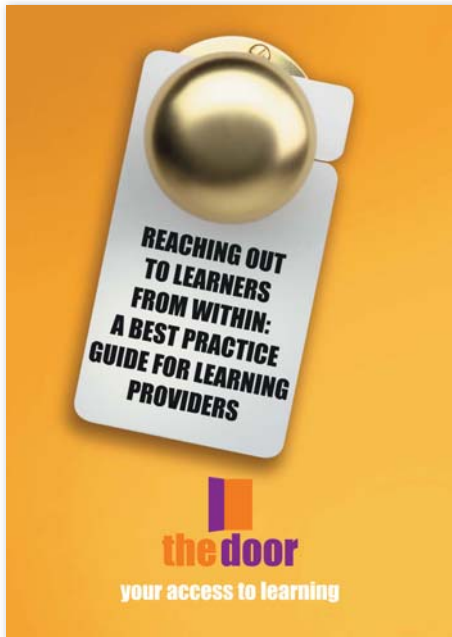




NIACE

National Institute
of Adult Continuing Education



Open Opportunity

The National Institute of Continuous Adult Education promotes educational opportunities to disadvantaged and disenfranchised adult learners, including homeless people, prison inmates and low skilled workers.

Open mind

A range of multi-media campaigns have required not only, attractive, motivating design work, with a clear message but, communications with broad appeal, with consideration given to social and cultural diversity.

Open doors

The Door campaign really did open the way to significant take up of courses in prisons. The Sign up Now literature continues to be used to encourage reluctant learners to upskill to build both confidence and prospects.

We branded the NIACE prison initiative 'The Door' to promote access to literacy for prison inmates. Our campaign for Sign up Now 2007 features a 'reminder' to reluctant learners to investigate local courses.

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