Integrated Communications Project I TEAM ASSIGNMENT I 75% OF GRADE

This is a complex and multi-faceted project that should display:
• Coordinated efforts of a team of Thinking designers
• Creativity in formulating a Brand and applying that brand to appropriate media
• Critical thinking in developing a Communication Marketing Strategy
• Effective problem solving using solid Research
• Clear communication system showing hierarchal organization of typography, imagery, space, content, message
• Technical Accuracy and attention to Detail
• Professional and Inventive Presentation skills

Teams:
The class will be randomly divided into 4 teams. The teams will choose a coordinator and name.
All members of the team will work on a logo with the group making the final decision.

Team Coordinators:
• The team coordinators will draw for clients. Insure timeline is being followed; Coordinate re meetings outside of class; and Communicate any issues to instructor.

Process:
A.   Questionaire to Client

B.   Team Meeting with Client

C.   Research (to be shared equally among team members)

D.   Analyze

E.   Write Project Brief

F.   Conceptualize (Keeping in mind how to organize Digital Presentation, Display Booth, and Printed Manual)

G.   Present Rough Designs

H.   Revise & Produce

I.   Present Final Design Solutions and deliver in Digital Presentation, Display Booth, and Printed Manual.

Deliverables:
While deliverables may vary between teams, final design solutions to be presented in 3 parts:

1. Digital Presentation in the Design Auditorium

2. Display Booth in the Design Building Commons Area

3. Project Branding Manual (1 copy for instructor & 1 copy for client)

Reading:
What every business needs (http://www.aiga.org/content.cfm/what-every-business-needs)
Boundless Love of Branding (http://www.aiga.org/content.cfm/boundless-love-of-branding)

Reviews:
Weekly review of team progress; Research/Analysis presentation; Rough presentation; Digital presentation run-thru; Formal presentation.

Evaluation:
(See Team Project Evaluation form)

Integrated Communications Project I GRADE FORM

Team: ………………...…

Grade yourself and your team members in terms of **CONTRIBUTION**. A (8-10), B (5-7), C (1-4).

Team Member 1 (you)   ....

Team Member 2   ....

Team Member 3   ....

Team Member 4   ....

Team Member 5   ....

How would you grade yourself and your team members regarding participation in **RESEARCH**?

Team Member 1   A ……...… B …………... C …………..
Team Member 2   A ……..… B …………... C …………..
Team Member 3   A ……...… B …………... C …………..
Team Member 4   A ……...… B …………... C …………..
Team Member 5   A ……...… B …………... C …………..

How would you grade yourself and your team members as an effective **TEAM PLAYER**?

Team Member 1   A ……...… B …………... C …………..
Team Member 2   A ……...… B …………... C …………..
Team Member 3   A ……...… B …………... C …………..
Team Member 4   A ……...… B …………... C …………..
Team Member 5   A ……...… B …………... C …………..

HOW WOULD YOU IMPROVE as a team member and what would be your suggestion for team members?

Team Member 1 (you)   ....

Team Member 2   ....

Team Member 3   ....

Team Member 4   ....

Team Member 5   ....

HOW WOULD YOU CHANGE/IMPROVE THE PROJECT? Other comments? *(Please use back of form.)*

Sign: ………………………...Date: ………………………..........

(Team Logo)

(Date)

Dear Mr./Mrs./Ms.,

Thank you for agreeing to partner with (Team Name). As senior graphic designers, we are excited about the opportunity to create design solutions for (company/group).

In advance of our face-to-face meeting, we ask that you complete the attached "Client Brief." An effective brief is the single most critical factor in ensuring that a project is successful. This guiding document will help provide us with most of the information needed to begin the design process.

A brief primarily focuses on the desired results and the objectives of a project. A brief does not deal with the aesthetics of design… This is the responsibility of the designer and is based on client information, research, design considerations, and the creative/problem solving process.

The design brief allows you, the client, to focus on examining exactly what you want to achieve, why, when, for whom, and how before any work starts on the project.

It's critical that you return the Client Brief by (date). We will call to schedule a follow-up meeting for the week of (date).

Thank you and we look forward to meeting,

(Team Members, Coordinator Contact, Veni Harlan, Instructor)

LSU Graphic Design 4555
Integrated Communications Project
Client Brief

Company:
Contact Person:
Mailing Address:
Phone:
Email:

What does your business do? *Tip: Never assume that the designer will know anything about your company. Be clear and concise and avoid internal jargon when replying.*

What does your company / organization do?

What is your company's history?

What are your goals? Why?

What is the overall goal of the new design project?

What are you trying to communicate and why?

Are you trying to sell more products or get awareness of your product / service?

Who are your competitors and how do you differ from them?

Do you have a logo and/or promotional materials currently? (Please provide samples)

Who is the target market?

What are your target market's demographics & phychographics? *i.e. The age, gender, income, tastes, views, attitudes, employment, geography, lifestyle of those you want to reach. (If you have multiple audiences, rank them in terms of importance.)*

Do you have any specific copy (text) or images for your company?

What copy needs to be included in the design? Who is providing the copy?

What pictures / photographs / diagrams etc need to be used?

What other information should the designer know?

Have you got a benchmark in mind?

Please provide examples of what you consider to be effective or relevant design *even if it is from your main competitors. This will set a benchmark for your designer.*

Provide the designer with things not to do, *and styles that you don't like or wish to see in your design. This will give the designer an idea of what to avoid.*

What is your production budget? *(You will not be charged for student design. Costs would pertain to web, print, ads, etc. Providing a budget prevents designers wasting valuable time and resources when trying to maximise your budget.)*

Anything else you would like us to know?