

## West Valley Virtual Fashion Show 2021

### **OPTIONAL SUBMISSION (Must submit logo to do optional submission!)**

#### **Design Brief for Beyond the Logo Artwork: Fashion Show Visual Language concepts**

In addition to the logo design(s) submitted, students can optionally create and submit visual concepts for how their logos can be visually incorporated with additional imagery and/or typography; propose space/location specific visuals for the overall show theme **"The Art of Creation"**.

Refer to Logo Creative brief for the details for how/where this type of imagery will be utilized. Some ideas for space: photoshoot & runway show as projected image or series of imagery (maybe printed posters), video graphics, social media promotions Instagram, misc viral marketing, as well as how it can be featured in Content Magazine:

#### **Beyond the Logo Artwork Submission Requirements & Deadline**

This submission is in addition to your logo submission. You must submit logo, too.

- Submit concept layout artwork saved in pdf file format. ( If your logo & beyond logo design concepts are selected, you should be able to provide your designs with high resolution copyright cleared original images within 3days.
- Submit a single PDF file with your concept layouts. This is additional file submission Make sure follow this naming convention:  
"wv-fashionshow2021-beyond-the-logo-YOURNAME.pdf"
- **DUE: April 12 by midnight**
- **[SUBMIT HERE VIA ONLINE SUBMISSION FORM](https://forms.gle/2cEyCxtJaYMxJomT6)**  
<https://forms.gle/2cEyCxtJaYMxJomT6>

Refer to Logo Submission Brief for reminder of full details.

**West Valley Virtual Fashion Show: 2021 Theme: The Art of Creation**

#### **Fashion Show/Brand Statement**

The annual Fashion Show at West Valley College is a big deal at West Valley College. While the Fashion Department is at the heart of the show it typically draws on the student talent of the other design disciplines to help realize the event. In the past architecture students have designed the runway, interior design students have provided a VIP reception hour prior to the show, and digital media students have provided video projections for the runway and harnessed Bay Area fashion bloggers to promote and report on the event.

The Cilker School's ongoing partnership with *Content Magazine* (2019 and 2020) provided inspiring coverage that featured profiles of each fashion student who participated in the show.

<https://www.content-magazine.com/articles/wv-fashion-2020/> The fashion show over the years, therefore, has earned a reputation for showcasing emerging talent and is a stepping stone for graduating fashion students to launch their careers. The fashion show typically hires professional models, a professional runway producer and a professional DJ so the show is slick, professional and very exciting to watch. The fashion lines developed by the students are, however, the main attraction, and their work reflects the fashion program's commitment to excellence in apparel design.