

Mapping the Silk Road

CLIENT	
PROJECT NAME	Mapping the Silk Road
CLIENT NAME	Whitchurch Silk Mill
UNIVERSITY CONTACT	Paul Wilson
PAID / UNPAID?	Semester 1, Year 2 Group Client Project
CLIENT CONTACT NAME Lisa Gale	STUDENT(s):
PHONE 01256 892065	PHONE
EMAIL lisa.gale@whitchurchsilkmill.org.uk	EMAIL
PROJECT <i>purpose and opportunity</i>	
1. Look, feel and creation of an infographic for Whitchurch Silk Mill to contain information and visuals pertaining to the Silk Road.	
OBJECTIVE <i>what does the project work to achieve?</i>	
<ol style="list-style-type: none"> To provide a resource that Whitchurch Silk Mill can use to demonstrate the silk road to its visitors To explain the history of the ancient network of trade routes that transported silk from the East to the West To offer a range of different interpretation levels to suit different audiences <p>Further visual reference can be found on https://en.unesco.org/silkroad/about-silk-road</p>	
TARGET AUDIENCE <i>who are we trying to reach?</i>	
Local community, tourists & visitors, professional academics & historians, schools	
ATTITUDE <i>style and tone</i>	
<p>Informative, and consistent design forming the branding for Whitchurch Silk Mill Look and feel to be fresh and exciting, with consistent branding throughout the all material related to the promotion of Whitchurch Silk Mill</p>	
MESSAGE <i>what is the key idea to be remembered?</i>	
Interesting and informational content providing detail and history of the Silk Road for visitors to engage with.	
DELIVERABLES & FORMAT <i>describe key pieces to be produced</i>	

Option to choose delivery format - banner style for physical display, perhaps as part of a temporary exhibition, or digital, which may provide greater opportunity to provide varied levels of interpretation.

SCHEDULE | *projected timeline, important dates, deadlines, etc.*

- TBC

BUDGET

Whitchurch Silk Mill can provide staff time through the Heritage Lottery Funded, Preserving the Fabric Project Activity Plan.

COMMENTS

- This project's timescales are dependent on availability of information
- Additional elements, time or smaller project elements will be agreed on individually depending on the time required

Signatures

Please ensure you have thoroughly read and understood the project details, requirements and outcomes before adding your signature below. Once all signatures are added, the details listed above are considered approved and the brief can be confirmed as final. Any further work not mentioned above will be classed as new work and covered by a new project brief.

UoW contact:

Date:

Designer/Developer Student contact:

Date:

Client contact:

Date:

Add important images / reference links here: