

14. Client: It's Nice That

Challenge

Design a *student* focused app for It's Nice That, which showcases exciting and original work across graphic design, illustration, art, photography, and more. Use their website to help guide content and brand understanding.

Background

It's Nice That is a publishing platform devised to champion creativity across the art and design world. It's Nice That, places emerging practitioners and famous names side-by-side, showcasing exciting and original work across graphic design, illustration, art, photography and more. It's Nice That's audience has developed dramatically over the past few years – reaching everyone from newbies to creative directors.

However, students have always been an integral part of the organization's DNA, and It's Nice That now want new and exciting ways to stay engaged with their original audience.

Considerations

How can they spread their commitment to showcasing great work in an information overloaded university world?

Target Audience

High school and college students in graphic design, illustration, art, photography, etc.

Further information on client

www.itsnicethat.com