



# BUILDINGF

CREATIVE + BUSINESS COLLABORATION

## WHO ARE WE?

BuildingF is the centre for creative and business collaboration at the Humber College School of Media and Creative Arts, where business can get exclusive access to the communications power of Humber students, from any program offered at the school.

Formerly known as the Ad Centre, BuildingF has worked with a hand full of local national clients. Disciplines available for client projects through the BuildingF Centre include but are not limited to: Creative Advertising, Copywriting, Web Development and Audio Production.

This multi-disciplinary approach offers clients storytelling skills across multiple platforms. Our students bring fresh thinking and professionalism to every facet of the project, from start to finish.

**2019**  
FALL NEWSLETTER

# OPEN HOUSE

At Humber's fall open house, BuildingF had a great presence. Future students had the opportunity to learn about not only the advertising world but also themselves. BuildingF had several pieces of student work displayed for guests to admire and get a taste of what it is we do here at Humber. Along with work, members of the BuildingF team were present to further explain what BuildingF is and answer any questions that guests had. Those attending the open house were also able to check out our past newsletters and take a copy if they wanted to learn more about us that was not mentioned already. We also had a test mapped out that would determine what kind of creative an individual is based on a series of questions, the results were quite interesting.



# STUDENT PROJECTS

Every year, BuildingF provides Humber students with the opportunity to work with real clients. For several years Winners has come to the college with a brief and had our students take a crack at it. This is one of the recent campaigns that our students created. This is the Dub Effect. The team consisted of Brook Charlinski and Jaun Seclen (Art Directors), Megan Rome (Copywriter) and Olivia Lemoine (Account Manager). Taking the challenge, the brief and the already existing Bleep campaign, the team added a twist. They wanted to produce something that was shocking, memorable and capable of making young adults rethink the brand. This is the Dub Effect.

# MEET THE TEAM



**Robin Heisey**

BuildingF Creative Director



**Felicia Guthrie**

BuildingF Building Manager



**Daria Sposobna** is a second-year Advertising and Marketing Communications student from Ukraine. Daria has joined the Humber community to explore the world of advertising. Daria fell in love with the creative environment and joined BuildingF to get a deeper understanding of the structure and functions of an ad agency. Believing in power of creative message, Daria is planning to become an art director and produce a positive cultural impact in the industry. In her free time Daria reads classics, visits galleries, illustrates and dreams big.

**Joel Gerrity** is currently in his fourth year at Humber College studying Creative Advertising. Originally interested in architecture, Joel decided to follow his passion for graphic design and explore his interest in the world of advertising. With over five years of design experience and one year left in his degree program, Joel joined the BuildingF team as a student coordinator. When Joel isn't behind his computer designing or at school studying, he is either at the gym or hanging out with his friends.

