



ReDress

#COURAGE #BALANCE #EQUALITY

BY SELENA KRIVORUCHKO

Client

Art Institute of Seattle *Annual Fashion Show*

Since 1995, AIS has hosted the largest student-run fashion show in the Pacific Northwest. The event provides students from all AIS degree programs the opportunity to implement and present their skills, creativity, and to build lasting and collaborative relationships.

Students practice and develop valuable competencies, such as project management, leadership, and long-term planning and organization, through executing a quality, staged event.

The annual fashion show also allows AIS students to foster relationships within the professional and nonprofit communities, and to educate prospective students on the quality and value of its programs.



The Show

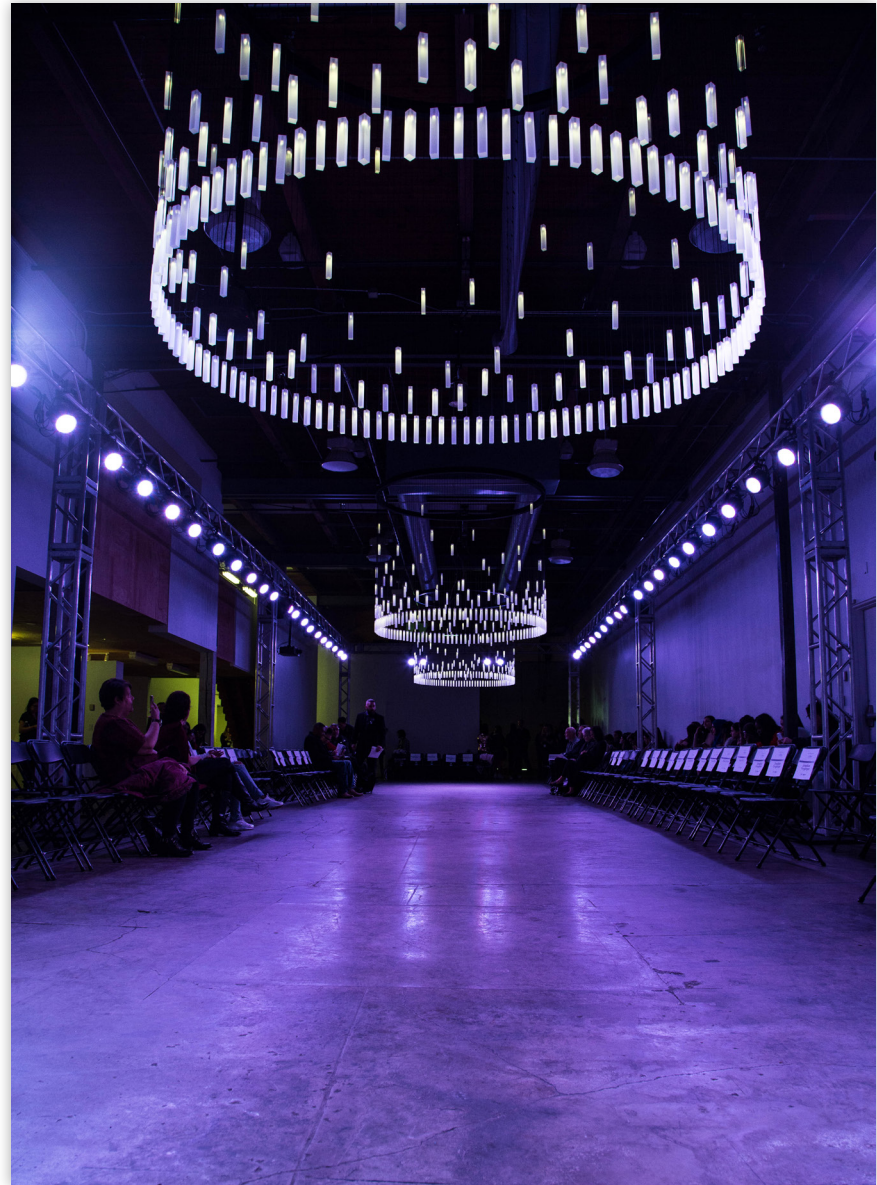
OPPORTUNITY

ReDress, the 20th annual fashion show of The Art Institute of Seattle, presents student collections that empower women to continue to push political, cultural, and social issues with equality, strength, and the courage to be themselves. We are students with a passion for fashion and the retail industry.

We are comprised of fashion designers, fashion marketers, graphic designer, and photographers working together to make the event come together.

SOLUTION

Create event branding and collateral including logo, identity system, emailers, social media posts, giveaways, and other printed marketing collateral.



Theme

With the recent events and movements such as “Me Too” and “Time’s Up” as a class we decided to have the overall theme of women empowerment.

Empower women to continue to push political, cultural, and social issues with equality, strength, and the courage to be themselves.

*Rise Up. Dress Up.
Redress the balance.
Redress the fem.*

#Courage #Balance #Equality



Logo + Brand

Each fashion show has a unique look, name and feel representing the theme chosen by the class.

This year's show was to be called -
ReDress, Re-Dress, reDress, etc

Other things to include:

Pantone Color of the Year

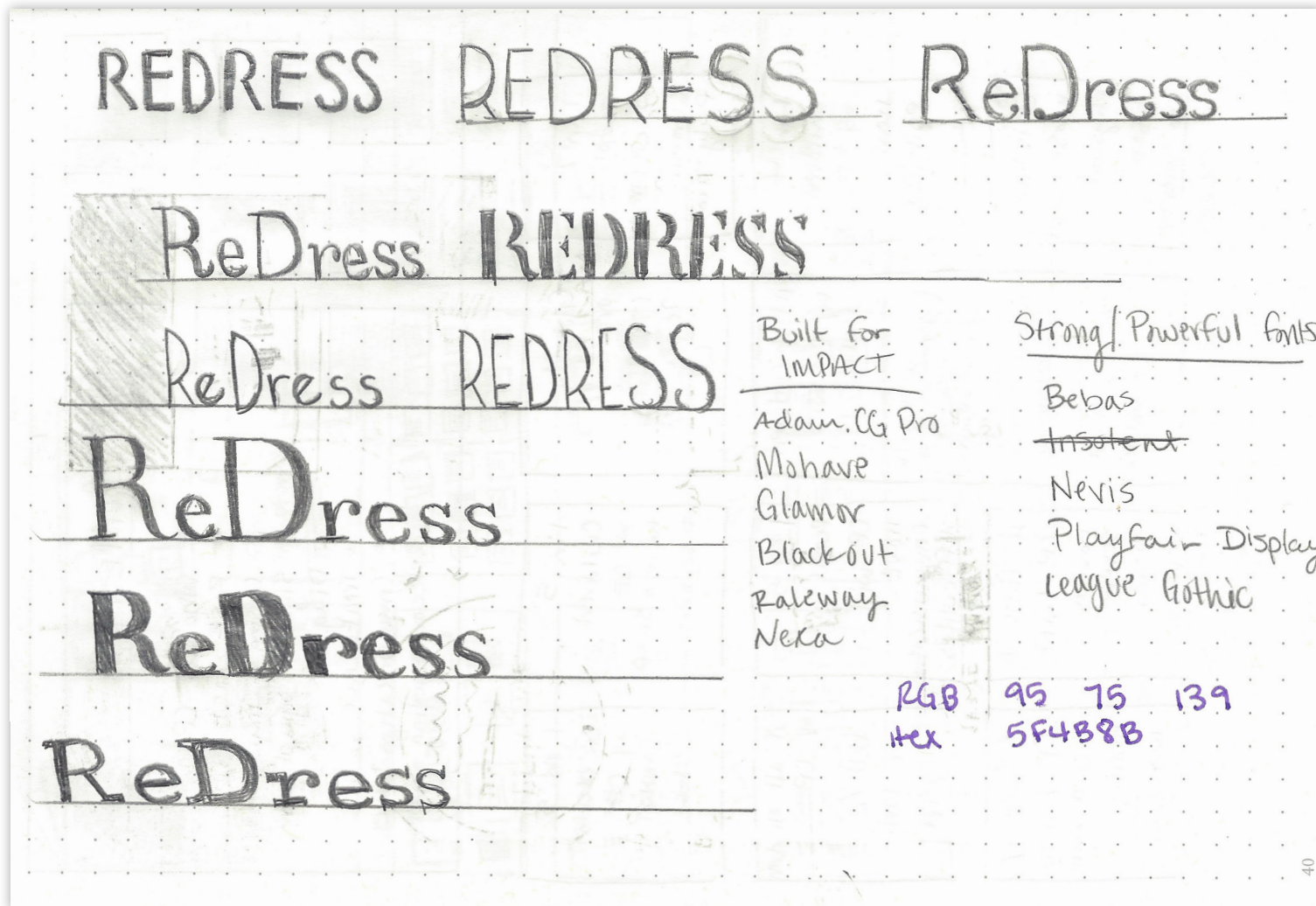
Ultra Violet 18-3838

Social Media Tags

#Courage #Balance #Equality



Logo Sketches



Logo Iterations

After the first round of iterations, it was realized that ReDress could be read as Red Dress. So we picked two fonts we all liked to try mixing them for round two.

ReDress

REDRESS

RE-DRESS

ReDress

REDRESS

RE-DRESS

REDRESS

ReDress

R E D R E S S

ReDress

REDRESS

R E D R E S S

ReDress

ReDress

Logo Iterations

Re**Dress**

Re**D**ress

Re**D**RESS

Re**Dress**

Re**D**ress

re**D**RESS

Re**Dress**

Re**D**ress

Re**D**RESS

re**D**RESS

Re**DRESS**

re**DRESS**

Re**D**ress

Logo Iterations

In the final round, I included a different option as not everyone in the class was fully set on the choice from the last round. This fourth option is a font I rendered based on my sketches.

REDRESS

#COURAGE #BALANCE #EQUALITY

ReDress | #COURAGE
#BALANCE
#EQUALITY

For this last round, I included the requested colors and incorporated the social media hashtags.

ReDress

#COURAGE #BALANCE #EQUALITY

ReDress
#COURAGE #BALANCE #EQUALITY

Logo Final Touches

I adjusted the crossbar in "Dress" so
both e's would be at the same height.
Unifying the entirety of the wordmark.



Final Logo

ReDress

#COURAGE #BALANCE #EQUALITY

Style Guide

Alternate Logos



ReDress

Fonts

ADELE

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJK
LMNOPQRS
TUVWXYZ

1234567890

Didot

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJK
LMNOPQRS
TUVWXYZ

1234567890

Color Palette

#5F4B8C

#663695

#B3A4D0

Moodboard



Collaboration Process

Once I created the style guide and overall branding for the event, everything went in a much faster pace to get things finished and ready to go for the show. Being the only graphic designer, I often found myself creating things on the spot.

I worked with several different teams throughout the remainder of the class to finish projects for the event.



I worked directly with the -

PHOTOGRAPHERS

Deciding and adjusting pictures needed for various collateral.

SOCIAL MEDIA TEAM

Planning what content was needed and creating posts to be added to Facebook and Instagram.

TICKETS + SEATING

Creating nameplates for event seating.

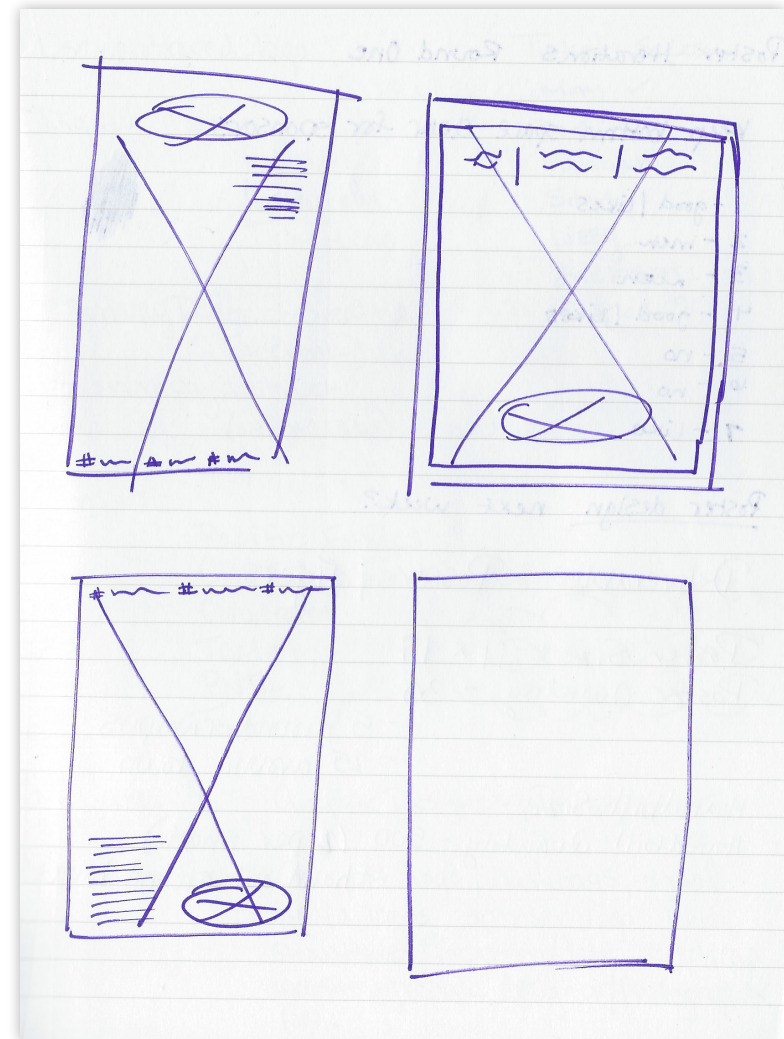
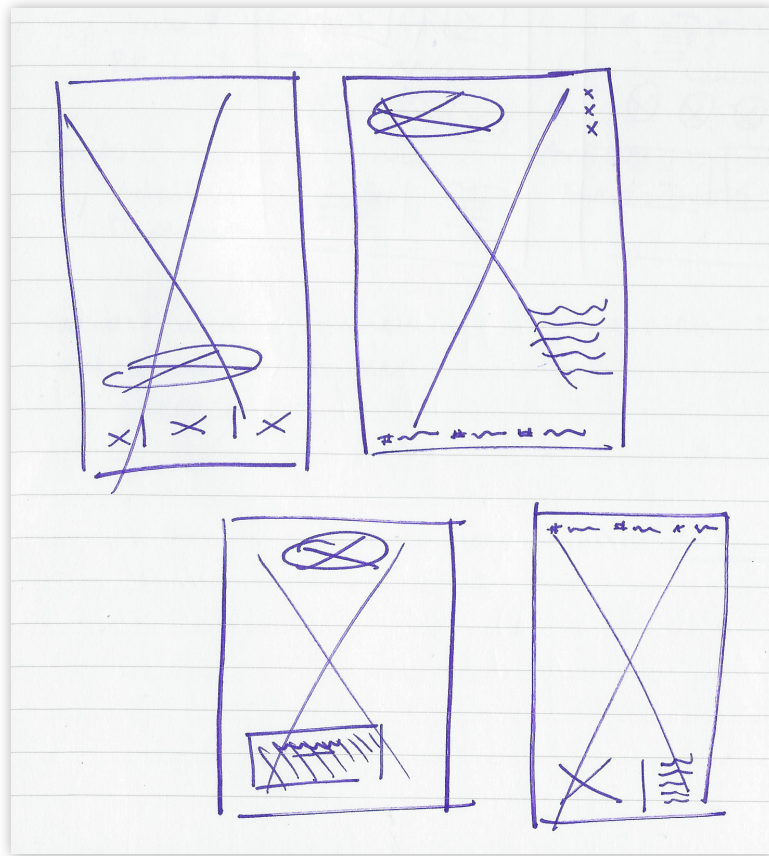
JUDGES' COORDINATOR

Creating a judges' packet for reference, during the event. Complete with trends, moodboards, and lines up.

PROGRAM ADVISOR

Creating other collateral needed for the event - program, giveaway, signs, event presentations, etc.

Poster Sketches



Flyer + Poster



ReDress
#COURAGE #BALANCE #EQUALITY

03.15.18

FIRST FASHION SHOW AT 5PM
Doors open at 4:30PM

SECOND FASHION SHOW AT 8PM
Doors open at 7:15PM

CANVAS EVENT SPACE
3412 4th Ave South
Seattle, WA 98134

For more information and to purchase tickets, follow us on social media.

The Art Institute of Seattle is one of The Art Institutes, a system of non-profit schools throughout the United States. Programs, credential levels, technology, and scheduling options vary by school and are subject to change. Not all online programs are available to residents of all U.S. states. Some institutions in The Art Institutes system are campuses of Regency University. The Art Institute of Seattle © 2018. The Art Institutes. All rights reserved. Our email address is marketing@artinstituteofseattle.edu.

Social media handles: @runwaydistrictseattle, #aisrunwaydistrict

Sponsors: CANVAS, KRIVORUCHKO DESIGN, The Art Institute of Seattle, Timothy Hall, PACIFIC FABRICS, THE CLOUD ROOM, Tint, TCM models & talent, PNTA.



ReDress
#COURAGE #BALANCE #EQUALITY

03.15.18

FIRST FASHION SHOW AT 5PM
Doors open at 4:30PM

SECOND FASHION SHOW AT 8PM
Doors open at 7:15PM

CANVAS EVENT SPACE
3412 4th Ave South
Seattle, WA 98134

For more information and to purchase tickets, follow us on social media.

The Art Institute of Seattle is one of The Art Institutes, a system of non-profit schools throughout the United States. Programs, credential levels, technology, and scheduling options vary by school and are subject to change. Not all online programs are available to residents of all U.S. states. Some institutions in The Art Institutes system are campuses of Regency University. The Art Institute of Seattle © 2018. The Art Institutes. All rights reserved. Our email address is marketing@artinstituteofseattle.edu.

Social media handles: @runwaydistrictseattle, #aisrunwaydistrict

Sponsors: CANVAS, KRIVORUCHKO DESIGN, The Art Institute of Seattle, Timothy Hall, PACIFIC FABRICS, THE CLOUD ROOM, Tint, TCM models & talent, PNTA.



ReDress
#COURAGE #BALANCE #EQUALITY

03.15.18

FIRST FASHION SHOW AT 5PM
Doors open at 4:30PM

SECOND FASHION SHOW AT 8PM
Doors open at 7:15PM

CANVAS EVENT SPACE
3412 4th Ave South
Seattle, WA 98134

For more information and to purchase tickets, follow us on social media.

The Art Institute of Seattle is one of The Art Institutes, a system of non-profit schools throughout the United States. Programs, credential levels, technology, and scheduling options vary by school and are subject to change. Not all online programs are available to residents of all U.S. states. Some institutions in The Art Institutes system are campuses of Regency University. The Art Institute of Seattle © 2018. The Art Institutes. All rights reserved. Our email address is marketing@artinstituteofseattle.edu.

Social media handles: @runwaydistrictseattle, #aisrunwaydistrict

Sponsors: CANVAS, KRIVORUCHKO DESIGN, The Art Institute of Seattle, Timothy Hall, PACIFIC FABRICS, THE CLOUD ROOM, Tint, TCM models & talent, PNTA.

THE ART INSTITUTE OF SEATTLE INVITES YOU TO
OUR 2018 ANNUAL FASHION SHOW

ReDress

#COURAGE #BALANCE #EQUALITY

03.15.18

ReDress
CANVAS EVENT SPACE
3412 4th Ave South
Seattle, WA 98134

FIRST SHOW AT 5^{PM}
Doors open at 4:30^{PM}

SECOND SHOW AT 8^{PM}
Doors open at 7:15^{PM}

ADMISSION

\$20

standing
room only

\$30

third row
general seating

\$50

second row
reserved seating

\$75

front row
VIP seating

STUDENT ADMISSION

\$5

For the Art Institute
of Seattle students,
standing room only*

*The Art Institute of Seattle student ticket
prices will increase to \$10 after 03.01.18

NO
FEE

For high school
students, 5pm show,
standing room only*

*Must present valid student ID. High school
student for 8pm show are prices as \$5.

TICKETS AVAILABLE AT TICKETLEAP.COM » LINK BELOW

For more information and to purchase tickets, follow us on social media.

» f @

@runwaydistrictseattle

#aisrunwaydistrict

Timothy Hall
DESIGN

PACIFIC
FABRICS

PNTA
engage enlighten entertain

KRYVORUCHKO
DESIGN

CRESCENT
DESIGN

THE CLOUD ROOM

TCM
models & talent

Tint
School of makeup & cosmetology

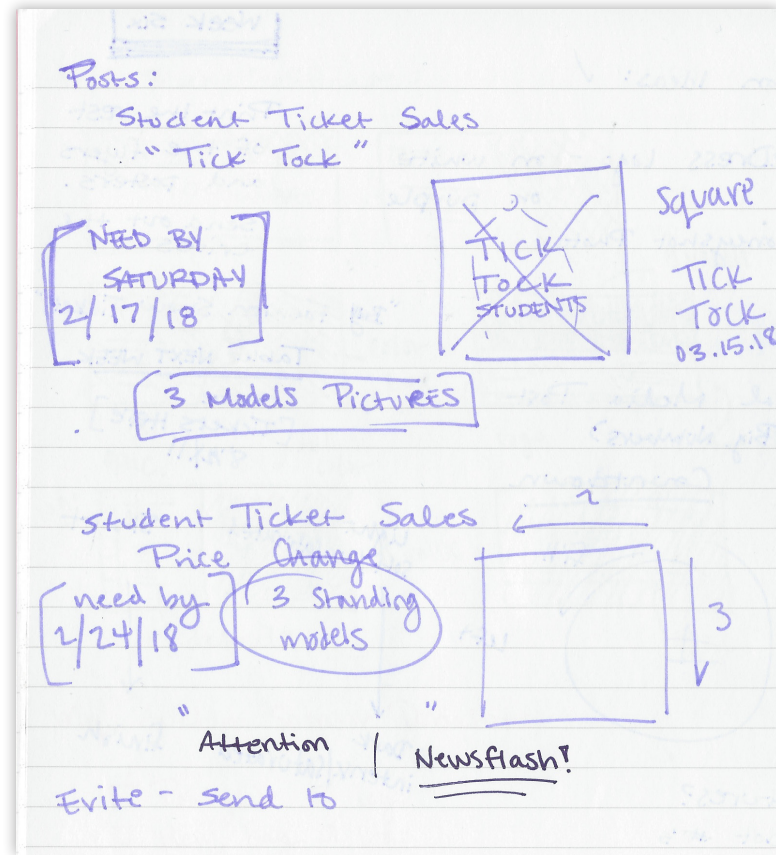
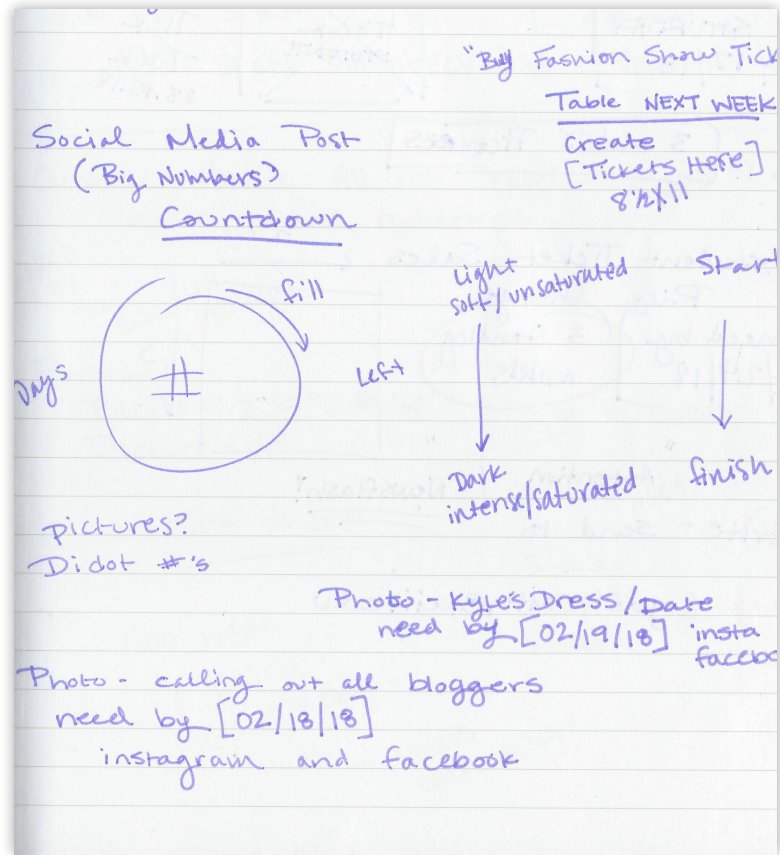
The Art Institute
of Seattle

CANVAS
Event Space

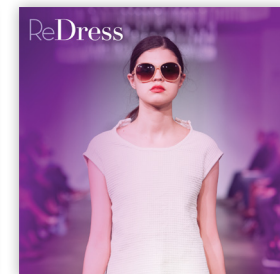
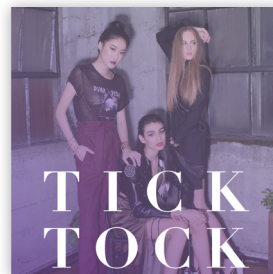
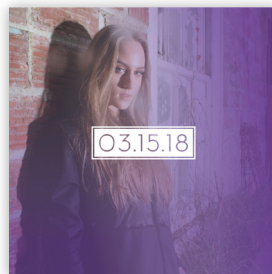
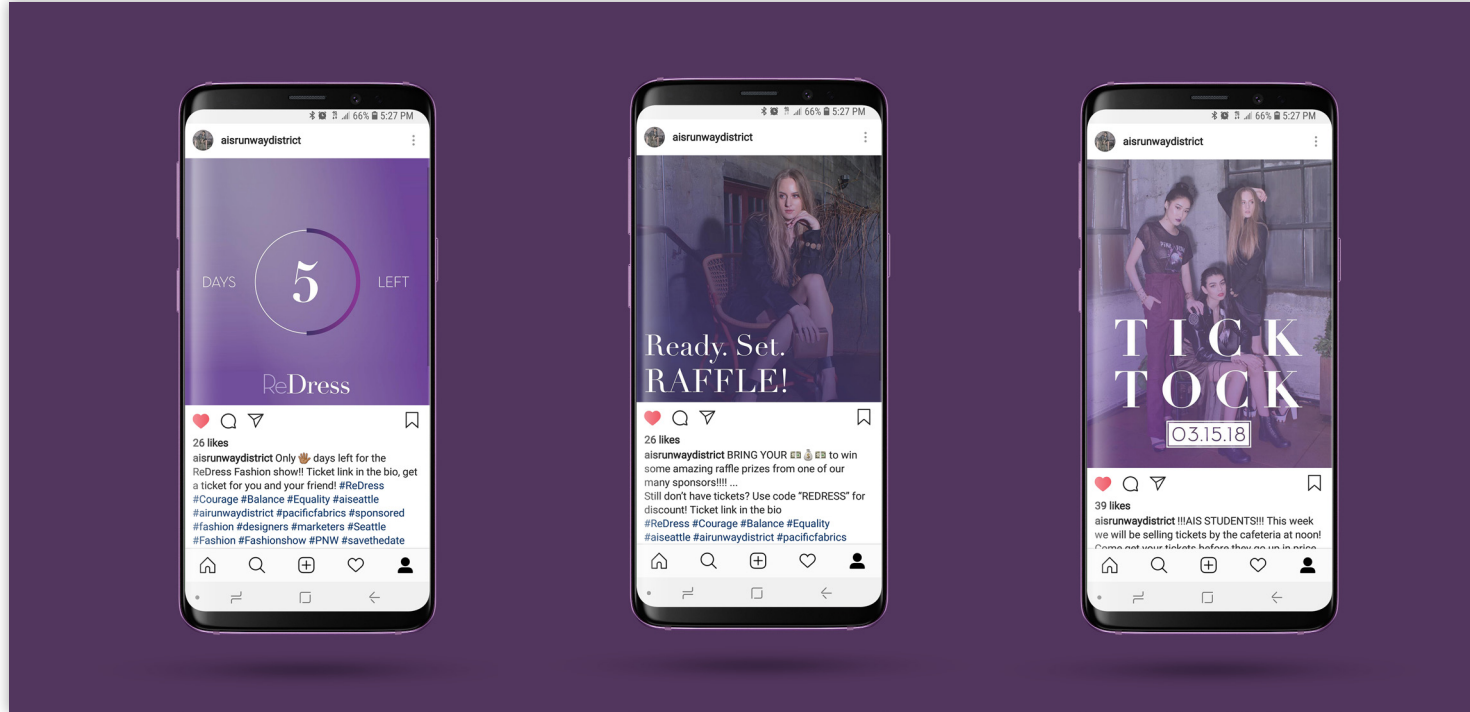
Contact Joan Kelly to answer any questions:
theshoelady@comcast.net | 206.979.2771

The Art Institute of Seattle is one of The Art Institutes, a system of non-profit schools throughout the United States. Programs, credentials, levels, technology, and scheduling options vary by school and are subject to change. Not all online programs are available to residents of all U.S. states. Some institutions in The Art Institutes system are campuses of Argosy University. The Art Institute of Seattle is 2018 The Art Institutes. All rights reserved. Our email address is materials@vixen-jail.edu

Social Media Process



Social Media Posts



Badges



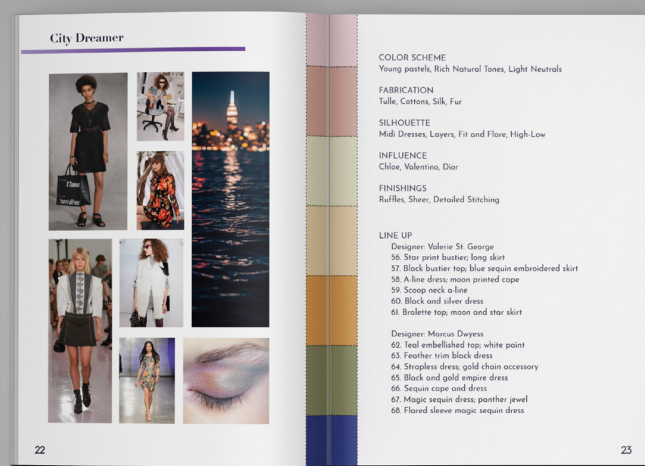
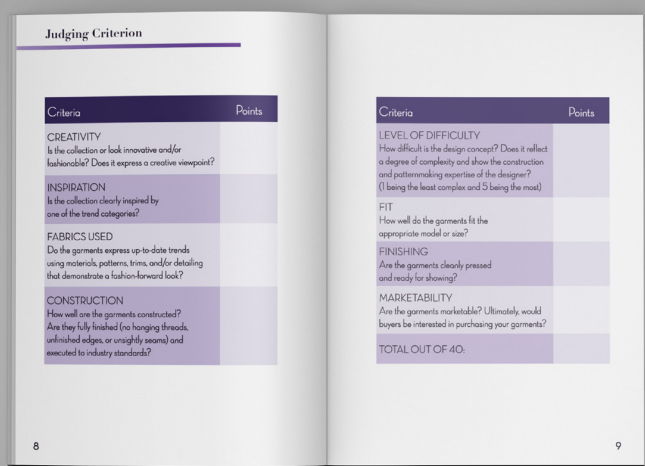
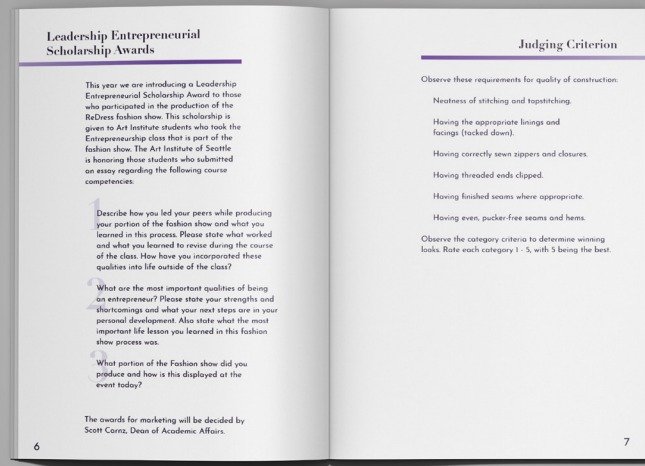
Giveaway - Buttons



Event Program



Judge's Packet



Event Presentations

AUCTION



RUNWAY COLLECTIONS



Other Printed Items

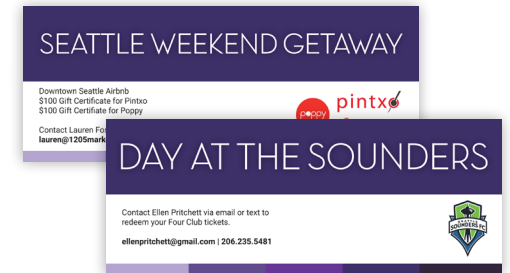
AWARDS



BIDCARDS



GIFT CERTIFICATES



NAMEPLATES



TABLE SIGNS

