

# ISCOM Paris 2022

## INTER5 PAO project brief: Treasurehunt Paris

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### Background

This project is about furthering a visual identity and creating communication pieces for Treasurehunt Paris — whose website [treasurehunt.paris](https://treasurehunt.paris) has recently gone live.

Treasurehunt Paris provides an array of buying and personal shopping services at the Marché aux Puces de Saint-Ouen. *The Puces*, as it is affectionally known, is just north of Paris and is the largest market in the world for antique, design and vintage.

Treasurehunt Paris' customers are generally wealthy Americans (other nationalities too). The promoter, entrepreneur Riad Kneife, has a long track record as a practitioner and private shopper in this segment. He previously marketed himself as just Riad Kneife, but he has recently formed a company and is leveraging his success by establishing Treasurehunt Paris as a brand.

See a PDF of Kneife's old brochure at [iscom/millner.fr/down5/kneife-old-brochure.pdf](https://iscom/millner.fr/down5/kneife-old-brochure.pdf) — recto verso with two folds to render six A5 pages.

The new Treasurehunt Paris provides essentially the same services as the “old” Riad Kneife, with the exception that the company has very recently created a “refuge space” or lounge, just off the market. This is unique — the competition does not have this. Furthermore, Treasurehunt Paris plans to become active also in delivering corporate hospitality services: “a day on the market”.

Because Treasurehunt Paris is so new, no market communication material exists for this initiative, with the exception of the website. And, the brand does not yet have a logo.

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### Mandate

You should build the following

1. logo, which you should describe and show a few application examples
2. business Card — you choose the format
3. glossy folded for-print brochure — you choose the format
4. PDF-for-print flyer A5 single page recto-verso for placing in hotels and the local tourist office; plus the same as PDF for printing on an office printer; plus the same ad PDF for attachment with emails
5. banner image for a YouTube channel, and for a LinkedIn profile
6. optionally: any other market communication piece you believe is particularly useful
7. short non-presentation document substantiating your choices.

For 3. and 4. above you should emphasise personal shopping services (including the Advise, Source, Authenticate, Purchase, and Ship), and the refuge-lounge space. You do not need to mention Interior Design or *Instantiques*. You should write the texts and choose the images.

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## Resources

- A collection of images that you might want to use can be found at [treasurehunt.paris/stuff/treasure-pics.zip](http://treasurehunt.paris/stuff/treasure-pics.zip).  
The images that you use need to be of sufficient size, 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).
- The website fonts are *Cormorant Garamond* and *Heebo*. These you can get for free from the Adobe Creative Cloud or from Google Fonts. You might want to use these with your brochure and/or logo, or maybe not.
- Background Puces information can be found on their Puces website at [pucesdeparissaintouen.com/en/](http://pucesdeparissaintouen.com/en/).
- Print settings could be taken from [onlineprinters.co.uk](http://onlineprinters.co.uk) (or if you prefer in French at [onlineprinters.fr](http://onlineprinters.fr)), on an assumption that your designs will be printed there. If this printer does not offer the format that you want, then choose another on-line printer, and state your choice.  
I give you the OnlinePrinters InDesign PDF export print settings link because it is hard to find on the website: [click here](#).
- You can find the business card text at [iscom.millner.fr/down5/treasure-buscard.txt](http://iscom.millner.fr/down5/treasure-buscard.txt).

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## Emphasis

The course title is "PAO", which means *Publication Assistée par Ordinateur* which translates into English as "DTP" for *Desk-Top Publishing*. This is old terminology, but the course intent is obvious. And, note that publishing does not mean only publishing-for-print.

But importantly, desktop publishing using InDesign with Photoshop and Illustrator cannot (should not) be separated from composing compelling content and from sound graphic design. So, while you will be marked on the quality and substantiation of your design, on how well you conjure the market communication pieces (brochure, flyer...) and on your execution in general, emphasis will be given also to you not making any mistakes with things like for-print document settings, bleed, colour profiles, image size, PDF settings etc. — the boring stuff — which at your level you should not be getting wrong. We will be going through all these things in class.

(Re-iterating: This project is less about delivering a formal and fully substantiated visual identity package, although you are required to design and describe a logo with some examples, and more about creating effective and correctly specified market communication material.)

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## Project hand-in

For your final submission, you should place all the requisite PDF files plus the InDesign files for mandate items 2., 3., 4. and 5. into a single directory named "treasure\_LASTNAME\_firstname", then zip this folder, and then upload the single zipped file to the Microsoft Teams space provided. The deadline for handing this in is as written on my website [iscom.millner.fr/inter5](http://iscom.millner.fr/inter5).

### Notes and things

- The promoter does not have the right to use your work without your consent.
- The Puces, which I regard as being one of Paris' hidden treasures, is divided into about eight separate markets, each with its own style-and-atmosphere. If you ever visit, you should do so on a weekend. My three favourite markets are Paul Bert, Serpette, and Vernaison.