Design Brief

2017 ICAD Upstarts

iRemember by Apple inc.
Apple have saved us all! In 2017 Apple computers will launch their most game changing device ever. The iRemember, a time capsule device that lets you upload your consciousness onto the cloud so that you can live forever online, neat huh?

Brief:
Create an identity campaign to get techno-phobic, older people to sign up for the very expensive, iRemember.

USP:
You'll live forever.

Audience:
Retired, older Irish people (70+)

Tone:
Apple, uplifting & positive.

Requirements:
Apple logo.

Deliverables:
a) Create an identity for iRemember

and do ONE either b) or c)...
b) Implement your identity on product packaging.
c) Create an app interface template (this does not need to be functioning)

Deadline:
July 14, 2017

To upload your work and apply to the 2017 ICAD Upstarts Programme, go to:
https://www.icad.ie/learning/graduates/upstarts-application/

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