

Design Brief

DESN 260 – Graphic Design IV

Business Name: Indiana Department of Homeland Security, Indiana Homeland Security Foundation

Project Name: Secure Indiana License Plate Redesign

Key objectives: Create concept layouts and design options for the redesign of the Secure Indiana specialty license plate.

Overview: The license plate is a specialty plate that Indiana residents can pay an extra premium to show their support for the first responders in Indiana. The extra money that these people pay is considered a donation to the Indiana Homeland Security Foundation that provides money, in the form of grants, to local agencies for local public safety projects, such as personal protective equipment and training for first responders. Visit <https://www.in.gov/dhs/2363.htm> for more detailed information on the license plate program and for images of the existing plate.

Target audience: Residents of Indiana who are first responders, families and friends of first responders, or any citizens of driving age who wish to show their support for the first responders of Indiana.

Strategy: Create license plate concepts for consideration as a replacement of the current Cardinal plate design. The basic format of graphic on the left-hand side must be maintained and must leave room for the license plate numbers on the right side.

The plate design must promote the variety of form of first responders in Indiana. A listing of these groups should be considered for inclusion in the graphic. Identification of the Indiana Department of Homeland Security may also need to be included.

Possible theme variations include:

- Saving Lives
- Indiana Saving Lives
- Life Savers

Some other variation of the above suggestions could be considered.

Legibility and simplicity are indicated for this design. The audience will viewing the design will be in other cars and on the sidewalk. The design will be in motion for much of the time, so the audience will have very limited time to see and read the plate.

Design Project plan:

1. Research the various first responders in Indiana. Research similar plates from other states. Research other specialty plates used in Indiana.
2. Create thumbnails layouts and rough to work through creative concepts.
3. Produce digital comprehensive layouts that show a large image of the graphic and how the graphic would look on the actual plate.
4. Save a PDF file ready for presentation and submit to instructor.

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Measures of success:

1. The design successfully and effectively communicates the Indiana first responders and the Indiana Department of Homeland Security.
2. The design is easily read at a glance to effectively communicate in the intended usage.
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 efforts of the Indiana Homeland Security Foundation.

Due dates/schedule for completion:

Rough Layouts Due April 3
Comp Layouts Due April 5
Final PDF File Due Before April 9
Presentation time and date. . . . TBA