

Partners:



CIT Crawford College of Art & Design's BA Visual Communications Students Rebrand Green Spaces For Health

Background

Green Spaces for Health is a novel partnership between Cork Healthy Cities, Cork Environmental Forum, the Lantern Project, Cork City Council and Nano Nagle Place. Their objective is to support the greening of the South Parish region of the city to promote greater biodiversity and health for people while building a resilient, inclusive community.

The Need

Green Spaces for Health wanted to improve how it visually communicates its mission and activities while developing a mechanism to engage with diverse target groups – older adults, young families, those interested in learning about growing and biodiversity, as well as local people in the South Parish.

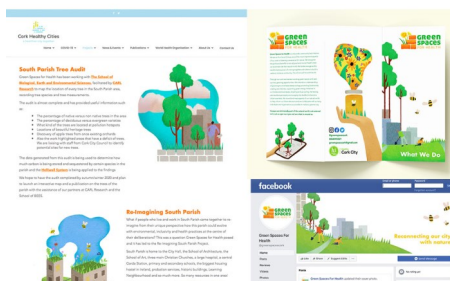
A shoestring budget and a lack of digital and design skills provided the GSFH steering group with the ideal opportunity to engage the creativity of CIT Crawford College of Art & Design's BA Visual Communications students.

The Solution

Students worked closely with the client throughout the project beginning with a debrief on campus. Dividing into teams, they worked through the professional process of discovery, writing the creative brief, design strategy, visualisation and pitch preparation.

Despite lockdown and social distancing measures, students maintained close contact with the client delivering their preliminary and final team presentations

remotely via video calls. Maria Young, Coordinator of Green Spaces for Health said, "The students were remarkable for their professionalism, their attention to detail, efficiency and how they shepherded the work through to its conclusion".



The winning design chosen by the client was created by Kane Curtin, Ioana Cretu and Bryan Seale, and the new GSFH brand was launched in August 2020.

Benefits of the Engagement

GSFH now has a fresh new consistent brand design, deployed across social, web and print media. The process of engagement with the students broadened the clients understanding of digital design, visual communication and the nature of the process of rebranding a community project.

Denise Cahill, Coordinator at Cork Healthy Cities said, "The students presented cutting edge options to a highly

professional level. They asked questions that assisted GSFH to think about who, what and how they wanted to engage with their community. The final presentations were an opportunity for GSFH to reflect on its priorities and to choose a design in line with these".

CIT lecturer Valerie Renehan said, "These students were given a significant opportunity to work closely with organisations in a real-world project. The collaboration with GSFH focused not only on organisational activities but introduced them to the collaborative process and extensive community work that is being undertaken in the development and reimagining of the city.

"We were consistently impressed with the students' attitude and communication skills. In short, they were a pleasure to work with and a credit to their faculty. We are very, very pleased with the finished product."

- Maria Young, Coordinator of Green Spaces for Health.



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