



designmatters®
ArtCenter College of Design

United Nations Fellowship 2006

Sebastian Bettencourt

THIS DOCUMENT PRESENTS A BRIEF SAMPLE OF THE WORK
CREATED DURING THE PERIOD OF JUNE 5TH TO AUGUST 31
FOR THE NEWS AND MEDIA DIVISION, DEPARTMENT OF PUB-
LIC INFORMATION AT THE UNITED NATIONS



Why the UN?

- Exposure to contemporary social challenges.
- Design for a cause that reaches to real people.
- Make a difference.
- Gain Visibility through my work.
- Personal challenge.



PROJECTS

PHOTOGRAPHY EXHIBITION

Designed introductory panels for the space

Directed the photography selection

Designed for UNFPA



AFGHANISTAN'S WOMEN TODAY'S GENERATION



AFGHANISTAN'S WOMEN PHOTOGRAPHY PROGRAM

During 2005, a number of Afghan women were trained as photographers under a programme sponsored by UNFPA, the United Nations Population Fund. The programme was designed to teach both photography and business skills so that it could provide the recipients with a sustainable source of income.

UNFPA Afghanistan worked with German photographer Margaret Nielsen on designing the program and with Kamela Sedigi, from the Pansir NGO based in Kabul, in running it. Ms. Sedigi had managed successful carpentry and cage making classes as well as basic business courses for women and coordinated the operation in four Afghan provinces.

Some 40 women took part in the 10 days of classes. Participants were given assignments that focused on different themes, and the images they took were judged by an international photo editor in Kabul. The photos have been published on websites and made available to various organizations and publications through the Afghanistan Ministry of Women's Affairs. Two of the photographers, Amina Ameri from Logar and Hosai Shewwa from Mazur province, accompanied by Ms Sedigi, visited with national Geographic Photographer Steve McCurry in March 2006, to discuss the project and review photos taken by the participants.



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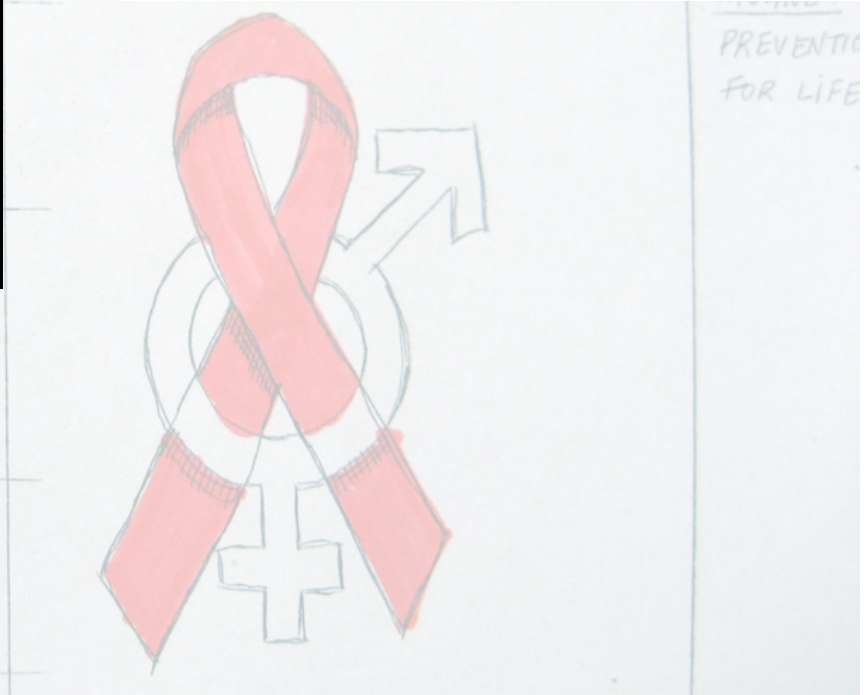




XVI INTERNATIONAL AIDS CONFERENCE

Symbol Concept for Hybrid Condom Packaging

Designed for UNFPA



UN RADIO NEWS SERVICE

Magazine thirdpage advertisement

UN RADIO NEWS SERVICE

A UNIQUE, OBJECTIVE AND FREE SERVICE TO BROADCASTERS PROVIDING NEWS AND UNEDITED AUDIO FROM THE UNITED NATIONS.



THE WORLD... RIGHT NOW

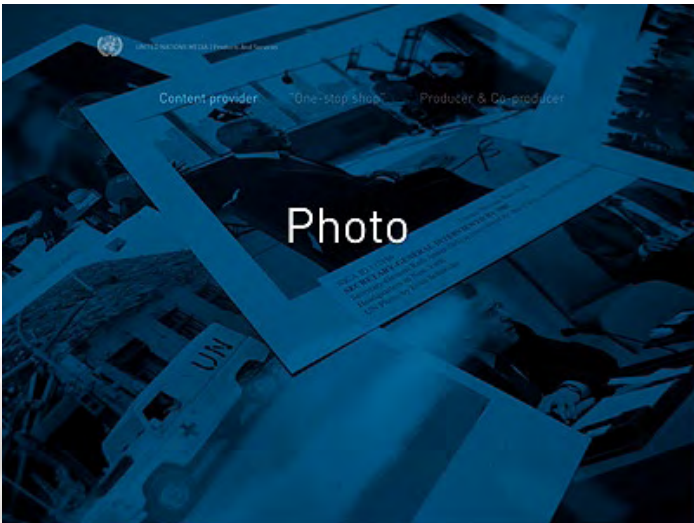
TERRORISM, IRAQ, THE MIDDLE EAST, NATURAL DISASTERS, NARCOTICS, HUMANITARIAN CRISES, HUMAN TRAFFICKING, AND MORE...



United Nations



<http://radio.un.org/news>



UN MEDIA SERVICES PRESENTATION

A re-designed slideshow presentation as multimedia experience.

Intern brief, conference room 4. attending: 200



SHARING THE WORLD'S STORIES



UN RADIO



UN MULTIMEDIA



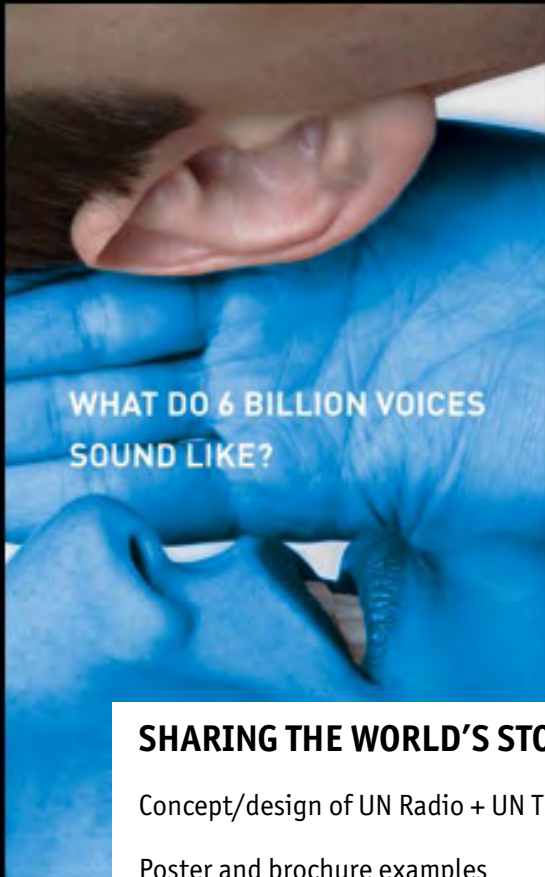
UN PODCASTING



UN BROADCASTING

BRANDING

logo design and future variations



SHARING THE WORLD'S STORIES

Concept/design of UN Radio + UN TV awareness campaign

Poster and brochure examples

page 1 of 4





► <http://www.un.org/av/unfamily>



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UNIVERSITY OF TORONTO | LES BUREAUX DU MONDE



Le Service transphère de la Radio des Nations vous propose aussi deux émissions, diffusées alternativement chaque semaine, dirigées sur le monde et l'Amérique d'Afrique. Ces émissions de 15 minutes traitent plus en profondeur et questions internationales ou applications africaines, avec des interviews, et des reportages sur le terrain.

Public Information

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 Fax: (416) 977-3001
 Email: publicinfo@utoronto.ca



**الذات المباشر
لإذاعة الأمم المتحدة**

مركز بين الأمم المتحدة وشؤون العالم



الذات المباشر لإذاعة الأمم المتحدة:

- بدأ من شهر كانون الثاني في نيويورك من الاثنين إلى الجمعة من كل أسبوع
- بدأ بإذاعة الذات الرسمية العربية التلفزيونية
- الخدمات الحرسية اليومية والإخبارية
- تقديم ترجمة من الأخبار والتقرير الصحفية
- الخدمة التي تغطي أنشطة الأمم المتحدة في جميع العالم بما فيها أحداث حفظ السلام
- مجال الشؤون العالمية من خلال برامج الأمم المتحدة على شبكة الإنترنت

<http://www.un.org>

ومن خلال الوجوه المصورة والتسجيلات الإذاعية الشريفة عبر العالم

إذاعة الأمم المتحدة

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联合国华语广播

联合国华语广播



联合国华语广播

- ▶ 每日上午九时正于中国中央电视台国际频道(中国中央电视台国际频道)播出，每日下午六时正于中国中央电视台国际频道播出。
- ▶ 每日上午九时正于中国中央电视台国际频道(中国中央电视台国际频道)播出，每日下午六时正于中国中央电视台国际频道播出。
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