

Roaming Schoolhouse project

Background

This project is to create market communications material for Roaming Schoolhouse of Paris:

1. a generic brochure, at least size A4 folded once to make an A5
2. YouTube channel header image (called also a banner)
3. another communication item of your choice
4. text document explaining your work.

For an introduction, see the website at roamingschoolhouse.com.

Roaming Schoolhouse delivers weekly classes and holiday day camps, in English, in and around Paris, to English speaking children who are in the French education system. They provide English learning to bilingual children, in a fun and structured environment, by qualified English teachers who are of English mother tongue.

According to a communication piece these classes and camps are to “maintain and improve English in general, make English-speaking friends, get exposure to English speaking culture, improve written English”, “have a more anglo experience in the classroom and have just fun”.

Another reason why parents send their children to Roaming Schoolhouse is to help prepare for the competitive entrance exams of the international English high schools in Île-de-France.

Roaming Schoolhouse was founded 2006 and grown as an entrepreneurial venture, and became an association in 2022.

Mandate

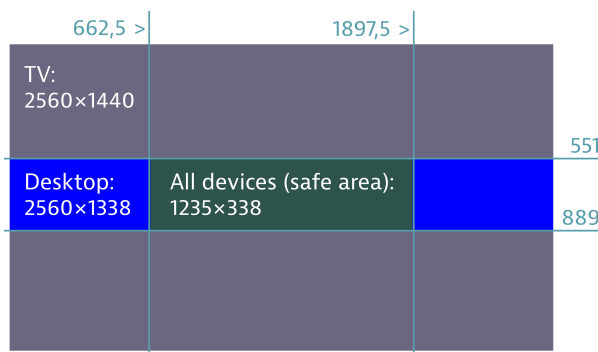
1. Brochure

You should write the text, find images and do the design (in InDesign obviously) for a ready-for-print PDF brochure which compellingly advertises Roaming Schoolhouse. You should decide on the format. Such a brochure might serve as an advertising piece and could be placed in the likes of English bookshops, clubs and associations. To help the customer get a feel for what you are proposing, you are required to mock this up either from a photograph (by you) of a physical mockup or from a PSD mockup template if you can find one, or both.

2. YouTube banner

Be aware that a YouTube banner has to work for TV, desktop and mobile — so in three pixel sizes as indicated here. One way to do this is to create a 2560 × 1440 pixel InDesign document, and create 4 guides as indicated here. All important logos and texts need to go into the “safe area”.

one page follows



3. Communication piece of your choice

Design another communication piece, either for-print or for social media, that you deem would be useful.

4. Justification

Explain your design choices in a PDF text file entitled `readme.pdf`. Here you could additionally explain your marketing opinions on how your designed pieces could be used.

Resources

- A collection of resources has been placed in goolcat.com/stuff/RSH-for-ISCOM.zip (about 80MB). This includes
 - images that you might want to use (but you are encouraged to find your own photos)
 - mini *charte graphique* (style guide)
 - example of some previous communication pieces.
- For the brochure, the images that you use need to be of sufficient size for print, except when you use stock images, in which case you should leave the watermark logo (traditionally you would purchase the image after the customer has approved your choice). Here is where I give tips on [where to find large licence-free images on the internet](#).
- The website font is *Poppins* and the print font *Avenir Next*. Because *Avenir Next* is not freely available, you should use *Poppins* which you can get for free from the Adobe Creative Cloud or from Google Fonts.
- Print settings should be taken from onlineprinters.co.uk (or if you prefer in French at onlineprinters.fr), on an assumption that your designs will be printed there.

Project hand-in

The project hand-in deadline is as per my course website. You should place the following files into a single directory named `SURNAME_Firstname`, then ZIP this file, and upload the ZIP file to the provided Microsoft Teams space. Here are the files you need to prepare:

1. for the brochure a for-print PDF and a mockup image
2. for the YouTube banner a 2560 x 1440 pixel image, either as JPG or PNG as appropriate
3. another useful communication piece
4. and file entitled `readme.pdf`, where could explain your choices.

Notes and things

- The promoter does not have the right to use your work without your consent.