

Digital Graphic Design - Jayne Dutra

Ashland New Plays Festival Women's Invitational

Winter 2016

This logo was designed by another company and the Festival decided to keep it for the event in March 2016.



I used the logo to create a variety of banners, ad cards and other graphic elements used to market the event on Twitter, the ANPF website and Facebook for advertising, announcements and digital campaigns in a way that preserved the event branding.

At right is the three-shot graphic for the winners announcement.



The image shows a browser window displaying the Twitter profile of ANPF (@anpf12). The browser's address bar shows the URL <https://twitter.com/anpf12>. The profile banner features a large, stylized graphic with the text: "Three Women Three Plays One Extraordinary Weekend" in a serif font, and "WOMEN'S INVITATIONAL ASHLAND NEW PLAYS FESTIVAL" in a bold, sans-serif font. Below this, it says "MARCH 25 - 27 2016". On the left side of the banner is a logo for "ANPF 2016".

The profile information includes:

- ANPF** (@anpf12) **FOLLOWS YOU**
- An international competition encouraging playwrights in the creation of new works through public readings, talk backs and workshops.
- Ashland, OR
- ashlandnewplays.org
- 299 TWEETS, 243 FOLLOWING, 127 FOLLOWERS, 282 LIKES
- Following button

The main content area shows a pinned tweet from ANPF (@anpf12) dated Jan 27:

ANPF @anpf12 · Jan 27
 Ashland New Plays Festival bit.ly/1JF1c7G is sponsoring the Women's Invitational Event Mar 25-27th Follow us on Facebook & Twitter!

Below the pinned tweet is another tweet from ANPF (@anpf12) dated Apr 1: "Glad you enjoyed it!"

On the right side, the "Who to follow" section lists:

- Steve MacLaughlin @SMac... (Follow)
- PhilanTopic @pndblog (Follow)

The "Trends" section shows #gilectomy and UCLA.

Twitter Banner



Three Women
Three Plays
One Extraordinary Weekend

COST OF LIVING

MARTYNA MAJOK



Three Women
Three Plays
One Extraordinary Weekend

HANNAH AND THE DREAD GAZEBO

JIEHAE PARK



WOMEN'S INVITATIONAL
ASHLAND NEW PLAYS FESTIVAL

March 25-27 2016



WOMEN'S INVITATIONAL
ASHLAND NEW PLAYS FESTIVAL

March 25-27 2016


Digital Ad Cards with Winning Playwrights and Titles



Three Women
Three Plays
One Extraordinary Weekend

RACHEL KOSTRNA
Cast Member

HANNAH AND THE DREAD GAZEBO



Three Women
Three Plays
One Extraordinary Weekend

MOSES VILLARAMA
Cast Member

HANNAH AND THE DREAD GAZEBO



WOMEN'S INVITATIONAL
ASHLAND NEW PLAYS FESTIVAL

March 25-27 2016



WOMEN'S INVITATIONAL
ASHLAND NEW PLAYS FESTIVAL

March 25-27 2016

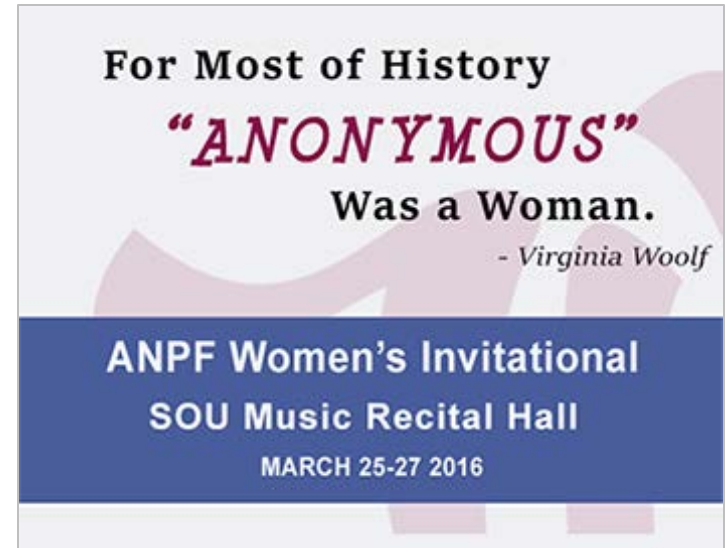
Digital Ad Cards with Cast Members



Facebook Banner



Digital ad for the Roundtable Discussion event used on Twitter and Facebook.



Website panel

“What female playwrights bring to the table is a perspective different from what is assumed, from the default perspective we are used to seeing.”

Martyna Majok,
Author of *Cost of Living*



Join Us
for a Reading of
Martyna's Play
March 25-27th

Playwright Quote Series

Three Plays

Three Women

One Extraordinary Weekend

Tickets On Sale Now!

ANPF
Women's Invitational

SOU Music Recital Hall
March 25-27, 2016

Website
side panel



A Playwrights Workshop
with EM Lewis and Laura Jacqmin



Dramatists
Guild
Fund 

Saturday, March 26 at 10:00 am
Headwaters Building, 84 Fourth St.

Digital ad for the Playwrights Workshop event
used on Twitter and Facebook.