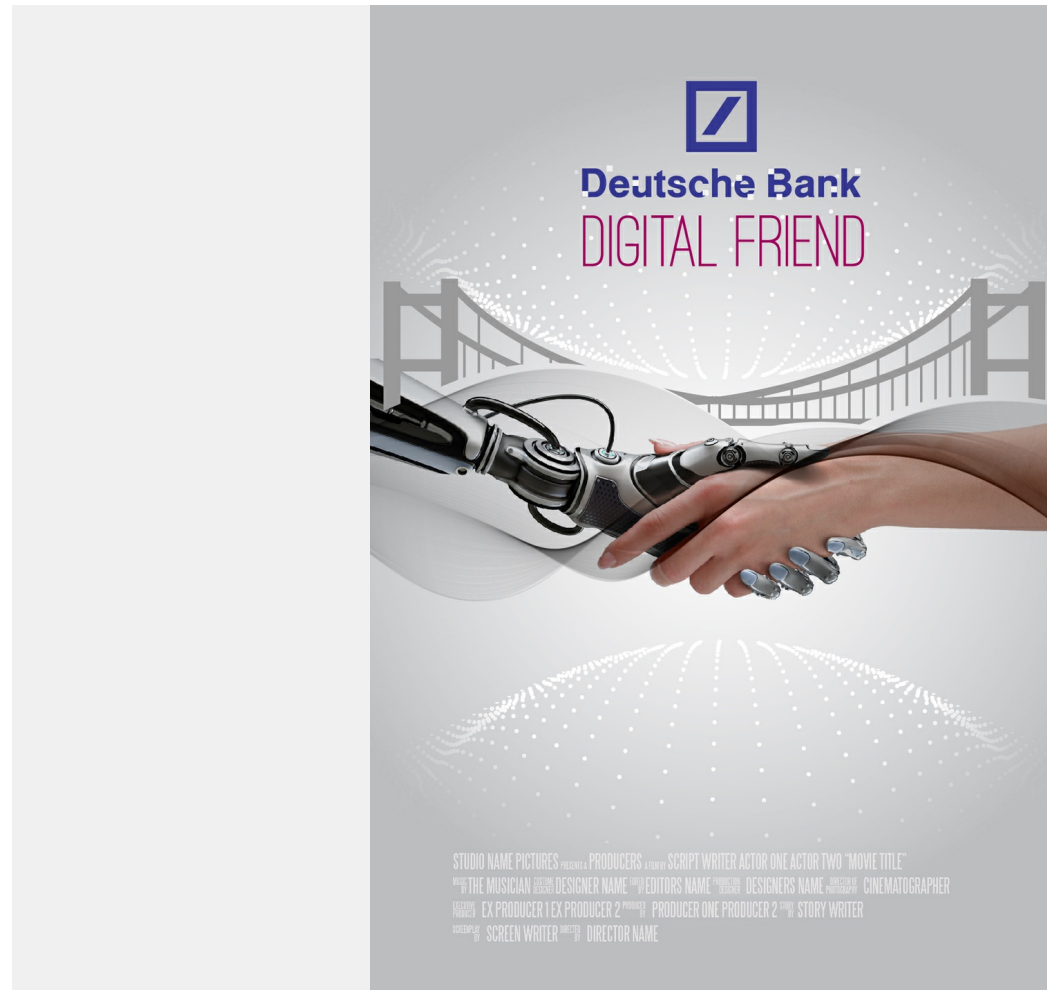


1/6 **Follow the Leader - The Digital Friend**

Digital Leader – a Bridge between humans and digitalization.



Solution

As the brief says: "Digital leaders are the people in an organization who build technological bridges with a human touch and help to connect the old and the new culture". We have visualized this literally.

Status: 15.06.2018

Follow the Leader

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Follow the Leader - The Digital Friend

Digital Leader – a Bridge between humans and digitalization.

Please explain how your poster brings the idea of digital leadership to life?

We based our idea on colors, symbols and proportions which are characteristic for the desired message. Everything is put together with a purpose - handshake symbolises unification, the bridge means connection, yellow and orange colors stand for social communication and optimism. We made three different posters, depicting Berlin and Frankfurt, which put the accent towards appropriate values and communication direction.

Follow the Leader

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Follow the Leader - The Digital Friend

Digital Leader – a Bridge between humans and digitalization.

Please provide a summary of your film script/storyboard:

Please refer to the provided template and slides.

Follow the Leader

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Follow the Leader - The Digital Friend

Digital Leader – a Bridge between humans and digitalization.

What makes your film poster and script special?

We believe that proposed posters and script work together very well. Their messages are direct and easy to follow, in the same time walking away from clichés. The visuals of posters promote the idea of brighter future, achieved together. The script aims to show people that digitalization is something good and helpful. Everyone could be “Digital Leader” and that is the main lesson and the strongest point of the script.

Follow the Leader

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Follow the Leader - The Digital Friend

Digital Leader – a Bridge between humans and digitalization.

Are all parts of the design 100% your original work or did you use any stock or third party material? If yes, please link all stock, fonts and Creative Commons material here:

We have used stock images (hands, cities, Deutsche Bank employees) and font.

Follow the Leader

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Follow the Leader - The Digital Friend

Digital Leader – a Bridge between humans and digitalization.

Creative's profile



Mariya_ PRO
Creative

Creative's top 5 skills

Product Design, Interior Design, Packaging Design, Textile Design, Service Design

Collaborators



Oleksandr Galeta PRO
Ivano-Frankivsk, Ukraine