**DESIGN BRIEF**

**THE PROJECT**

To produce a graphic background for a 100 cm wide by 200 cm high Pull-Up Display banner containing a Buddhist text in three languages: Tibetan, Mandarin and English. The design should be simple (not drawing attention away from the text). This design should then be varied and used for the next banner and so on until the 10th banner. When the banners are lined up, they should form a single design that is 1000 cm wide by 200 cm high.

An alternative way to look at the project is to produce a graphic background of 1000 cm width by 200 cm height that is then splitted into ten separate 100 cm wide by 200 cm high graphic to be used as background for 10 Buddhist texts (text 1, 2, 3, 4, 5, 6, 7, 8, 9a, 9b) on 10 Pull-Up Display Banners, the text in each banner being in the three languages mentioned earlier.

In either perspective, the design should be simple and not draw attention away from the texts.

**BACKGROUND**

1. The Pull Up Display Banners will be used to line a wall of a hall that will be used for a Tibetan Buddhist event.
2. The purpose of the Pull Up Displays is twofold: (1) as decoration; (2) to provide information.
3. Each text will carry a specific Buddhist verse in three languages: Tibetan, Mandarin and English.

**DESIGN REQUIREMENT**

1. The contents of each Display will consist of (i) a logo at the top left-hand corner, (ii) a title, (iii) the text itself and (iv) a dedication, in this order from top to the bottom of the display and (iv) the background graphic. The logo and the dedication are the same for all the Displays.
2. Unless there are aesthetic reasons for doing otherwise, the Title should start at the same distance from the top of each Pull Up Display.
3. Similarly, unless there are aesthetic reasons for doing otherwise, the Dedication should end at the same distance from the bottom of each Pull Up Display.
4. The font styles and font sizes chosen for each language must be the same across all the Pull Up Displays.
5. The colour scheme of the background must be light, warm and bright.
6. The graphic should project a feeling of serenity or happiness or both.
7. Any symbol used in the design must be Buddhist. Examples of Buddhist symbols will be the Bodhi leaves, offering lamps, lotus flowers, Dharma wheel, Buddhist swastika, infinite knot, sun and moon, prayer wheel, the seven symbols of royalty in Tibetan Buddhism, the eight auspicious signs in Tibetan Buddhism, prayer flags, etc.
8. Except for Text 9a and Text 9b which have to be kept in that order, you may order the texts (and therefore the Pull-Up Displays) in whichever way you deemed to be aesthetically appropriate when the Displays are lined up.
9. The 10 Pull Up Display Banners when lined up together must look aesthetically pleasing.
10. To provide for each Pull Up Display, the original source file and a PDF file that can be given to the printer for printing onto the 10 Pull Up Display Banners (100cm W x 200cm H) without pixelation.

**FILES**

1. Design Brief
2. Tibetan fonts (needed in order to be able to see the Tibetan text in the MS Word file provided).
3. MS Word file containing (i) the Texts together with their titles, (ii) the Dedication.
4. PDF of Tibetan text for those who have problem viewing the Tibetan in the MS Word file despite having downloaded the Tibetan fonts into the Fonts file of your computer.
5. Logo file