

## CASE STUDY

# Creative Partnerships Northumberland

## Design



### Background

Creative Partnerships is the Government's flagship arts programme for schools and young people, managed by Arts Council England and funded by the DfES and DCMS.

### Brief

Creative Partnerships Northumberland required a brochure that would reflect the ethos, aims and ambitions of the organisation to assist in developing partnerships with local schools and organisations. The brief was to create something which was colourful and bright, highly creative and of a format that could be easily read and not overlooked by busy individuals.

### Outcome

DTW's design reflected all these elements, making good use of engaging photography, tabbed indexing of sections and succinct, easily-read copy.

The client's reaction was:

*" I love them! .... Thanks for all of your help and, of course, for being so accommodating to our changes."*

Sue Lovell, Creative Partnerships



### Anthem for Northumberland Brochure and Programme

#### Brief

Anthem for Northumberland was an ambitious creative project of film and music, involving children from schools throughout Northumberland working with some of the country's top musicians and film makers. The project culminated in a performance at The Sage, Gateshead.

Working to tight deadlines, DTW was asked to design a souvenir brochure and programme to incorporate the 'story' of the project and profile the children and artists involved.

The brochure was designed to reflect the creative success of the project, showing a variety of style, but still upholding Creative Partnerships' corporate guidelines. Careful consideration was given to the paper stock chosen to ensure the best reproduction of the photography used and the feel of the finished brochure.



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