

Design brief

Business name: Vincennes University Homeland Security and Public Safety Department

Project Name: Branding Project for the Fall 2018 Distinguished Speaker Series

Overview: The Homeland Security and Public Safety Department will be hosting a series of speakers during October and November of 2018 under the title of Distinguished Speaker Series (DSS) in the Red Skelton Performing Art Center. The first speaker will be Brian Langley, Executive Director, Indiana Department of Homeland Security.

Key objectives: Quickly create comp layouts for a logo to brand the speaker series. A simple design for a logo and an image capturing the distinguished speaker, such as a golden microphone has been suggested.

Target audience: All Vincennes University students, faculty and staff. As a secondary audience, other people outside of VU, such as people with an interest in homeland security and safety.

Budget: Budget is not a factor on the design portion of the project but should be considered for the use of the branding by the client.

Format: The design concepts must be as a PDF document. Due to time constraints, a formal presentation will not be made. The PDF file should include a written rationale for your design choices.

Design Project plan:

- Develop creative concepts to effectively communicate the branding goals of the client and build recognition with graphic impact to be noticed and remembered.
- Create comprehensive layouts to demonstrate the effectiveness of the branding in the indicated uses.
- Provide electronic files (PDF) for the logo and other branding situations.
- Prepare and provide final production files to specification provided by client for the chosen design

Design brief

Measures of success:

- The success of the project will be initially measured by the design being chosen for the branding of the speaker series.
- The second measure of success will be successful implementation of the branding.
- The third measure of success will be that there is positive response and feedback from students on the new branding campaign.
- The final and most important measure of success for the design will be that the design is deemed of high enough quality for inclusion of the design in the student's portfolio.

Due dates/schedule for completion:

Roughs/Concepts – Logo: Sept. 18

Comp Logo and Flyer / PDF: Sept. 20