

Student Art Show DESIGN BRIEF

CLIENT OBJECTIVES

SPECIFICATIONS

SCHEDULE

BUDGET

CLIENT/OBJECTIVES

CLIENT

Tunxis Community College Student Art Exhibition Committee.

OBJECTIVES

Art exhibition promotion.

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 — see copy sheet.

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, photography, 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

MARKET/AUDIENCE

Tunxis community and regional residents

PRODUCT

Poster

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-Macintosh file ready for high resolution (2400 dpi) output to film or plate.
Must include all fonts (or as outlines), placed images or scans. Images must be of sufficient resolution to support an lpi of 150.

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 |
| | | <u>\$ 1325</u> |
| Printing: | charged directly to client | + \$ 1100 |
| | | <u>\$ 2425</u> |
| Distribution (mailing) | | <u>+\$ 150</u> |
| 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, printing specifications, and hard copy reference 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. |