

Design brief

Business name: Superior Play

Project Name: Social Media Posts

Overview: Superior Play actually consists of three companies;

Superior Play Systems which consists of company owned **retail stores and franchisor to retail** wooden playsets and trampolines

<https://superiorplay.com/>

PROformance Hoops, a **manufacturer and wholesaler** of basketball goals

<https://proformancehoops.com/>

Playground One, a **manufacturer and wholesaler** of wooden playsets

<https://playgroundone.com/>

The main theme for the three companies is outdoor play for fun, health and safety for kids.

Key objectives: Create a series of memes to have on hand for posting on the three company Facebooks pages. **In addition, create a series of web headers for the company websites and a catalog cover design for Superior Play Systems.**

Tactic: The client needs a catalog of inspirational and informative memes for use on three Facebook pages that encourage outdoor play for fun and education. The client currently relies on posts that concentrate on price points for products with an advertising feel. See the examples on the next page. The new posts will provide a softer sell of the brands. The posts will not necessarily be tied to any particular holiday or event but may be used at any time. Some examples of this style meme may be found on the companies' Facebook pages.



Design brief

Jan_12_2020_Deliverables > Jan_12_2020_FacebookPosts

Sorted by name



Jan_12_2020_FacebookP...
ery.jpg



Jan_12_2020_FacebookP...
tos.jpg



Jan_12_2020_FacebookP...
ear.jpg



Jan_12_2020_FacebookP...
der.jpg



Jan_12_2020_FacebookP...
ops.jpg



Jan_12_2020_FacebookP...
und.jpg



Jan_12_2020_FacebookP...
fers.jpg



Jan_12_2020_FacebookP...
line.jpg



SuperPlaytime_Faceboo...
020.jpg

Target audience:

- Upper to middle income families with children throughout the United States. **More specifically, homeowners in higher end neighbourhoods looking for a status symbol in their yard. Ages from 25 (parents) to 75 (grandparents).**
- Retailers and franchisees selling the companies' products

Budget: Not a consideration.

Format: The preferred size for the memes is 1200 x 630 size in RGB color. See the provided infographic document for more information about standard social media sizes. All images and type must be legible at actual size on a variety of web and mobile devices. The above size includes

The provided resources folder contains several images that may be used for the meme layouts. Additional images may be suggested by searching images on stock.adobe.com. Suggested images would promote the existing brands and avoid showing play equipment that is not comparable to the client's products. The client has also provided some possible quotes that are included in the resources folder. Type and composition should be used creatively and effectively to communicate the proper message and emotions in each meme.

Design brief

Each student will design four memes. **You are not tied to using any of the provided resources files for quotes or images. They are only idea starters. Please use the suggestions for copy ideas provided by the client in the meeting on Monday, Feb. 3.**

The four designs will be provided to the instructor as individual JPG files and a composite 4-page PDF file.

Additional components to the project include producing layouts for three web headers for one of the three client websites. Size will be discussed in class. The layouts will be provided in a PDF file for presentation and prepared for web production and turned in for grading.

A layout for the Superior Play Systems printed catalog must be created as well. Size will match the existing catalog. The cover design will be provided as a PDF for the client presentation and will be packaged and a print-ready PDF will be turned in for grading.

Measures of success:

- The design meets all the requirements outlined in the brief in a creative manner.
- The success of the project will be initially measured by the designs being chosen for use on the Facebook pages.
- If chosen, the second measure of success will be that the meme is effective in its use and receives a positive response.
- The final and most important measure of success for the design will be that the designs are deemed of high enough quality for inclusion of the design in the student's portfolio.

Due dates/schedule for completion:

TDB. Approximately two weeks will be allowed for this project.