

# The Wee Kim Wee School of Communication and Information Course posters

CLIENT:  
Sandra Wee,  
Wee Kim Wee School  
of Communication  
and Information

## Guiding the leaders of tomorrow

Building and nurturing the future of communicators

### Concept point 01—

#### School of the future

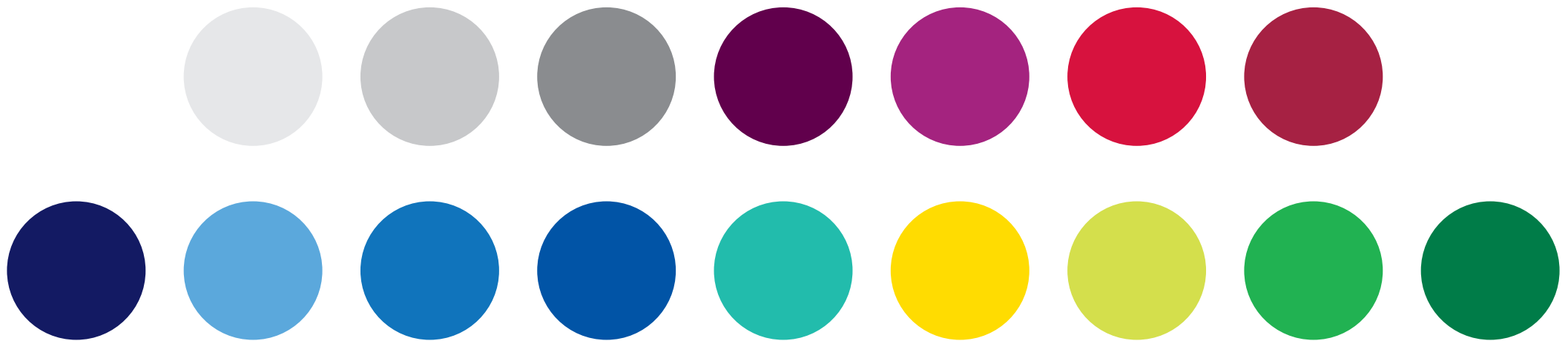
By providing students with advanced education and practices, the Wee Kim Wee School of Communication and Information aims to nurture and guide students to become a well-trained personnel that continues to meet the demand in the media industry and information services.

#### Visual cue 01

The key visuals will feature students from different major working on the different platform translating the training and exposure they received from school.

#### Visual cue 02

The vibrant and contemporary colour scheme represents the image of the school—offering students advanced education in the media industry and information services.



NTU's corporate colour scheme will be incorporated in the poster design. The vibrant and contemporary colours represents the image of the school—offering students advanced education in the communication industry.

# Broadcast and Cinema Studies key visual

27 March 2020





# Broadcast and Cinema Studies key visual

27 March 2020

The texture added gives  
an interesting element to  
the key visual.

Zoomed-in view of detail:



The key visual will feature  
practicum scene of  
students from each major,  
allowing prospective  
students and parents to  
get an insight into the  
different specialisation  
the course offers.

Major title and social media  
handles will be placed at  
the bottom of the key visual  
for a neat and clear layout.

# Communication Research and Data Analytics key visual—Version 01

27 March 2020



# Communication Research and Data Analytics key visual—Version 02

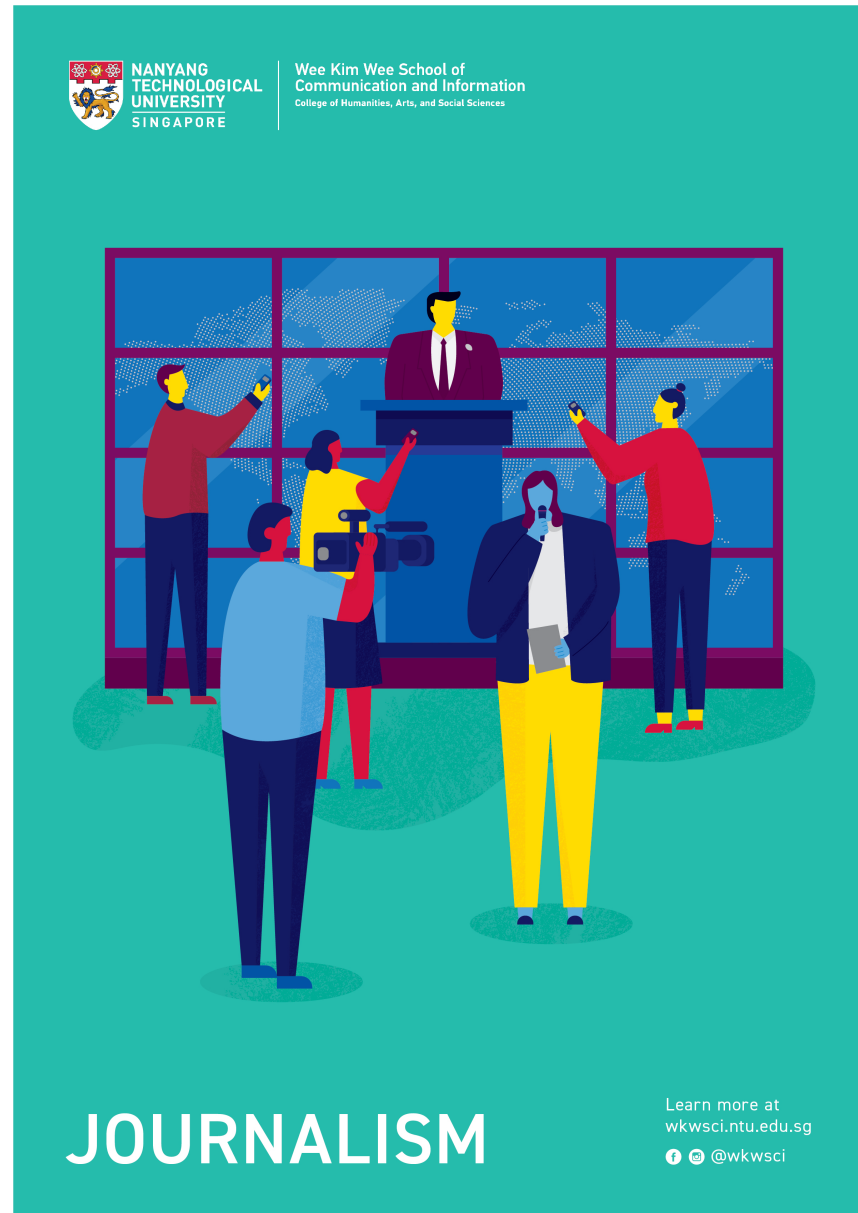
27 March 2020



# Journalism

## key visual—Version 01

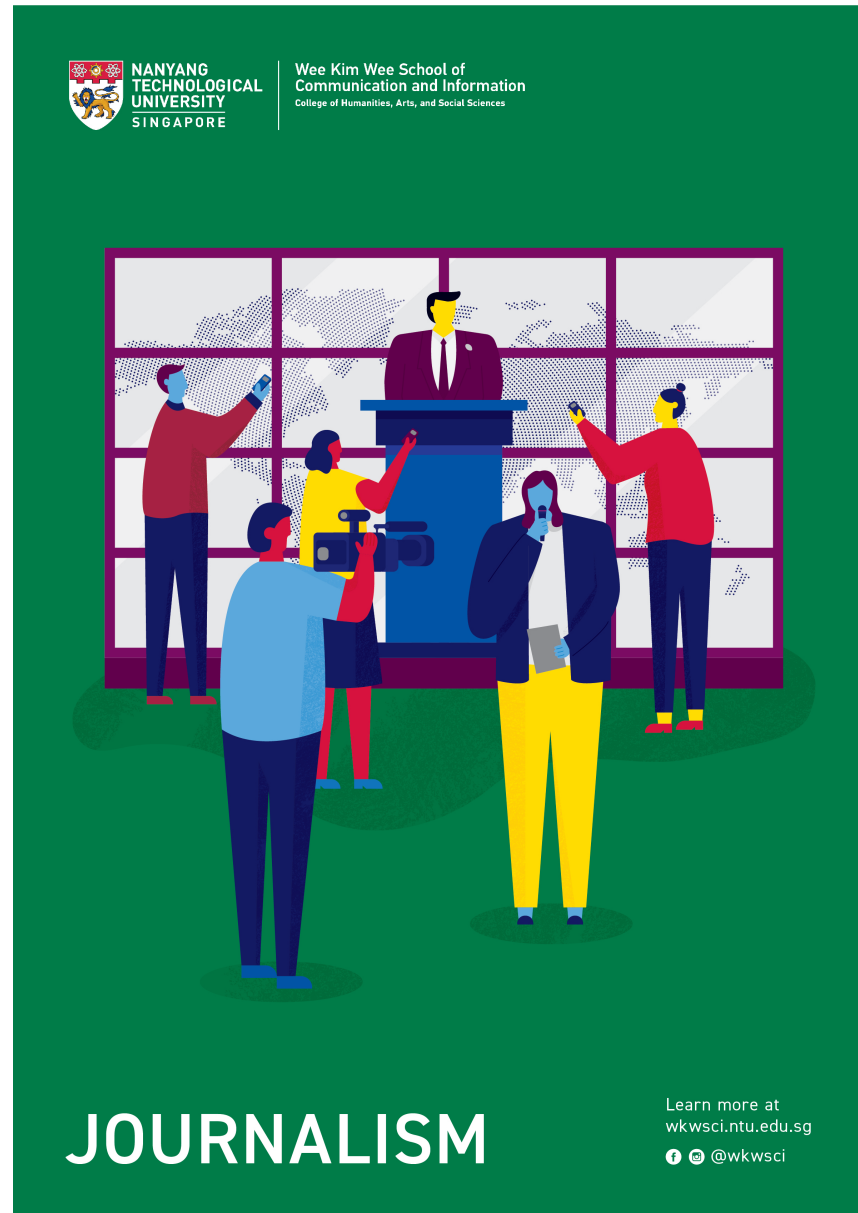
27 March 2020



# Journalism

## key visual—Version 02

27 March 2020





# Advertising and Public Relations

## key visual—Version 02

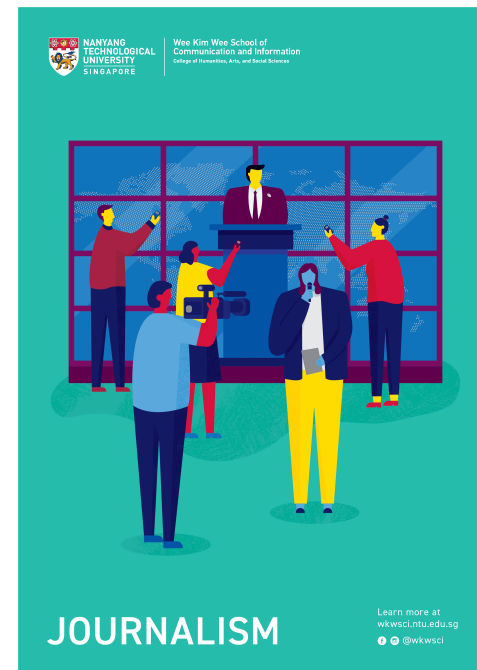
27 March 2020



# Overall track posters

## Option 01

27 March 2020





# Overall track posters

## Option 02

27 March 2020

