

Admission test for the BTS Réalisateur graphique course | Session 2024

All companies need a strong and appealing graphic identity. Now you are going to define a logo and a poster for the daily activities of Bioverde.

Bioverde is a project cultivated by Luxembourgish local farmers, who have decided to come together to offer local food and traditional recipes to citizens.



BIOVERDE is a project cultivated by Luxembourgish local farmers, who have decided to come together in order to offer local food and traditional recipes to citizens.

TASK 1 - LOGO # ILLUSTRATOR

This logo will be the main element of the company identity. It must be vector based. The logo can contain an "illustration" or it can be only typographic.

Colours: minimum 2 colours, maximum 3 colours

Required elements:

- Name: Bioverde
- Slogan: Back to the roots

You must deliver:

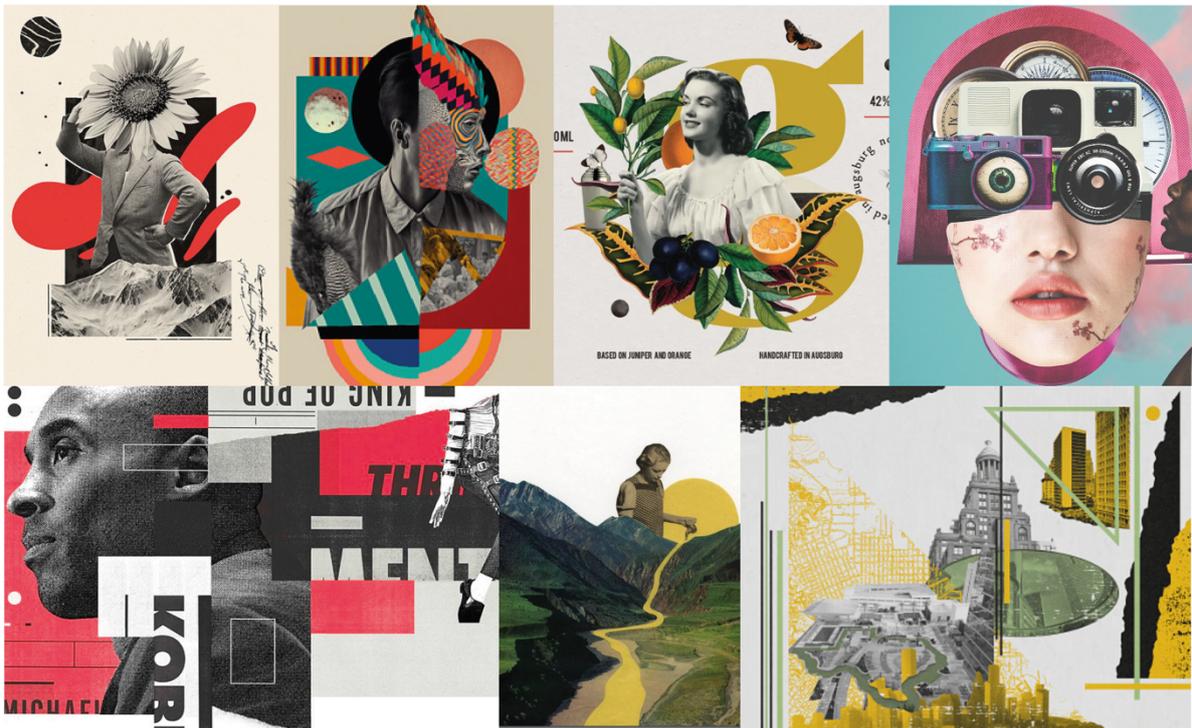
- One Illustrator file of the logo
- One A4 print out of the logo

Task 2

You are required to create a poster for the Bioverde project. The key image for the poster must be a collage of at least 3 pictures from the file <Bioverde sample pictures>. The logo must be integrated in the poster.

This will be the first commercial poster of the brand. It should on one hand showcase the brands identity and on the other hand keep a young vibe.

Examples of a collage :



Technical specifications:

Poster size: 420 x 594 (portrait)

Bleed: 3 mm

Colours: CMYK

Required elements:

- The Bioverde logo
- The following text:

Bioverde
Back to the roots

Join our Workshop: Garden Wonders

The 21 and 24th of July 2024

Registration and more infos at: www.citronelle.com

Or come and visit us at: Bioverde 14 rue des Prés L-7561 Mersch

- At least 3 images combined in a collage/montage - from the file <Bioverde sample pictures>
- The partner which you can find in a folder named <partner_logos>.

You must deliver:

- A package from Indesign with all your images (like logo, collage ...)
- Create a 'high quality' PDF document for your poster, ready for printing.
- An A3 print of your Poster

Submission

Gather the Indesign file, the Illustrator file, the PDF and all the elements (photos, illustrations, fonts, etc.) used during the development of your work in the folder entitled <first name> located in the <BTSRG_Admission2024> folder on your computer desktop.

Time table

- Total duration of the test: 4 hours, from 9.15 a.m. to 1.15 p.m.
- Approximately :
 - 30min - 1h to prepare the documents: planning, organisation, ideas, sketches ;
 - 2h - 3h for producing the documents: illustration, layout, typography, editing ;
 - 30min - 1h to finalise the documents: checking, b/w printing, pdf creation.

Instructions

- You do not have an internet connection.
- You must therefore use your own illustrations.
- You can use the images and partners logos provided and rework them using your own resources and/or software.

Background information on the client

Bioverde is a project cultivated by Luxembourgish local farmers, who have decided to come together to offer local food and traditional recipes to citizens.

Those farmers main goal is to recentre on nature and to rediscover traditions. Their main public are young adults. Trying to live in a more responsible way, Bioverde has become a way of living for many. The brand focuses on 3 main aspects: living ecologically, rebonding with nature and rediscovering cultural heritage through food and activities. Therefore its slogan is: A natural bond

Activities

The activities offered by Bioverde are very varied and always sustained by local experts. They are designed in order to enable participants to reconnect with nature in a more sustainable way of life. Some activities are all around the year available, other are offered only at a certain moment.

- Gardening
- Wool and knitting
- Picking mushrooms and recognising plants
- Varied cooking according to seasons
- Harvest and cultural heritage