

Design Brief

Project 3A (Organ/ize : Content : Promote)

Last revised: 11.02.05

Assignment

Form a group (2 or 3 students). Design and produce a set of promotional materials to increase public awareness of a cultural institution or non-profit organization and its objectives. Finished materials must include: 1.) a logotype; 2.) two typefaces; 3.) two colors; 4.) one multi-page publication (4 pages); 5.) a one page form (or map, or infographic); and 6.) one exterior sign (or banner, or billboard).

Client: Chosen by student/s (each group may chose a different client).

Requirements

LOGOTYPE: New or redesigned. Include both the name of the organization and a symbol that communicates one or more ideas clearly.

TEXT: Greeking (dummy copy, placeholder text) may be substituted for actual text. Must be formatted to look professional; use a grid.

TYPE: Open. Recommended: Stick with two typefaces with a range of weights and styles. (More typefaces = more troubles.)

IMAGES: Open. Dummy or placeholder images may be substituted for actual images. Images must look professional; adjust color and contrast.

COLORS: Open (except where specified). Recommended: Stick with two (spot) colors, plus 4-color images. (More colors = more conflicts.)

Examples

PUBLICATION: newsletter, magazine, brochure, website

FORM: application; registration; information; self-diagnosis

MAP: building location/s; event location/s; organizational chart

INFOGRAPHIC: proportion (divide by race, gender, age, funding sources); process (explain a disease); design (diagram a stage set)

SIGN: campaign; event; project; announcement; achievement

Analysis

The primary intention is to explore, within a limited time frame, strategies for marketing a cultural institution. Issues to address include: process/ professionalism, sender/ receiver, education/ entertainment, and form/ content. Students are challenged to create effective promotional materials to address needs of a client.

Grading

You will be evaluated according to: (1.) design and creative ability; (2.) teamwork; (3.) willingness to explore possibilities for creating promotional materials; (4.) craft and technique; and (5.) professional behavior. You will lose points for sloppy presentation, typographic errors or not following instructions.

Submission

All parts of Project 3 must be formally submitted together. Refer to: Mounting Guide: Project 3, on the course Web site.

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