Enterprise Ireland: Student Creativity Day Design Competition

Peter Dee
Dublin Institute of Technology, peter.dee@dit.ie

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Dee, P. "Enterprise Ireland: Student Creativity Day Design Competition". Design and development of the brand identity for the Enterprise Ireland Student Creativity Day where students competed in multi-disciplinary teams to provide an innovative & solution to an exacting design brief.
CREATIVES DESIGN COMPETITION - Enterprise Ireland + Design Ireland + IDI present the student design event of the year: Dublin Institute of Technology - Student Creativity Day.

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.