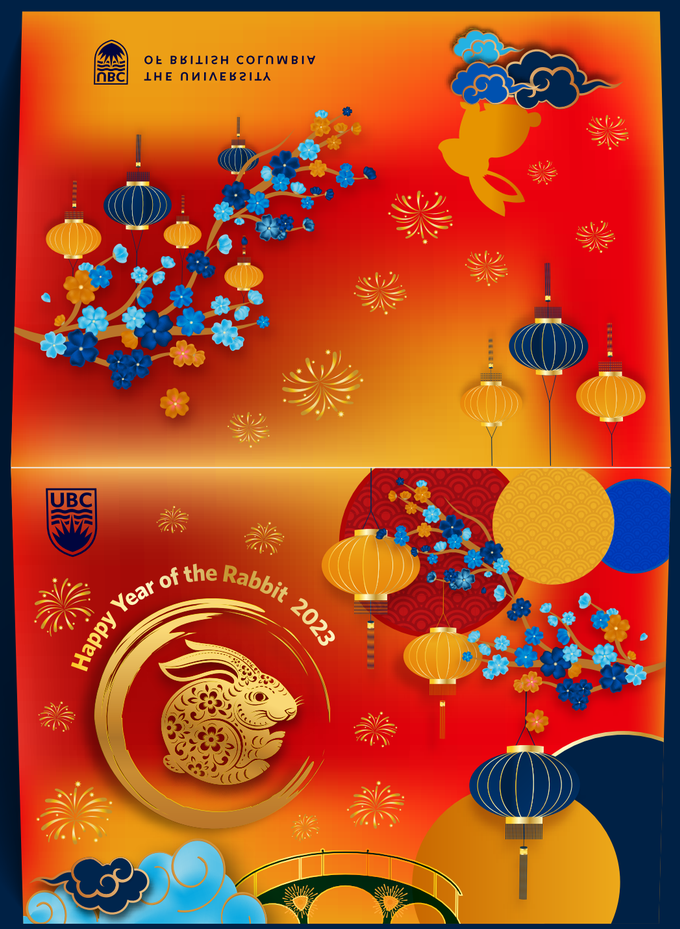
Lunar New Year 2023 | University of British Columbia

CASE Awards Entry (Invitation Design and Key Art Illustration)



Invitation: Front and Back Designs
(Key Art Illustration & Design)

Invitation: Inside Content & Design
(Illustration & Design)

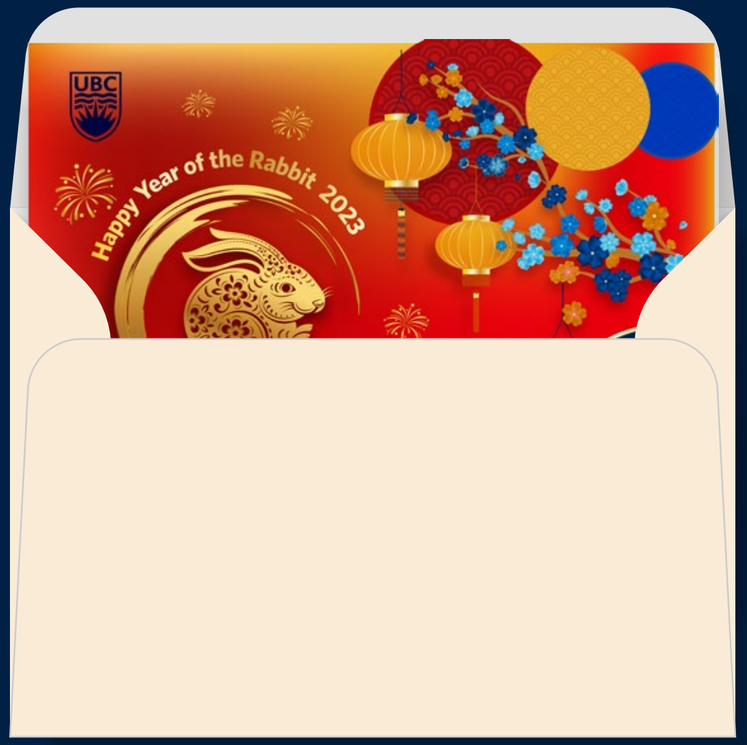
Greeting Card: Inside Content & Design
(Illustration & Design)

Invitation Envelope

Invitation Envelope: Illustration & Design
(with sample address, for mock-up only)

Lunar New Year 2023 | University of British Columbia

CASE Awards Entry (Invitation Design and Key Art Illustration)



CLICK ON ANY OF THE IMAGES ABOVE TO VIEW A DEMO VIDEO

CASE Awards Entry: Lunar New Year 2023 | University of British Columbia

Part of the Invitation Suite: E-vite (Mobile Responsive Email)
(Key Art Illustration & Design)

An invitation from The University of British Columbia
You are receiving this email because you are a valued friend of UBC.

In celebration of the Lunar New Year,
UBC cordially invites you to a special dinner with

Deborah Buszard
Interim President and Vice-Chancellor,
The University of British Columbia

Thursday, January 19, 2023
Robert H. Lee Alumni Centre
6163 University Boulevard, Vancouver, BC
[map]

Reception • 6:00 PM • Wong-Trainor Welcome Centre
Dinner & Program • 6:45 – 9:00 PM • Jack Poole Hall

RSVP by January 12, 2023
to Olivia Zywicki at
dae.events@ubc.ca

or

Click here to RSVP

Please let us know of any accessibilty or
dietary requirements you may have.
This event is by invitation only.

2023

Presented by:

THE GLOBE AND MAIL* | CBC VANCOUVER

FORWARD | THE UNIVERSITY OF BRITISH COLUMBIA

© University of British Columbia
Development and Alumni Engagement

This email was sent by UBC Development and Alumni Engagement,
6251 Cecil Green Park Road, Vancouver, BC, V6T 1Z1

Part of the Invitation Suite: E-card (User-Customizable Email)
(Key Art Illustration & Design)

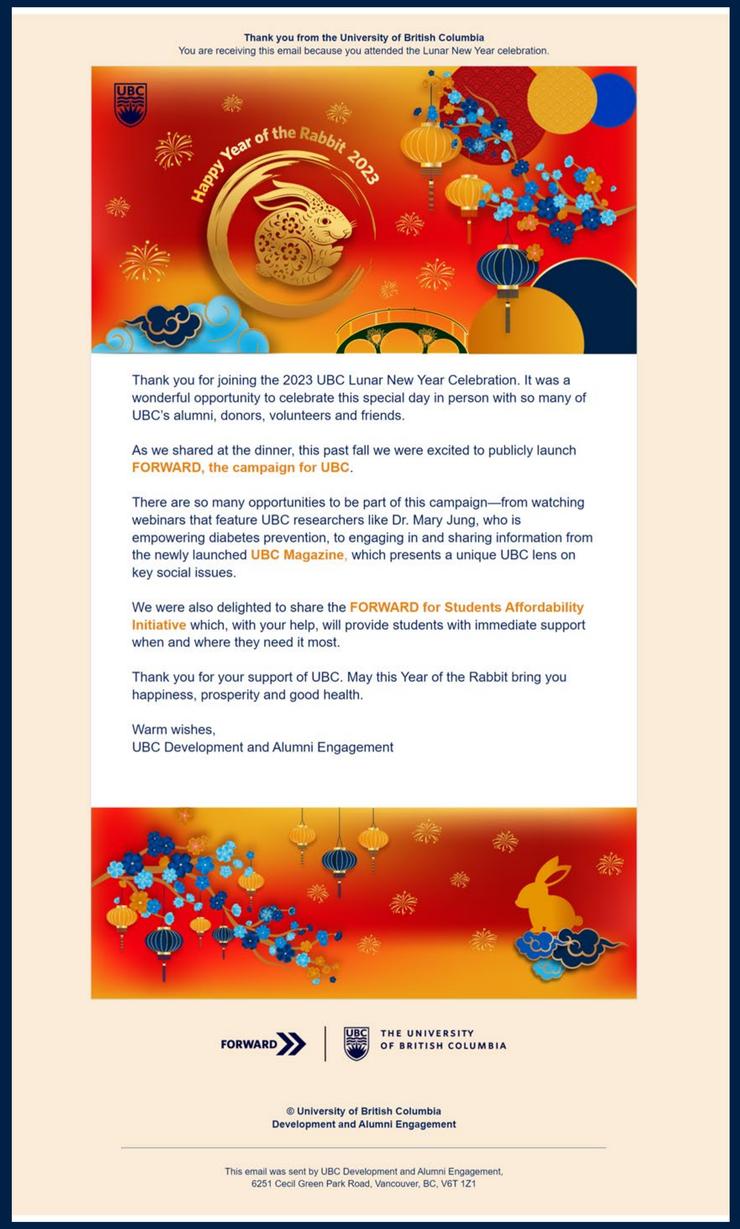
Happy Lunar New Year from The University of British Columbia
You are receiving this message because you are a valued friend of UBC.

Happy Lunar New Year!

Type your own personal message here.
Your warm personal greeting goes here.
Et cetera, et cetera.

FORWARD | THE UNIVERSITY OF BRITISH COLUMBIA

Part of the Invitation Suite: Post-Event Thank-You Email
(Mobile Responsive Email | Key Art Illustration & Design)



Thank you from the University of British Columbia
You are receiving this email because you attended the Lunar New Year celebration.

Thank you for joining the 2023 UBC Lunar New Year Celebration. It was a wonderful opportunity to celebrate this special day in person with so many of UBC's alumni, donors, volunteers and friends.

As we shared at the dinner, this past fall we were excited to publicly launch **FORWARD, the campaign for UBC**.

There are so many opportunities to be part of this campaign—from watching webinars that feature UBC researchers like Dr. Mary Jung, who is empowering diabetes prevention, to engaging in and sharing information from the newly launched **UBC Magazine**, which presents a unique UBC lens on key social issues.

We were also delighted to share the **FORWARD for Students Affordability Initiative** which, with your help, will provide students with immediate support when and where they need it most.

Thank you for your support of UBC. May this Year of the Rabbit bring you happiness, prosperity and good health.

Warm wishes,
UBC Development and Alumni Engagement

FORWARD | THE UNIVERSITY OF BRITISH COLUMBIA

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Development and Alumni Engagement

This email was sent by UBC Development and Alumni Engagement,
6251 Cecil Green Park Road, Vancouver, BC, V6T 1Z1

Lunar New Year 2023 | University of British Columbia
CASE Awards Entry: Design | Illustration (Key Art)

Social Media Asset | Standard Rectangular Dimensions (Static and Animated versions available)
(Key Art Illustration & Design)

Social Media Asset | WeChat (Static and Animated versions available)
(Key Art Illustration & Design)

Social Media Asset - Animated (played on loop) | Standard Rectangular Dimensions
CLICK THE VIDEO PREVIEW ABOVE TO SEE THE ANIMATION
(Key Art Illustration & Design)

Social Media Asset - Animated (played on loop) | WeChat
CLICK THE VIDEO PREVIEW ABOVE TO SEE THE ANIMATION
(Key Art Illustration & Design)

Social Media Asset | Square Dimensions (Static and Animated versions available)
(Key Art Illustration & Design)

Social Media Asset | WeChat, Square Dimensions (Static and Animated versions available)
(Key Art Illustration & Design)

Social Media Asset - Animated (played on loop) | Square Dimensions
CLICK THE VIDEO PREVIEW ABOVE TO SEE THE ANIMATION
(Key Art Illustration & Design)

Social Media Asset - Animated | WeChat, Square Dimensions
CLICK THE VIDEO PREVIEW ABOVE TO SEE THE ANIMATION
(Key Art Illustration & Design)

Limited Edition Email Signature Asset
(Key Art Illustration & Design)

Limited Edition Email Signature Asset
(Key Art Illustration & Design)

Lunar New Year 2023 | University of British Columbia
CASE Awards Entry: Design | Illustration (Key Art)

Event Photobooth | Photo Souvenir
(Key Art Illustration & Design)

Event Photobooth | Photo Souvenir
(Key Art Illustration & Design)

Event Photobooth | Photo Souvenir
Mock-up with sample photos

Event Photobooth | Photo Souvenir
Mock-up with sample photos

Lunar New Year 2023 | University of British Columbia
CASE Awards Entry: Design | Illustration (Key Art)

Event Lighting and Ambiance | GoBO Lighting
The white areas are where the optic lighting passed through to create a huge 'lit up' shape that provided ambiance at the event
(Key Art Illustration & Design)

Event Lighting and Ambiance | GoBO Lighting
(Key Art Illustration & Design)

Event Lighting and Ambiance | GoBO Lighting
The white areas are where the optic lighting passed through to create a huge 'lit up' shape that provided ambiance at the event
(Key Art Illustration & Design)

GoBO Examples
(To help visualize how they work)

Lunar New Year 2023 | University of British Columbia
CASE Awards Entry: Design | Illustration (Key Art)

LUNAR NEW YEAR DINNER

JANUARY 12, 2023

FOR THE TABLE

Housemade Breads with Whipped Butter

FIRST COURSE

Korean crispy cauliflower on green onion pancake
Sweet Spicy Soy Sauce, Pickled Vegetables, Cabbage, Cilantro

SECOND COURSE

Rossdown Farms Gochujang Chicken
Bacon Fried Rice, Chicken & Black Truffle Dumplings, Garlic Green Beans

DESSERT

Matcha Korean Doughnut
White Chocolate Sauce, Sesame Brittle, Edible Flowers

WINES

Cabernet Sauvignon
Pinot Grigio

EXECUTIVE CHEF
Jenny Hui
The Lazy Gourmet

FORWARD | UBC THE UNIVERSITY OF BRITISH COLUMBIA

Event Dinner Menu (Content for mock-up only)
(Key Art Illustration & Design)

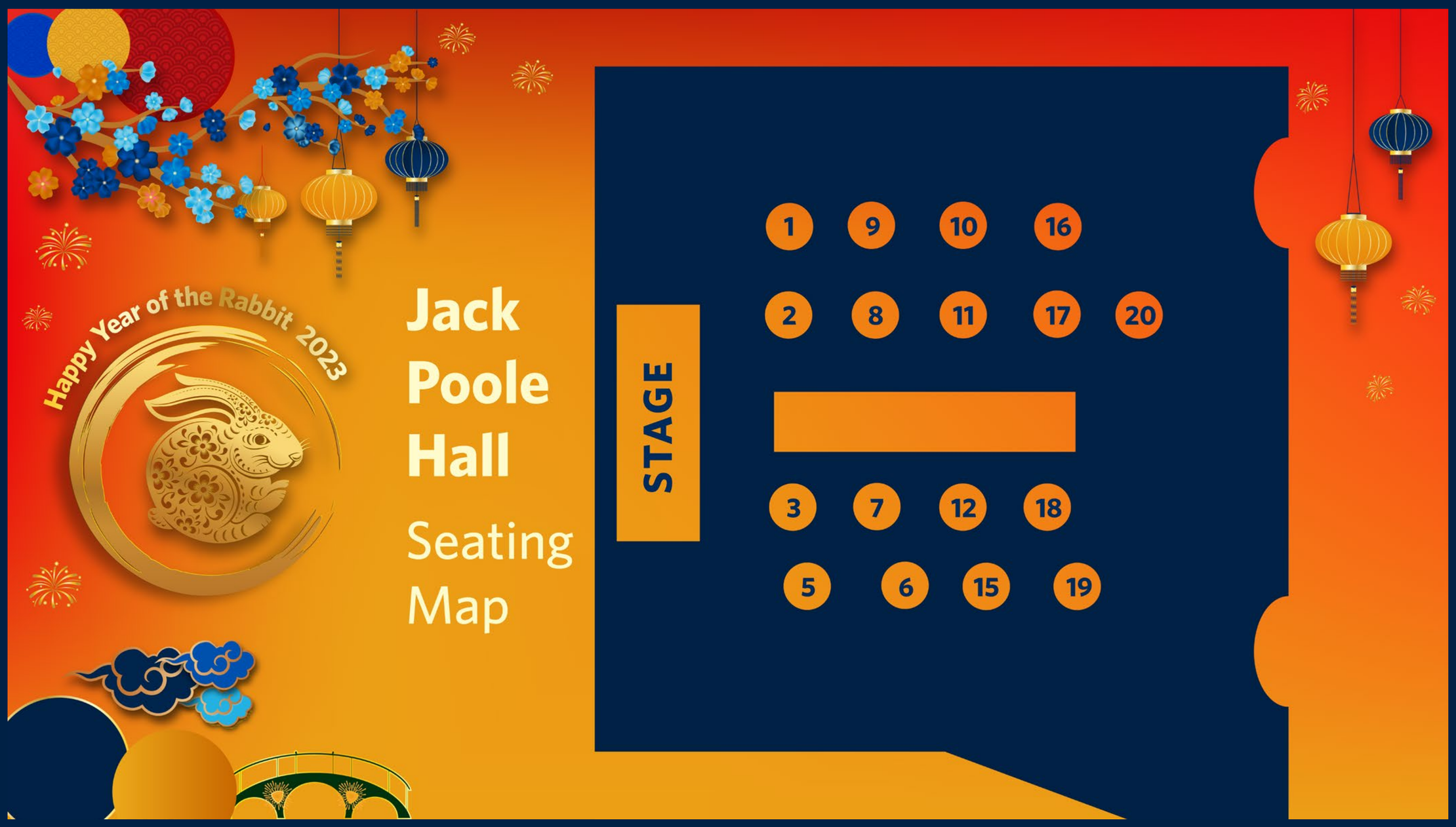
FORWARD | UBC

Thank you for joining me
for this year's
UBC Lunar New Year Celebration.
We are so grateful that you are taking
the time to be with us this evening.
Wishing you good fortune,
prosperity, and luck for the
Year of the Rabbit.

Deborah Buszard

Event Dinner Menu, back side (Content for mock-up only)
(Key Art Illustration & Design)

Lunar New Year 2023 | University of British Columbia
CASE Awards Entry: Design | Illustration (Key Art)



Event Wayfinding: Seating Map (Projected on big screens onsite)
(Key Art Illustration & Design)

Event Collateral: Table Seat Numbers
(Key Art Illustration & Design)

Event Collateral: Table Seat Numbers (Mock-up only, for communicating user experience)
(Key Art Illustration & Design)

Lunar New Year 2023 | University of British Columbia
CASE Awards Entry: Design | Illustration (Key Art)

Event Slide Deck and Stage Theme Design
(Key Art Illustration & Design)

Event Slide Deck Template and Stage Theme Design
(Key Art Illustration & Design)

Event Slide Deck Template and Stage Theme Design
(Key Art Illustration & Design)

Event Slide Deck & Stage Theme Design - Animated
The animated social media asset was repurposed as event ambiance, with the fireworks, etc.
playing on huge projectors during the event
CLICK THE VIDEO PREVIEW ABOVE TO SEE THE ANIMATION
(Key Art Illustration & Design)

Event Slide Deck and Stage Theme Design | Sample Executions (Mock-ups only, for communicating the user experience)
(Key Art Illustration & Design)

Event Slide Deck and Stage Theme Design | Sample Executions (Mock-ups only, for communicating the user experience)
(Key Art Illustration & Design)

Event Slide Deck and Stage Theme Design | Sample Executions (Mock-ups only, for communicating the user experience)
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