

Press Release Summer 2009 Rotherham Council Community Project:

Extended Services Brochure

fwd:motion worked alongside Kimberworth and Ferham Schools to set a competition as part of a community project set by Rotherham Council, pupils were asked to design a brochure that is to be printed and distributed in and around Rotherham showcasing Extended Services offered to pupils and their carers.

The project involved a member of fwd:motion going into both schools and working alongside the children and teachers discussing ideas, and helping to develop them into finished concepts and visual designs.

The children pitched their design concepts to, fwd:motion, representatives of Rotherham Council and the Schools headmaster, this was done in a 'Dragons Den' approach with comments and feedback given and a winner chosen.

The winning team will see their designs turned into a printed brochure and will even appear as sea creatures within the brochure so will become a part of the design!

The children from the winning team were also invited to the grounds of Renishaw Hall which is home to fwd:motion, where they took part in a tree trail and had an insight into the workings of a design studio and saw their design being created professionally by the fwd:motion team.



The winning school children illustrated by fwd:motion as they will appear in the printed brochure.