

brief

yorkshire coast college 05.02.08

you have a choice of two projects:

project 1

a project in need of an ethical solution

your client is an art gallery wishing to promote a series of 5 creativity courses they are running to coincide with an exhibition. they have identified 120 venues who will take promotional literature and would like to supply each with a poster to display and leaflets that people can take away.

whilst they have sufficient budget to pay for both items they are concerned about the environmental impact of producing print that only has a useful life of about 3 months. they desire the end result be cost-effective but not at the cost of losing impact.

the client is open to new ideas but is concerned that the design should at least follow the gallery's bold and simple house style of publication by having one page of the leaflet dedicated to each course.

provide

- ideas for possible formats ie. size, shape, folds, print spec
- a rough (pencil or marker sketch) mock-up showing a basic layout
- any other considerations/ideas responding to the brief

consider

- effective use of standard paper sizes and print processes
- how printed material is displayed in public places
- innovative solutions

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project 2

designing for an ethical message

your client is a local authority-funded healthy eating initiative. over the last 12 months the organisation has had success in encouraging secondary school students to eat fruit instead of snack food. they now wish to do the same in primary schools. they have identified that the challenge is as much convincing parents as it is young children and wish to target both parents and children with a single poster campaign in schools.

they wish to see ideas for three posters plus suggestions of how the poster campaign might spread to other formats, particularly items that families can interact with.

the priority is that the designs should communicate visually - the message should be as obvious to a nursery age child who cannot read as to a parent

provide

- rough ideas for a series of three posters in a unifying style
- thoughts on how the campaign might develop in the future
- a verbal explanation of why you think your design will be effective

consider

- communicating simply and effectively
- why people respond to certain types of image
- what type of advertising snack foods use

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