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| Organization Name: | The Cyprus Symphony Orchestra Foundation (CySO) |
| Course at Frederick University: | AGDS336 Moving Image |
| Programme of Study at FU: | BA in Visual Communication(Film Making & Digital media + Graphics & Digital Media) |
| Project Title: | CySO Advertising Campaign: Promoting Classical Music |
| Project Overview: | The collaborative project between the Department of Arts & Communication (realized in the context of Advanced Advertising & Moving Image courses) and the Cyprus Symphony Orchestra aims to develop and design an advertising campaign promoting the Cyprus Symphony Orchestra and its work. In particular, the project aims to promote classical music concerts, attract, and engage new audience demographic groups (with particular emphasis on younger age groups), and contribute to further expanding Cyprus’ musical culture. For the students of the Advanced Advertising Design Course, the project aims to develop a creative print advertising campaign for the Cyprus Orchestra Foundation along with an advertising poster for CySO’s upcoming performance of the opera “Electra”, and for the students of the Moving Image Course to develop a promotional video which will promote the Cyprus Orchestra Foundation philosophy. |
| Organization Overview: | The Cyprus Symphony Orchestra Foundation was founded in 2006 by decision of the Council of the Ministers, with the aims of developing and promoting the art of orchestral music, of improving musical life and education in the country, as well as the involvement of society in musical activities. |
| Organization Website: | www.cyso.org.cy |
| Faculty member at FU: | Artemis Eleftheriadou |