

Design brief

Business name: Vincennes University – Humanities College

Project Name: Humanities Film and Lecture Series

Key objectives: Create a brand for the Vincennes University Humanities Film and Lecture Series – public lectures and films that promote student and public interest in the humanizing aspects of our shared culture in order to understand ourselves as members of diverse communities, citizens of one nation, and inhabitants of one planet. For instance, the first scheduled event in the series is a history of race relations in Knox County, starting with the integration of Mariah Creek Chapel, now on the Vincennes University campus.

The brand will successfully communicate the mission and purpose of the program in a variety of ways, which may include, web pages, social media, flyers, and posters. The brand must be capable of being used consistently across these various methods of communication and provide a framework to become a recognizable brand tying all of the future events together under a brand.

Target audience: The target audience will include everyone on the Vincennes Campus, including students, faculty, staff and administration; everyone in the City of Vincennes and Knox County; could also include surrounding Indiana and Illinois county residents.

Format: A logo graphic, typestyles, color scheme that can be used in a variety of sizes and formats to fit the planned forms of communication.

Design Project plan:

1. Students will create concepts based on then provided information and their own personal research.
2. First draft comprehensive layouts will be submitted to instructor for approval and suggested revisions.
3. Final comprehensive layouts with suggested style for flyer/poster for the first event will be designed and included in a PDF presentation and in printed form. The presentation will include a cover page with your name and a brief rationale statement explaining your concept.
4. The presentations will be shared with the committee for their review and selection process.

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5. One final design will be chosen by the committee to be used for future branding.

Budget: Budget is not a consideration with the exception. The logo should be designed so that it can be used as a limited color design and one color design when budget does not allow for full color printing.

Measures of success:

1. The brand design successfully and effectively communicates the mission and goals of the Series.
2. The brand is versatile enough to work in all of the various printed and digital promotional methods without compromising the communication or the brand.
3. The design is of a professional quality to be included in the student's portfolio and to be chosen for use by the committee.
4. The chosen brand will effectively promote involvement of the target audience in the future events of the Series.

Due dates/schedule for completion:

Thumbnails/Roughs/Concepts: Due Feb. 13 in class

Comprehensive Layouts: Due Feb. 15 by end of class

Committee Review: Friday, Feb. 16