

Design brief

Business name: Vincennes PBS (formerly WVUT-TV)

Project Name: First City Focus Logo

Overview: “First City Focus” is a weekly public affairs program broadcast on Vincennes PBS each Saturday evening at 7:30. The program is designed to shine a spotlight on what makes our community so unique. From the rich history of Indiana’s First City to new efforts being made to improve every mile of the surrounding area, First City Focus aims to keep you informed, entertained and engaged in your local community. Our goal is to serve our viewers and bring them information on topics that are important to our community.

Key objectives: Create a logotype to represent the program to replace the temporary design currently being used.



Tactic: The client likes the mix of script and block letters in the existing logo and wants to keep that mix of styles in the new design. The design should communicate the concept that the program is bringing specific people, events, initiatives and successes of Vincennes, the “First City” into focus for the viewers. The logo design will need to be versatile enough to work on-air, online, and in print media. It will also be used on promotional items, such as coffee mugs and cups. The logo must also professionally present the program in an interesting and appealing manner.

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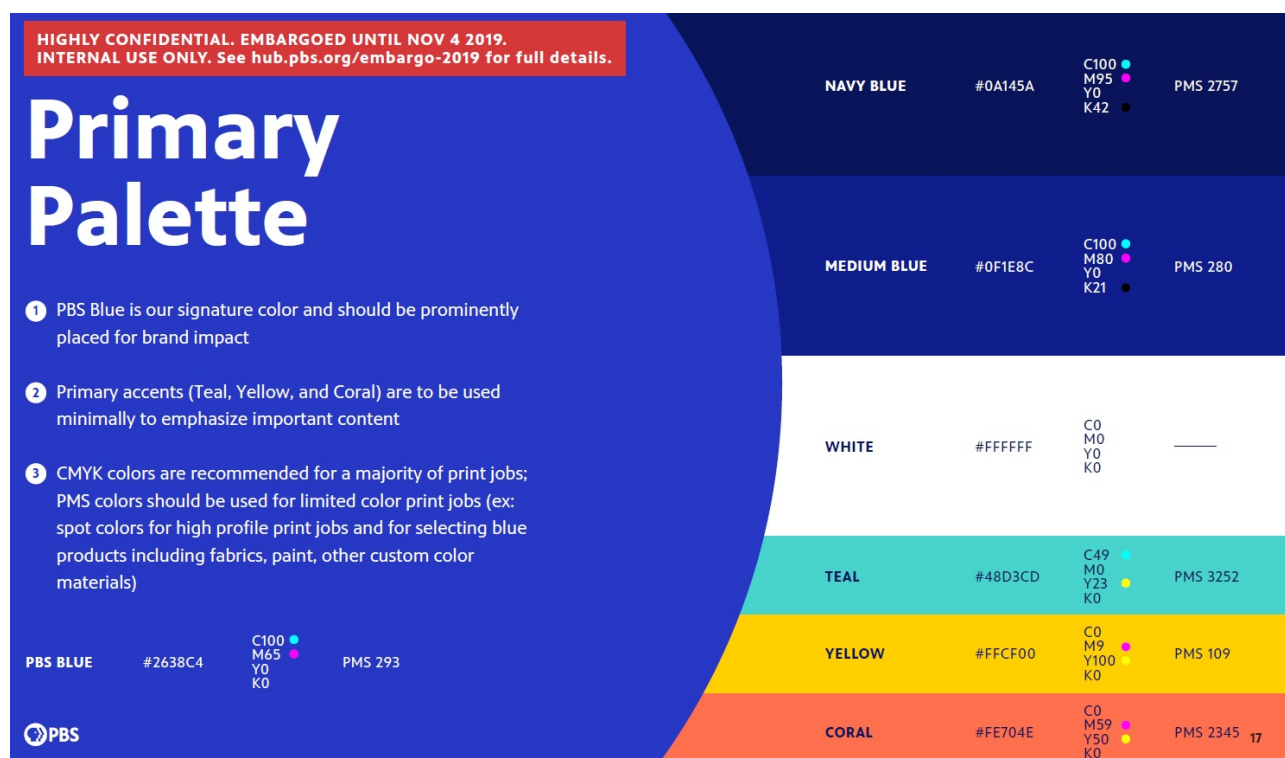
Target audience:

- All viewers within the broadcast signal and receiving Vincennes PBS programming on cable and satellite services – mainly adults in Knox County and surrounding areas.

Budget: Not a consideration.

Format: The size and shape of the logo must fit well within the standard television shape, as well as online and in print. The design must also translate well and be visible and legible on air.

The logo may remain in black and white but may also use the approved PBS color scheme below. The blue in the lower left corner must be the main color with the others as secondary accent colors.



The client has asked for a type only solution with the possibility of a background image of some sort – no illustration.

The client is planning to animate the logo design, so the it should translate well to being in motion. The animation will be no more than 10 seconds. The current logo

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begins with the script in place on screen, then the FOCUS slides up. They would like FOCUS to actually do a "focus" motion as it comes in, if possible. A suggestion for how the animation would work, either in storyboard form or an MP4, must be part of the client presentation.

A final PDF file will be prepared for client presentation that includes a title page with your name and the project name, the logo design with a clear written rationale for your type and composition choices, the logo used on promotional items, and an indication of how the animation will work for your design.

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 design being chosen for use on-air.
- If chosen, the second measure of success will be that the graphic is effective in its use on-air, online and in print.
- 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:

Computer Roughs:	Reviewed in class no later than Friday, Jan. 17
Comprehensive Logo:	Reviewed in class no later than Wed., Jan. 22
Final PDFs for Presentation:	Submitted for grading by no later than Mon., Jan. 27
Presentations:	TBD based on client availability