



Creative Challenge

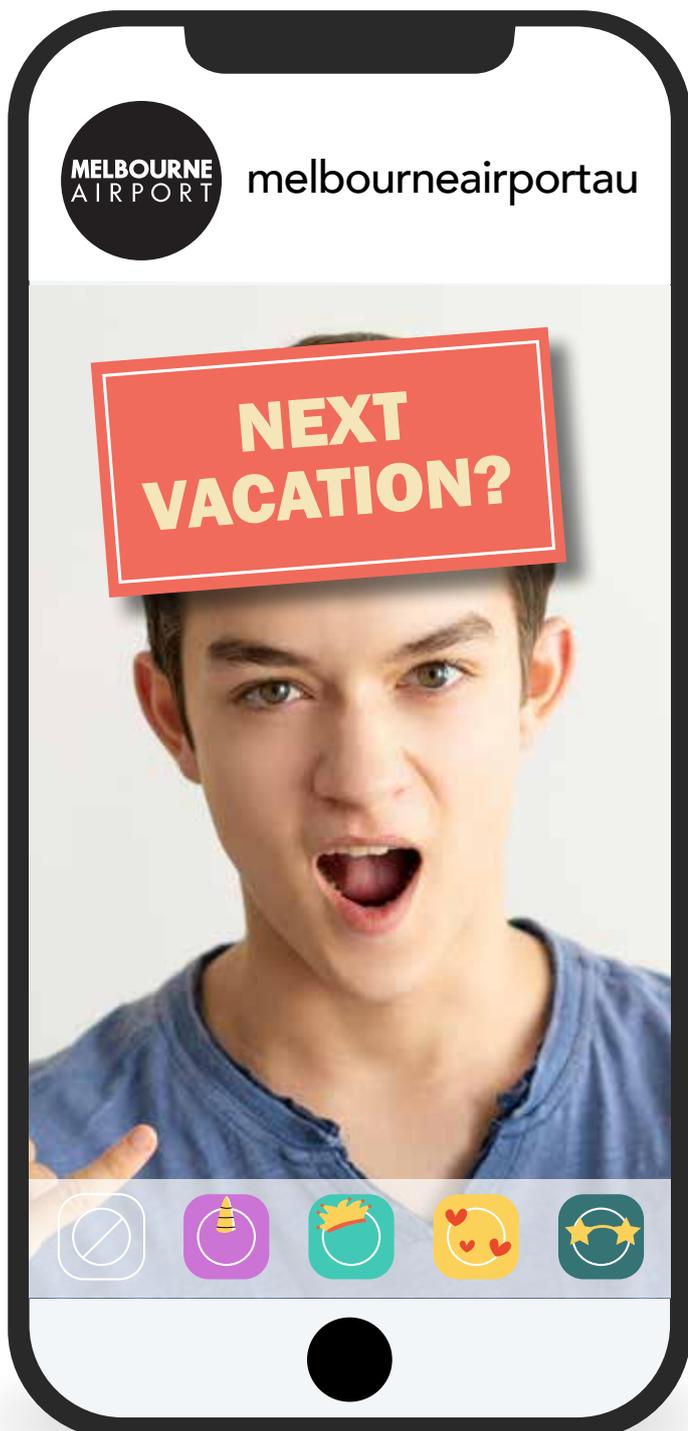
juniorTraveller
MELBOURNE AIRPORT



Melbourne Airport Creative Challenge

Scenario

You have been employed by Melbourne Airport as a digital creative specialist. This means you are in charge of making sure all of Melbourne Airport's digital assets are creative, engaging and represent the airport's brand. Hint: Check out type of things uploaded on Melbourne Airport's social channels including Facebook, Twitter, Instagram and LinkedIn and the colours used on Melbourne Airport's website.



Task 1

To celebrate domestic travel returning and the upcoming term school holidays, you have been tasked with creating a 'holiday' (vacation) social filter. The filter will be used on Instagram by passengers as they check-in and wait to board their flight.

Key Considerations:

- ✓ Is the filter relevant to a holiday theme (beach, snow, eating a particular type of food at a destination etc.)?
- ✓ What type of filter do you want to create (static or augmented reality)?
- ✓ A static filter refers to one where the background or image on the screen does not move with the photo that is being taken.
- ✓ An augmented reality filter is where you can have a hat appear on your head in the image or look as though you are holding up an ice-cream; it interacts with the image you are taking.
- ✓ How much of the screen does the filter take up? The top of the screen, bottom, whole background?

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Task 2

As the digital creative specialist, you receive images from the Melbourne Airport team who want to publish a photo to Melbourne Airport's social pages. You have received an image of a self-check in stand and a baggage check in to announce the new ways travellers are able to check in at the airport. Your job is to write a caption relevant to Facebook followers (left) and Twitter followers (right) about the new check in measures.



Remember: Twitter has a character limit of 280

