

DESIGN BRIEF

DESN 260 – Graphic Design IV

Business name: Kyle Andrews Memorial Scholarship Fund

Project Name: “The Kyle Ride” Event Promotional Campaign

Key objectives: Create a promotional campaign to build awareness and generate increased participation in the 5th Annual The Kyle Ride that will take place on September 8, 2018 at the Mid-America Air Center in Lawrenceville, Illinois.

Overview: The Kyle Andrews Memorial Scholarship fund is a non-for-profit 501(C)3 organization based in Lawrenceville, Illinois to raise money for scholarships for Lawrenceville and Bridgeport, Illinois students in honor of Kyle David Andrews who passed away in 2014. The group has been holding the poker run fundraising event for the past four years and it continues to grow. Last year, there were approximately 300 ATVs participating in this family event. After the poker run, there is food, music, silent auction, and raffle to make the event a full day of activities. This year, the poker run part of the event is to be removed from the name and graphics. Visit KYLE RIDE on Facebook for more information and images from previous events.

Target audience: People (male and female) of all ages who are enthusiasts of various forms of ATVs from the local area and greater Illinois and Indiana region.

Strategy: A letterhead, a fresh identity for the 2018 event, a promotional flyer, and event t-shirt must be designed.

The letterhead will be used in official communications throughout the year for the group to correspond with vendors, volunteers and sponsors. The letterhead must include the train logo and use limited color.

The promotional flyer will be used during the year to build awareness and communicate the specifics of the event. The design should be based on last year's flyer, but it should have a completely new look. The side-by-side ATV used on the previous design must be used in the new design. It is a Can-Am Maverick. No other types of ATVs will be acceptable. The flyers will be used around the local communities on bulletin boards and at local businesses. They will also be distributed at other local events during the spring and summer. The identity will also be used in electronic form on the website and social media.

The event T-shirt will be used as a giveaway incentive item for participants who pre-register for the event and as a commemoration of participation in the event. Use limited color and suggest the color and type of T-shirt

Budget: Budget is limited, so be aware of the cost of suggested shirt styles and use limited colors on the shirts and letterhead. The flyer will be full color.

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Design Project plan:

1. Research the event online and the ATV genre. Look at similar events and see what others have done in the past.
2. Design the letterhead first. The train logo will need to be converted to vector to have more flexibility in design and better resolution.
3. Create an identity/graphic to represent this year's event. It should visually communicate ATV, poker and include the name of the event. It should also have visual impact and be appealing to the target audience.
4. Create an event flyer using the identity from step 3. Include all of the information that was included on last year's flyer.
5. Design an event t-shirt that uses the identity from step 3. Show the design on a t-shirt that is the style and color you recommend (web image).
6. Assemble all designs into a professional PDF presentation for client presentations.

Measures of success:

1. The identity design successfully and effectively communicates the nature of the event and appeals to the target audience.
2. The identity is versatile enough to work in all of the various printed and digital promotional methods without compromising the communication.
3. The design is of a professional quality to be included in the student's portfolio and to be chosen for use by the client.
4. The chosen design will effectively promote the event and increase participation in the event for this year.

Due dates/schedule for completion:

Letterhead

Design Due March 27
Final File Due March 29

Flyer / T-shirt

Thumbnails/Concepts: Due March 27
Digital Rough: Due April 3
Comps: Due April 10

PDF file for Presentation: Due April 10
Presentation time and date TBA