

TEACH

Spring Recruitment Weekend

BOSS



2023 HERMES CREATIVE AWARD
03/16/23

April 23
On-site Interview & Hiring Event
12pm-3pm
George W. Carver High School
3900 24th St. N
Birmingham, AL 35094

The "Teach BCS" Birmingham City Schools Teacher Recruitment Event graphics campaign is an attention-grabbing set of visually compelling designs. The use of vibrant and dynamic 3D graphic design elements are intertwined to capture the interest of a variety of potential job candidates. Each of the designs in this campaign is tailored toward a specific profession within the educational system, from teachers and administrators, to food service workers and custodial positions.

The design also features a vibrant color palette that is heavily inspired by the district's own color scheme. The use of bold and contrasting colors helps to create a visually exciting and engaging design that is in line with the district's values and mission. The overall design aesthetic is reflective of the district's commitment to enhancing students' educational experiences by attracting and retaining high-quality educators. These elements add a sense of depth and texture to the design while communicating assiduously the range of different roles available to prospective candidates.



Print Campaign

BIRMINGHAM CITY SCHOOLS
TEACH BCS
Spring Recruitment Weekend

April 22
Meet & Greet
6pm-8pm
The Pixel Room
6200 Grand River Pkwy #646
Leeds, AL 35094

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THANK YOU FOR YOUR CONSIDERATION!

FOR MORE INFORMATION PLEASE CONTACT
MOSES EVERETT
DIRECTOR OF CREATIVE SERVICES
MOSES@KQCOMMUNICATIONS.COM