

Material Brief

Design Matters “Year Round” Events

WHAT IS DESIGN MATTERS

Design Matters, an online design hub, is a new portal to promote design in Victoria to the Victorian public, and national and international visitors to our state. We believe this gives us a real opportunity to raise awareness of the importance of design and how vital design is to the future of Victoria. We welcome your involvement in the program so that together we can build on Melbourne's status as an International Design Centre and to draw attention to the great design and design events happening throughout Victoria.

EVENT CRITERIA

Event Type

The criteria for the type event is open (within reason), so long as the event is CLEARLY DESIGN RELATED. Your event could be an exhibition, lecture series, short course, festival, market, workshop, party, installation...

Dates

Events can run anytime from April 18, 2013 onwards. Events can be of any duration.

Location

All events must take place WITHIN VICTORIA. If you have multiple events under the one banner, with some taking place in other locations, please only send information about the Victorian events.

CONTENT REQUIREMENTS

Images requirements:

Please provide between 1 and 3 Images that represent your event. Not your logo. Not your brand. The images need to be clear, interesting and simple enough to communicate as a thumbnail on the website.

Images must be in the following format: jpeg 72dpi 1000 x 1000 pixels

Please note, 'Picture One' is the hero image which will appear in the thumbnail on the list of events page (please see examples of the design below).

If you have any copyright (or caption) text that is required to be shown alongside any of your images, please include this in the corresponding boxes.

Copy requirements:

1. The **Event Title**
This can be no longer than approximately 8 words as there is VERY limited space in the Event Thumbnail page (please see examples below). If your event title is longer, you will need to shorten it, and then use the full title at the beginning of your 'description of event' blurb'.
2. The **Start Date** and **End Date** of your event.
3. The **Venue** of your event.
The venue where the event will be held, including the address.

4. **Description of event** – 100 words (max)
This copy should describe what your event is, why the general population would be interested in attending and what benefit they will get out of attending.

Please include in your description (this can be in addition to the 100 words) any unusual detail about the time, date or location of your event (for example, if your event runs from June 3 to July 4, however is only open Tuesday – Friday, please include this in the blurb as the site does not specify times nor account for days your event may be closed within the window of dates).
5. The **Web address** of your event
If you would like us to link to your event website, please provide an address.

Event Filtering requirements:

There are a series of 'filter' options on the website. It is imperative that you choose at least one filter from each section so that you appear in searches. If your event does not fall under any of the Topics or Categories, please contact us directly. Please also refrain from selecting all criteria as the filtering will not work. Please just select the MOST APPROPRIATE for your event.

1. Please advise which of these **TOPICS** your event covers:
 - Architecture, Interior, Landscape & Urban Design
 - Art, Craft, Illustration & Photography
 - Design Research
 - Fashion & Accessories Design
 - Film & Animation Design
 - Furniture, Lighting, Product & Industrial Design
 - Graphic & Packaging Design
 - Interactive, Digital, Games & Online Design
 - Service Design
2. Please advise which of these **CATEGORIES** your event covers:
 - Competition/ Award
 - Conference
 - Dining
 - Exhibition
 - Family Friendly
 - Market / Retail
 - Social Events
 - Workshop/ Interactive
3. Please advise which **REGION** your event will be held:
 - Melbourne
 - Grampians
 - Great Ocean Road
 - Melbourne
 - Mornington Peninsula
 - Goldfields
 - High Country
 - The Murray
 - Yarra Valley & Dandenong Ranges
 - Daylesford & the Macedon Ranges
 - Phillip Island

PLEASE REFER TO THE FOLLOWING PAGE FOR EXAMPLES OF HOW YOUR EVENT WILL APPEAR ON THE WEBSITE:

Your event will appear on the website in two formats, firstly in the events listing page (see **Example One** below); and secondly on a dedicated page for your event (see **Example Two** below).

EXAMPLE ONE - EVENT THUMBNAILS

The user will first see a listing of all events (a series of small thumbnails like these example below). When the user clicks on the thumbnail or 'Continue Reading...' they will be taken to the full event listing (Example Two below).



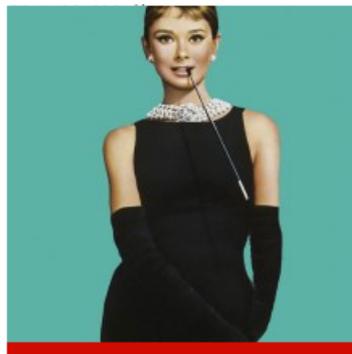
Desert Island Flicks

Castaway with Neville Page. Award-winning designer Neville Page ('Star Trek', 'Avatar', 'Prometheus') discusses his top five films of all time. It's a simple premise that promises a treasure trove of fascinating insights. Join our celebrity 'castaways' as they reveal the ...
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30 Apr 2013



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Hollywood Costumes

Imagine the Wizard of Oz without Dorothy's ruby slippers, no little black dress in Breakfast at Tiffany's, or an accessory-free Jack Sparrow in Pirates of the Caribbean. Costume design plays a pivotal role in creating the magic of film ...
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24 Apr to 18 Aug 2013



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EXAMPLE TWO - FULL EVENT LISTING

When the user clicks the thumbnail (see Example One above) they are taken to a full event listing page like the one below, where full details can about your event can be found - including a link to your website.

The Cicely & Colin Rigg Contemporary Design Award

The *Cicely & Colin Rigg Contemporary Design Award* is a generous legacy of the late Colin Rigg, a former Secretary of the Felton Bequests' Committee. The Award highlights the vibrancy of contemporary Victorian design and reflects the NGV's continuing support for contemporary design. Held every three years, each exhibition is devoted to a particular discipline. In 2012 the exhibition is dedicated to vessels and the notion of containment. This year's artists work in diverse media including ceramics, glass, metalwork, plastics and natural materials. This Award is generously supported by the Cicely & Colin Rigg Bequest, managed by ANZ Trustees.

Date

Thursday 11 April
to Sunday 21 July 2013

Venue

The Ian Potter Centre: NGV Australia,
Federation Square

11 Apr to 21 Jul 2013



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