

Design brief

Business name: Vincennes University Humanities College/External Relations

Project Name: 2018 Workshop Series Branding

Dates and titles of workshops:

Workshop Title	Date	Advertise
• Intro to Financial Aid	• Tuesday, August 28	• August 24 th -28 th
• Intro to the Center for Career and Employer Relations	• Tuesday, Sept. 4	• August 29 th -Sept. 4 th
• Intro to Student Activities	• Thursday, Sept. 13	• Sept. 10 th -13
• Intro to the Counseling Center	• Tuesday, Sept. 18	• Sept. 14 th -18 th
• Intro to Nutrition and Fitness	• Thursday, Sept. 27	• Sept. 24 th -27 th
• Intro to Tutoring Services	• Thursday, Oct. 4	• Oct. 1 st -4 th
• Intro to the Student Success Center	• Thursday, Oct. 18	• Oct. 15 th -18 th

All events will be held in the Shirfliff Theater from 11:00 am to 12:00 pm

Due dates/schedule for completion:

Roughs/Concepts – Logo: Due no later than the start of class – Aug. 28

Comp – Logo: End of class – Aug. 28

Flyer/Electronic Boards: 10:30 am – Aug. 30

Critique: 10:30 am – Aug. 30

Files to Instructor/Client: 9:00 am Friday, Aug. 31

Budget: Budget is not a factor on the electronic signs, but could be on the flyers. If the logo is black and white, they could be printed at less expense. This is not a major consideration.

Key objectives: Deliver a branded message to Vincennes University students to build awareness of the upcoming workshop series during the school year. The brand must have graphic impact to be noticed and be able to be used in a consistent manner to build

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recognition. The brand must also communicate that these workshops are beneficial and helpful.

Target audience: All Vincennes University students, but incoming first-year students would particularly benefit from these workshops.

Format: The logo must easily work within the formats of the electronic signs and a letter-size flyer.

Design Project plan:

- Develop creative concepts to effectively communicate the series 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, electronic board, and flyer designs.
- Prepare and provide final production files to specification provided by client for the chosen design

Measures of success:

- The success of the project will be initially measured by the design being chosen for use to brand the events.
- The second measure of success will be successful implementation of the design on the electronic board and printed flyers.
- The third measure of success will be events that are well attended by the student population.
- 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.