

CREATIVE BRIEF

PROJECT: Tecumseh Review Cover Design

OVERVIEW: The Tecumseh Review is a literary magazine published annually by the Vincennes University's English department. It includes student submitted short stories, essays, poetry, black and white photography and art. The Tecumseh Review, tradition at V.U. for decades, is distributed around the V.U. campus for free in late April of each year. In most years, it is introduced at the annual Poetry on the Green event. The publication is printed commercially by Ewing Printing in Vincennes. For the past 13 years, the cover design has been designed and produced by students in the Graphic Design Occupational program.

TACTIC: Design a front and back cover for the 2015 Tecumseh Review

TARGET AUDIENCE: All students and faculty at Vincennes University. The publication is always seen together with similar publications from other schools around the State, such as Purdue and Indiana University, in a statewide competition of school publications sponsored by the Indiana Collegiate Press Association, meaning students and faculty at many other universities across the state would potentially see the design. As a secondary audience, high school students from around the Indiana may see the publication in V.U. Recruitment efforts, such as PreVU.

STRATEGY: The cover design must successfully identify the publication as the 2015 Tecumseh Review, and that it originates from Vincennes University creatively using high-impact graphics, typography and design principles. The client has requested that the V.U. logo and seal not be used in the design to keep it from looking to official and corporate. The design must also convey the concept that the publication is about creative endeavors. The design must also be visually compelling to the level that someone will be invited to pick up the publication and look inside. The design concept must include a back cover, as well as the front.

There is no suggested theme for the cover design this year. Along with the function of the cover to identify the name, date and origin of the publication, the cover may suggest the nature of the content with the book. Creativity is strongly suggested.

Only content that you personally, or Vincennes University has rights to use may be permitted for use in design concepts. Since designs concepts will potentially be published, copyrighted images, quotes and words must not be used. Use of copyrighted images would potentially expose you, your instructor and the University the possibility of a lawsuit. If you are in doubt about your content, you must consult the instructor for direction. Any content included in a concept must be backed up by proper proof of legal rights for use. Any creator of copyrighted work that is included with their permission must be properly cited in the publication.

The physical size of the publication is 6" x 9" when folded. Full bleed is possible. No more than two ink colors should be used to keep the production costs down.

The presentation of the project should include a mounted version of the front and back covers together, along with a separate printed and folded dummy of the covers.