

Design brief

Business name: Vincennes University Science, Engineering, and Math College (SEM)

Project Name: Transfer Wall Graphics

Overview: The Science, Engineering, and Math College offers a wide variety of majors at Vincennes University, Include:

Agriculture, Food & Natural Resources

Agriculture (AS)

Forestry and Conservation (AS)

Geography (AS)

Geology (AS)

Horticulture (ASCT)

Horticulture Science (CPC)

Natural Resources & Environmental Science (AS)

Zoology and Marine Biology (AS)

Education & Training

Education - Chemistry (AS)

Education - Science - Biology Concentration, B.S.

Education - Science - Earth and Space Science Concentration, B.S.

Education - Science - Physics Concentration, B.S.

Education - Science, B.S.

Education Mathematics (AA)

Education Mathematics (AS)

Education Mathematics (BA)

Education Mathematics (BS)

Health Science

Pre-Dental Hygiene (AS)

Pre-Occupational Therapy (AS)

Science, Technology, Engineering & Mathematics

Biochemistry (AS)

Biological, Biomedical Sciences (AS)

Biology, Cellular Biology and Genetics (AS)

Chemical Sciences (AS)

Chemistry (AS)

Clinical Laboratory Science (AS)

Engineering - Agricultural and Biological

Engineering Science - Food Process Engineering Concentration (AS)

Engineering Science, VU/Purdue Transfer Partnership (Jasper)(AS)

Engineering Science, VU/Purdue Transfer Partnership (Vincennes) (AS)

Engineering- Civil Engineering (AS)

Engineering- Electrical/Computer Engineering (AS)

Engineering- Industrial Engineering (AS)

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Engineering- Mechanical Engineering (AS)

Pre-Medical Professions (AS)

Engineering-Biomedical Engineering (AS)

Pre-Optometry (AS)

Engineering-Chemical Engineering (AS)

Pre-Pharmacy (AS)

Food Science (AS)

Pre-Veterinary (AS)

Pre-Dentistry (AS)

Pre-Veterinary Technology (CG)

The SEM College is based in Updike Hall on the main VU campus. All of the AS degree programs listed above are transfer degrees that can lead to bachelor's degrees and beyond in a wide range of fields, including medical doctor, engineer, pharmacist, zoologist, soil scientist, marine biologist, or horticulturist.

Key objectives: Build awareness of potential and current students in the SEM College of the history and possibilities of transfer of a VU SEM degree to a wide variety of other universities regionally and nationally.

Tactic: Design graphics to be professionally printed and installed on a prominent wall on the first floor of Updike Hall that includes an infographic that visually demonstrates the extent of the SEM program's transferability. This will be done by indicating individual schools to which recent graduates have transferred to.

The client has suggested that a map be used to show the locations of the schools and that the schools be indicated with a school pennant or logo, along with the school names. The client has also asked that the graphic be setup to be updated every one to three years as new information is obtained.

The wall graphics should be visible as students and visitors walk from the main lobby and college office area in Updike Hall toward the computer lab down the main first floor corridor. The graphics must have the proper impact to get noticed. The current wall is painted orange and will not be changed. The viewing distance will be 5' to 25'. Please see images of the wall and hallway included in the resources.

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Target audience:

- Current VU students majoring in one of the listed SEM programs – male and female living in Indiana and Illinois, primarily 18-25 years of age
- Potential VU students who are interested in majoring in one of the listed SEM programs – male and female living in Indiana and Illinois, 15-17 years of age

Budget: Budget for the project is coming from the Dean of Science, Engineering, and Math and will cover the professional production and installation of the wall graphics. The money is budgeted in the current fiscal year, so the project must be completed before the end of June 2020.

Format: The wall graphics may be full-color and will be printed on a high-quality wide format printer using CMYK inks. The print will be permanently adhered to the wall. Some components must be made to be easily changed without having to completely reinstall the graphics as new information is needed to be added.

The size and shape of the wall graphics are somewhat flexible but must comfortably fit into the space between the door and AED box. The approximate size of the wall space is 8' wide and 6' tall, although the graphics could extend to the baseboard at the floor and higher on the wall. The type and important information should stay within a comfortable height for the viewer so they do not have to crane their neck or crouch down to read it.

Due to the size of the wall space, vector graphics will be easier to work with at the final size. However, it is possible to produce raster graphics at this size – it will take longer to edit and production techniques utilizing vector graphics with the raster files would need to be planned and used.

Final presentation to the client will be electronic in the PDF format. The graphics should be shown in detail as a comprehensive layout. The PDF must also include the indication of the size and location of the graphics on the wall.

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Measures of success:

- To ensure that your design is appropriate for the objectives provided, students are encouraged to conduct research of the location of the wall
- 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 use for installation on the wall
- If chosen, the second measure of success will be that the graphics can be produced and installed correctly and are effective in the specified goals of the project
- 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 or Computer Roughs: Due Oct. 31 in class

Comprehensive First Drafts: Due Nov. 7 by end of class

Final PDFs for Presentation: Due Nov. 12 by end of class

Presentations: TBD based on client availability