

## DESIGN BRIEF TEMPLATE

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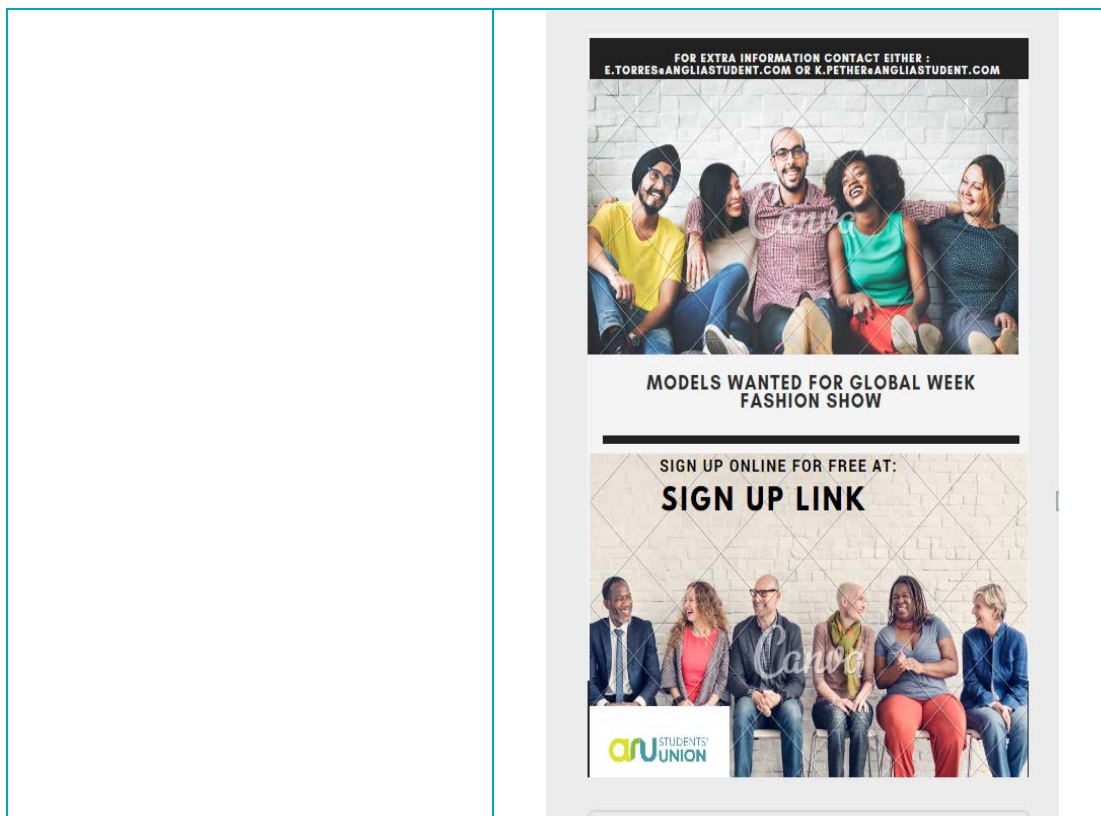
DEPARTMENT: SU

PROJECT NAME: Fashion Show sign up      BUDGET:

STEP 1	BACKGROUND
A brief description of the project:	.
What is the aim of the project?	This project aims to provide current students with added support and information; whilst also providing a fun, exciting environment for the whole family to attend

STEP 2	THE MESSAGE
Please insert <u>the final approved copy</u> . <i>All literature must be spell / grammar checked before submitting.</i>	
Who is the target audience?	Students
Any keywords and call to action	Fun for the whole family, Drop in,

STEP 3	DELIVERY OF THE MESSAGE
Describe the tone and any visual inspiration for this design. <i>Include any relevant URLs. Fun, Interactive, sophisticated</i>	
References <i>Any visual references, style guides, mood boards, previous campaigns</i>	



STEP 5	WHAT NEED TO BE PRODUCED?
<p><b>Flyers (printed on uncoated 130gsm stock unless requested)</b></p> <ul style="list-style-type: none"> <li>• A6 – 2500 for £50, 5000 for £65</li> <li>• A5 – 2500 for £80, 5000 for £120</li> </ul>	
<p><b>Posters</b></p> <ul style="list-style-type: none"> <li>• A3 - £35 per 100</li> <li>• A1 (for the solar frames and a-boards) - £10 each</li> <li>• A0 - £15 each</li> </ul>	
<p><b>Pull up banners</b></p> <ul style="list-style-type: none"> <li>• £69</li> </ul> <p><i>Other vinyl banners</i></p>	
<p><b>Info-screens / Info-kiosk</b></p> <p><i>Please state date (from – ‘til) that you’d like it to be displayed, on which campuses and to which faculties</i></p>	

<b>Website elements</b> <i>Banner /app banner/ etc.</i>	
<b>Social Media</b> <i>Facebook banners, shareable images, profile images</i>	
<b>Finishing specifications</b> <i>Media; format; dimensions; folds; varnish; wire stitching; spot colours etc</i>	
<b>Something not listed?</b> <i>All full list of communication channels and their specifications <a href="#">can be found here.</a></i>	

STEP 6		DEADLINE
Date required	PROOF/VISUALS	
	DELIVERY OF PRINT/ONLINE	

**PLEASE NOTE**

- For print, these costs are to have flyers delivered to the office, not to students.
- We will distribute posters every Monday around campus.
- To distribute flyers to students, budget must be found to book staff.