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# A DESIGN BRIEF

## A DESIGN BRIEF

### THE CLIENT SHOULD INCLUDE

- . company name
- . type of company
- . situated in
- . and its business intentions...

### PRESENTATION SHOULD COVER

- . what the client wants from the designer

### THE AUDIENCE SHOULD INCLUDE

- . age
- . gender
- . interest / characteristics
- . socio-economic

### THE PURPOSE CAN

- . advertise
- . promote
- . inform
- . guide
- . teach

### THE CONTEXT IS

- . placement of your presentation
- . how it works with its audience

### THE CONSTRAINTS CAN BE

- . time
- . money
- . colour
- . imagery
- . materials
- . methods
- . presentation

### SIGNITURES & DATES ARE TO BE INCLUDED.

# SAMPLE

## CLIENT

Markel an all in one beauty salon, is a newly established business which will specialise in massaging, manicure and hairdressing. The new store will be located in Melbourne's inner city Chapel Street. Markel is looking for the services of a graphic designer to create a funky and fresh new look so that it can rise above all its competitors.

## AUDIENCE

Markel's targeted audience will be aimed mainly at female's - late teens to those in their 40s. A high disposable income and interest in beauty health and general care for their wellbeing are characteristics of the market Markel wants to be apart of.

## PRESENTATION 1 - GRAPHIC IMAGE FOR NEW LINE OF T-SHIRTS & CORPORATE IDENTITY / LOGO

The client requires a graphic image for a line of T-shirts. The garment will be worn by all the staff in the salon, it will be used as a company uniform. The need for a corporate identity is also needed to help brand and promote the new store.

## PURPOSE

The purpose of the visual communications are to capture the attention of, promote and inform potential customers of the new all in one beauty salon - Markel. The contemporary look will help to create a colourful, positive and up beat store that makes it's client's feel relaxed and beautiful.

## CONTEXT

The new line of T-shirts will be issued to all employees and given as freebies in the hope it will create greater exposure within the local area. The corporate identity / logo will be applied to all business card and displays before the opening of the store.

## CONSTRAINTS

The design constraints are (1) T-shirt ground colour is to be white and the design work bright, colourful, clean and simple. (2) The idea of beauty as a focus is also to be incorporated. (3) The company logo is to designed using 1 colour. (4) The logo must be incorporated into the graphic for the T-shirt and (5) the design work is to be completed within the designated time frame.

**METHODS** - Drawing (freehand observational drawing) - Photography - Computer - Printing

## POSSIBLE PRESENTATION FORMAT

The possible presentation format (1) Printed T-shirt design (2) Concept board displaying the Corporate Identity.

\_\_\_\_\_  
CLIENT SIGNATURE

\_\_\_\_\_  
STUDENT SIGNATURE

\_\_\_\_\_  
TEACHER SIGNATURE

\_\_\_\_\_  
DATE