

CREATIVE BRIEF

PROJECT: Vincennes University Journalism Department Logo

OVERVIEW: The Vincennes University Journalism Department is celebrating their 50-year anniversary. The Journalism Department prepares students to be journalists by being staff members of *The Trailblazer*, VU's award-winning student news organization. *The Trailblazer* includes a print edition and a companion Web site. Students make story assignments and do the reporting, headline writing, editing, photography, page planning, creating audio and video podcasts, posting to *The Trailblazer* site, and writing for *The Trailblazer*'s social media sites such as Twitter and Facebook. The online edition of *The Trailblazer* is at vutrailblazer.info.

Many VU Journalism graduates transfer to four-year institutions such as Ball State University, Indiana University, or Indiana State University. Some continue in Journalism; others choose different majors to specialize in sports reporting, science writing, political reporting, or some other specific area. Entry-level positions are available at small- to medium-sized news organizations with the Associate Degree.

Russ Leonard-Whitman is the Chair of the Department. He can be reached at 4551 or at rleonard-whitman@vinu.edu and twitter.com/russlwhit_VU.

TACTIC: A new logo will be developed to promote the Department's 50th anniversary. The logo will promote the longevity and history of the Department, as well as serve as part of various tools used in the recruitment of new students into the program.

TARGET AUDIENCE: Primarily current and prospective students. The age range for the group would be approximately 15 to 20 years old, male and female. A secondary audience will be parents of those students – approximately 40 to 55 years old, male and female. Other educators and professionals in the field of journalism may also see the logo. The group would encompass any adult within the normal age of employment – 20 to 65 years old, male and female.

STRATEGY: Design a logo that can be incorporated into a variety of print materials, including t-shirts and other promotional give-away items, business cards, letterhead and possibly in a commemorative magazine. The logo will also be printed in *The Trailblazer* newspaper and on the website.

COPY: 1964-2014 – 50 Years of Journalism

CONTEST RULES: The final deadline for submission is midnight on Sept. 22, 2014. Submissions must be emailed to VUJournalism@gmail.com. Only high-resolution files will be accepted. The designer of the selected logo will receive a \$100.00 gift card from the Old Post Bookstore, as well as credit for designing the logo in *The Trailblazer* and online. The Graphic Design and Journalism Faculty will choose the winning design.

