

Design brief

Business name: Vincennes University Humanities College/External Relations

Project Name: Spring 2019 Workshop Series Branding

Dates and titles of workshops:

Name of Series:

Your Education: Own It!

All events from 11-12 in Shircliff E 228 with the exception of those bolded

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| 1. Your Studying, Own It! | Presenter: Penny Kirk | Thursday, Jan. 31st |
| 2. Your Tutoring, Own It! | Presenter: Danny Ralston | Thursday, Feb. 7 th |
| 3. Your Mental Health, Own It! | Presenter: Kathy Evans | Thursday, Feb. 14th |
| 4. Your Exercise, Own It! | Presenter: Sabrina De Vries | Thursday, February 21st
(Shircliff Theater) |
| 5. Your Schedule, Own It! | Presenter: Gaye Walthall | Thursday, March 7 th |
| 6. Your Research, Own It! | Presenter: Magen Mellton | Thursday, March 21st
(B217) |
| 7. Your Health, Own It! | Presenters: Lou Ann Lindsey and Jessie Davis | Thursday, April 4th |
| 8. Your Art, Own It! | Presenters: The Clay Club | Thursday, May 2nd |

Due dates/schedule for completion:

Roughs/Concepts – Logo: Due no later than the end of class – Jan. 22
Digital printed or sent by email

**Comp Layouts for
Flyer/Electronic Boards:** Due no later than the end of class – Jan. 29
Single PDF file for client review.

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 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.

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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.