

Student Art Show DESIGN BRIEF

CLIENT OBJECTIVES

SPECIFICATIONS

SCHEDULE

BUDGET

CLIENT/OBJECTIVES

CLIENT Tunxis Community College Student Art Exhibition Committee.

OBJECTIVES Art exhibition promotion.

MARKET/AUDIENCE Tunxis community and regional residents

PRODUCT Poster

What is the content to be communicated ?

Announcement of the Tunxis Community College Annual Student Art Show in a creative and engaging manner. Specifics such as time, date, and place are also included in the design.

What is the Student Art Show ?

Annual exhibition held in the spring of each year. The show represents the best of Tunxis student art work in six categories — painting, drawing, 3D, photo, graphic design, digital media.

Purpose of the Student Art Show ?

Provide a showcase for individual artists.

Provide a community service — opportunity to view art.

Market the Tunxis Arts programs

- create administration and community awareness of quality student work
- help to acquire arts program internal support/funding
- create awareness of classes and programs offered
- enhance transfer to 4yr. art/design programs
- enhance student/graduate employment opportunities

SPECIFICATIONS

Based on budget and client needs

Quantity: 500

Size/format: 18"x24". Printed one side.

Colors: One to three spot (Pantone) colors, with screens

Bleeds: Can bleed all four sides.

Images: Graphic images — spot pantone colors
Photography/drawings — line art or greyscale
(all images must be original art — no clip art or stock photos)

Paper: 80lb text. White. Coated one side. Weight chosen to fold easily and mail economically.

Folds: None as part of design. Some will be folded for mailing purposes.

Die cuts: None.

Mech. art: Adobe Illustrator-output ready file

BUDGET

Budget is approx. \$2500, out of which comes:

design	\$ 1325
printing	\$ 1100
distribution	\$ 150

A typical complete project budget might look something like this:

Input/client meeting		NC
Estimate/bid		NC
Work on spec	not recommended	
Research/concept design	10 hrs. @ \$75	\$ 750
Client review		NC
Final design	5 hrs. @ \$75	\$ 375
AAs	depending on arrangement	NC
PEs		NC
Production	2 hrs. @\$50	\$ 100
Materials/proofs:		\$ 100
		<hr/>
		\$ 1325
Printing: charged directly to client		+ \$ 1100
		<hr/>
		\$ 2425
		<hr/>
Distribution (mailing)		+ \$ 150
		<hr/>
TOTAL		\$ 2575

SCHEDULE

Establish date that product is needed, then work backwards to set design and production milestones to see if adequate time for design and production. If all seems OK, proceed. If not, negotiate.

April 26	Exhibition starts.
April 12	Hang posters (need approx. 2 weeks exposure prior to show opening).
April 12	Address and mail posters.
April 9	Delivery of printed poster from printer.
March 26	OK Printers proof.
March 19	Mechanical art files to printer.
March 17	Finish mechanical art and final proof/preflight.
March 16	Revise as needed. Preliminary mechanical art/preflight.
March 15	Proof by Marketing-Communications department.
March 12	Select design.
March 4	Designs finished.
Feb. 9	Concept designs/comps.
Jan. 26	Begin designs.
Jan. 26	Input to designer.