

TORONTO WNBA BRAND DESIGNER

SUBMISSION BRIEF TORONTO

IN ORDER TO APPLY FOR THIS ROLE YOU MUST FOLLOW OUR **3 STEP SUBMISSION PROCESS.**

#1

COMPLETE YOUR CASE STUDY EXAMPLES

#2

COMPLETE YOUR VIDEO SUBMISSION

#3

SUBMIT YOUR WORK AND APPLICATION THROUGH OUR ONLINE APPLICATION PORTAL (SLIDEROOM)

1. CLICK THE 'APPLY NOW' BUTTON AT [NAMEYOURTEAM.CA/CALL-FOR-DESIGNERS](https://nameyourteam.ca/call-for-designers)
2. CREATE YOUR SLIDEROOM ACCOUNT
3. FILL OUT THE APPLICATION FORM, SUBMIT YOUR FILES IN SLIDEROOM
4. ONCE SUBMITTED SUCCESSFULLY YOU WILL RECEIVE AN EMAIL INDICATING THAT YOUR SUBMISSION IS COMPLETE AND RECEIVED

STEP 1: CASE STUDY SUBMISSION

Please submit up to two brand case studies for brands that you have designed.

The brand does not need to be real, but the work does need to be original work that you created.

REQUIREMENTS:

- Each case study must follow our submission breakout
- No more than three pages per case study
- No more than two case studies can be submitted
- Both case studies should be included in a single PDF file
- Your PDF submission should not exceed a 10 mb file size limit

SUBMISSION BREAKOUT:

PAGE #1	PROJECT INTRODUCTION PAGE 2-3 SENTENCES ABOUT THE PROJECT, AND YOUR ROLE AND RESPONSIBILITIES
PAGE #2	PRIMARY LOGO SECONDARY LOGO OR LOGOMARK (IF APPLICABLE) COLOUR SYSTEM TYPOGRAPHY ADDITIONAL CREATIVE (ICONS, PHOTOGRAPHY, PATTERNS ETC.)
PAGE #3	BRAND APPLICATIONS EXAMPLES OF THE BRAND IN ACTION

STEP 2: VIDEO SUBMISSION

Please submit a 1-minute video answering the following content requirements.

CONTENT REQUIREMENTS:

#1

INTRODUCE YOURSELF TO THE TEAM

#2

WHY ARE YOU EXCITED ABOUT THIS PROJECT?

#3

WHAT MAKES YOU A GOOD ADDITION TO THE TEAM?

TIPS FOR RECORDING AND SUBMITTING HIGHER-QUALITY VIDEOS:

- **SETTING:** Set your phone to record in the highest quality (1080p or 4K)
- **FILMING:** Film horizontally, aka landscape. Ensure you are facing the camera directly. This will enhance the quality of the image or video. Do not use motion graphics, videos, animations, or filters.
- **AUDIO:** Speak clearly. Use a good quality microphone. If you're using a smartphone, you can also try adding an external microphone. Record in a quiet place with minimal distractions and avoid echo. Position yourself close enough to the microphone to get a clear signal, but not too close.
- **SOUND:** Minimize background noise and distractions, such as fans, air conditioners, or anything that will distract and take away from your video.
- **LIGHT:** Highlight your face by facing a window or adding a light off to an angle.
- **SAVE:** Backup footage using Google Photos, Dropbox, or iCloud. It's best to have multiple backups saved.
- **LOOK UP:** Take a look at past Penske submissions and see what a good video looks like.