

Design brief

Business name: Vincennes University

Project Name: 2019 Holiday Card

Key objectives: Deliver a message of holiday greetings to a broad spectrum of people with various religious beliefs. The card must present Vincennes University as a professional organization of higher education. The University must be clearly identified.

Students in the Information Technology, Music, Audio Recording, and Communications Departments are working on a music video to be distributed electronically via the university website and email to serve as a digital holiday card. The client has suggested that the printed card coordinate with the electronic version, but it is not required. The theme for this year's digital card is: "The 12 Days of Trailblazing". Lyrics for the song are currently being developed.

Target audience: The card will be sent to a variety of other universities and colleges, members of Vincennes University's Board of Trustees, influential members of local, regional, state and federal government, along with key members of the University Foundation. The design will also be adapted to digital form and distributed to all employees of the University.

Budget: Budget for the project is coming from the President's Office, which will allow the design to be similar in scope to previous year's cards.

Format: Follow the format as was done in previous years. The card must fit into a standard A7 envelope. The design may be printed in four-color process both sides but could be printed in one or two as spot colors.

Design Project plan:

- Students will create concepts based on then provided information and their own personal research.
- First draft comprehensive layouts will be submitted to instructor for approval and suggested revisions.
- Final comprehensive layouts will be fully mocked up and presented to faculty and representatives of the President's Office.

Design brief

- The committee will select four or five of the best and most appropriate designs to present to the President.
- One final design will be chosen by the President and will require final print production and pre-press must be performed by the student who designed the chosen card.

Measures of success:

- To ensure that your design is appropriate for the objectives provided, students are encouraged to conduct research of holiday cards from similar institutions of higher learning and other professional businesses.
- Students' design concepts should be shown to test audiences to get reactions
- The success of the project will be initially measured by the design being chosen for presentation to the President. The second measure of success will be selection by the President for use as the holiday card to represent the University for the 2019 holiday greeting.
- 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:

Thumbnails/Concepts: Due Oct. 8 in class

Comp First Drafts: Due Oct. 10 at end of class. Revisions will be sent by email to you by the end of the day, Oct. 11

Final Comps for Review: Due Oct 17 during class

Presentations: Oct. 22 at 8:00 AM in Room 116. Printed mock-up and PDF presentation