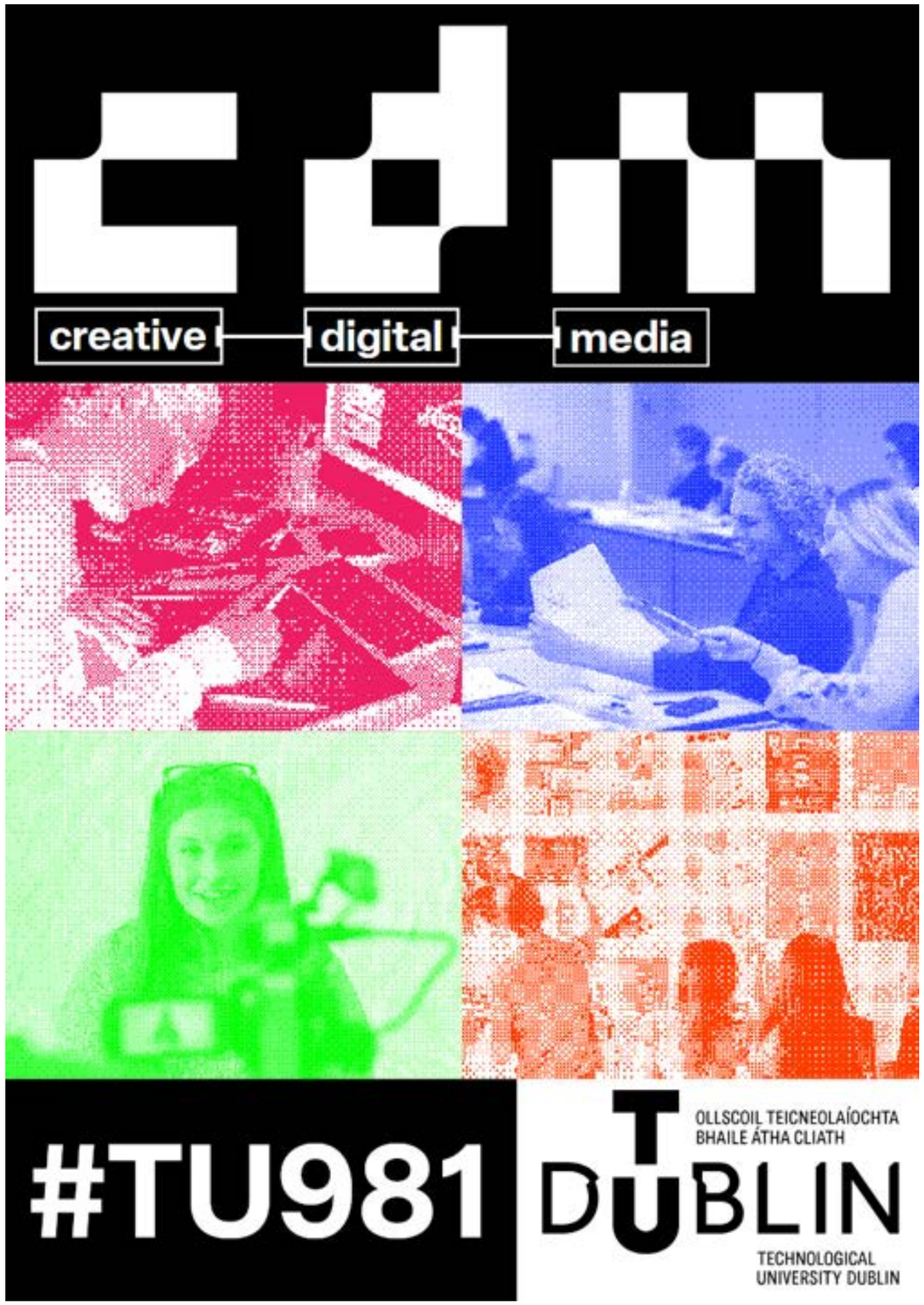
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BHAILE ÁTHA CLIATH
DUBLIN
TECHNOLOGICAL
UNIVERSITY DUBLIN



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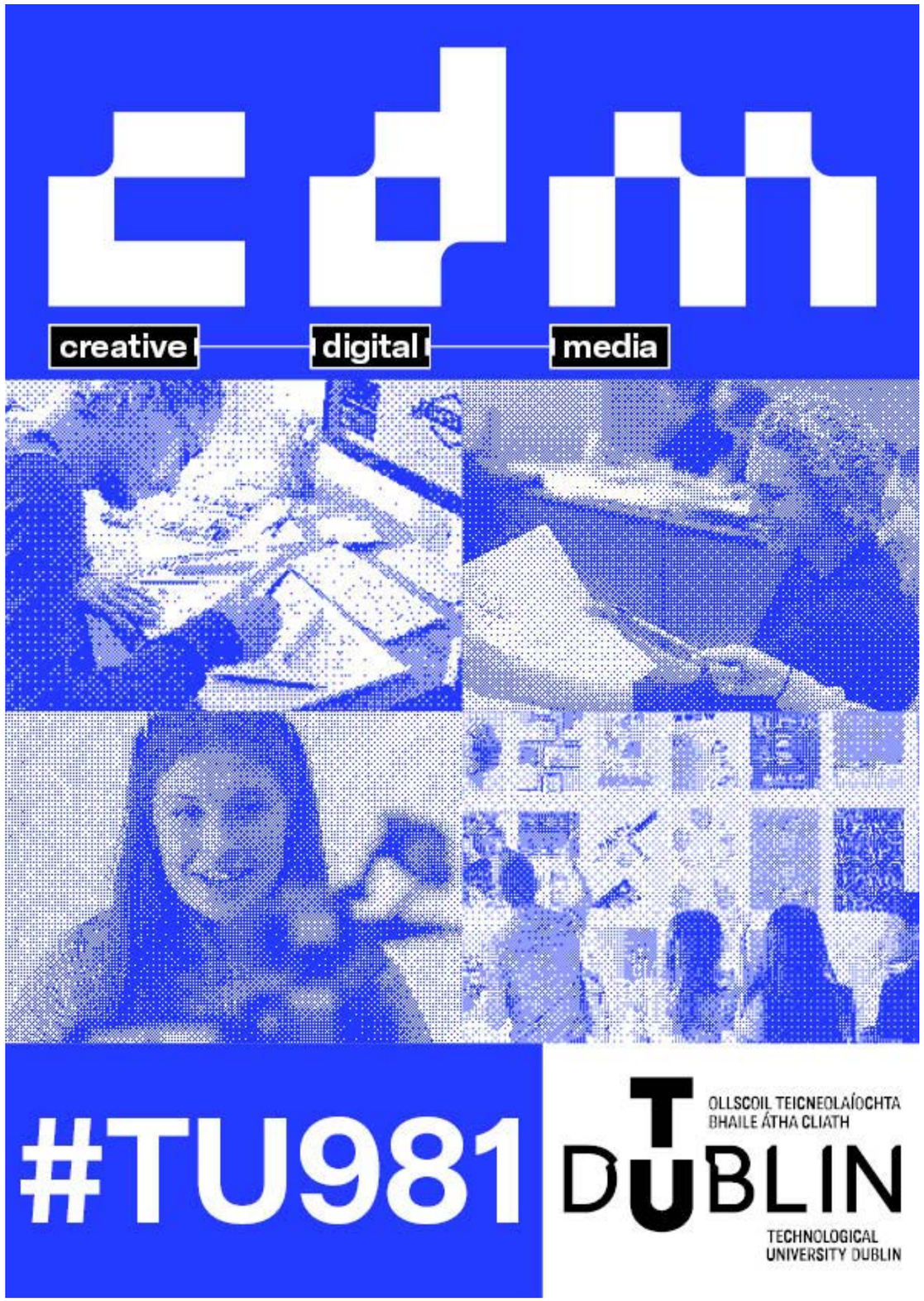
Deliver

Final A2 Poster

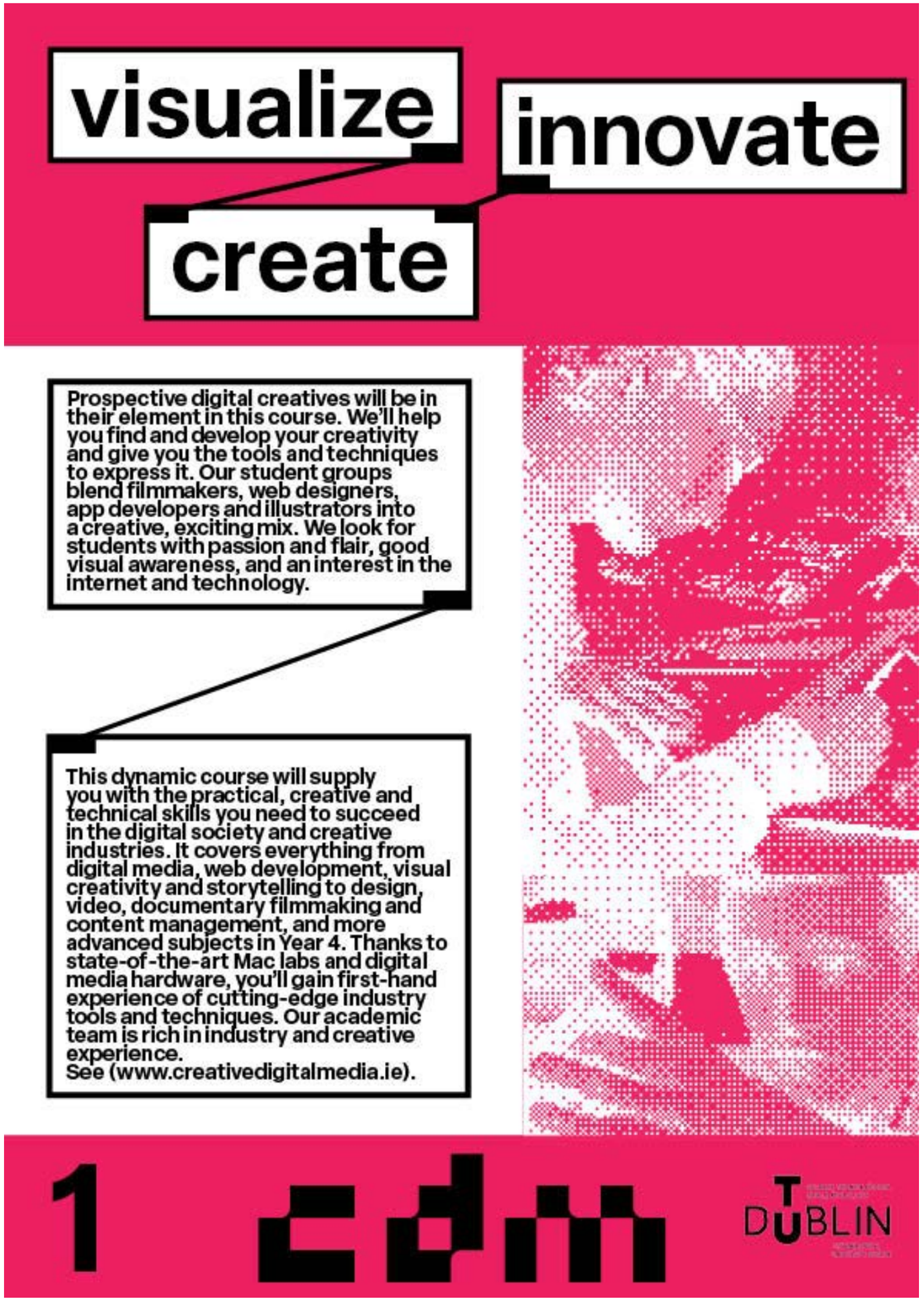


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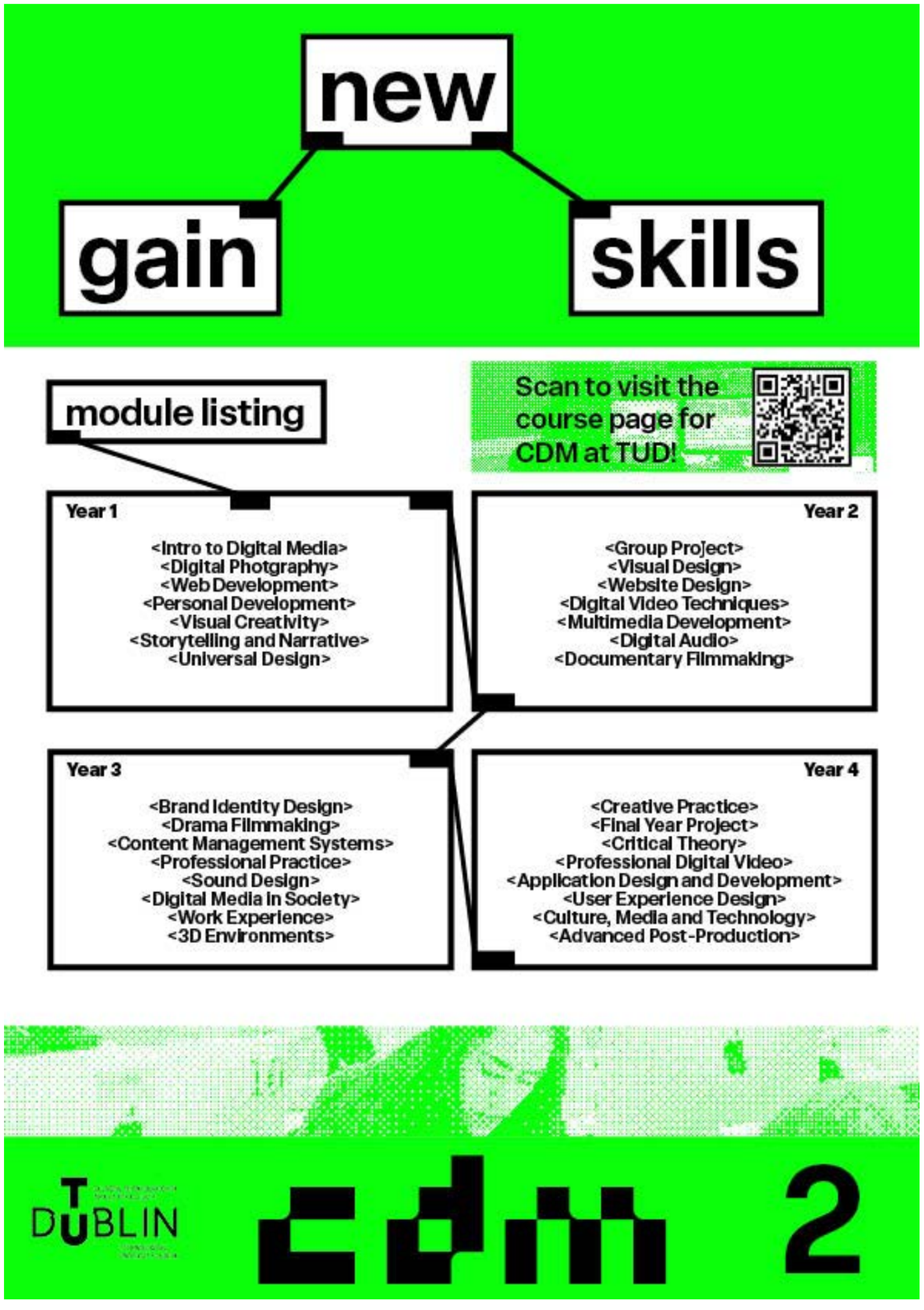
A4 cover



A4 spread page 1



A4 spread page 2



A4 backover


expand
your
horizons
career opportunites
<Graphic Designer>
<Illustrator>
<Branding>
<Marketing>
<Advertising>
<Filmaking>
<Web Designer>
<Game Development>
<Interactive Designer>
<User Experience Designer>
<App Developer>
<Animator>
<Creative Consultant>
tud site
cdm site
3
cdm
DUBLIN

A2 poster reverse



Evaluation

With my booklet, I aimed to capture the creative but also practical nature of Creative Digital Media. It is visually inspired by the course's focus on technology. I wanted to keep a modern and sleek look with the shapes and layout, but keep it fun and imaginative with the bright, exciting colours, which exemplify the diverse and explorative elements of the course.

I am quite happy with how my final work turned out. I really like the visual aesthetic I created and I think that it works really well with what the CDM course is all about. While I could have perhaps stuck closer to TUD's visual language, I wanted to go for something a little more eccentric and out there, as I feel the course is more creative than what TUD portrays.

Overall, I really enjoyed working on this assignment and am proud of what I created.