

SCHEDA TECNICA

The communication project must concern creative ideas linked to the NEW DECUMAN. This creativity must connote uniformly both the communication outside the experience of the NEW DECUMAN project, and the ways of using the information transmitted by the decuman itself. The information must regard the special features of Via Garibaldi and especially its tourism and commercial aspects. The presence along the street of public bodies also suggests that content of an institutional nature can be envisaged.

The proposals must illustrate:

1. general creative design (logo, headline, pay-off);
2. development of the creative idea in four paper formats (postcard, 3-leaf A4 brochure, poster, sticker for shop window display);
3. development in web pages to be used through advertising supports and shop window displays.

The material described in point 2 must be illustrated on paper as envisaged. The outline organisation of these presentations is free.

In particular, point 3, must be illustrated by a film lasting at the most 1 minute. This film will be delivered on CD-ROM whose format must be one of those most commonly used, readable in Microsoft Windows.

The technical information must contain all the computer details necessary.

The contents regarding the street may also be inserted as examples relating to different urban situations, but in any case concerning commercial, tourism and institutional topics.