

Where does change need to occur in contemporary society and how can design influence change?

Project 02

Design Re-Form: Creating Social Change in San Francisco

How can design students design collateral with the intent of informing people of the power of art/design to inspire people to action? Students will present a proposal for a campaign to introduce a form of social change in San Francisco. Campaigns will include various forms of collateral. *web presence, blog, social media campaign, posters, stickers, e-pub, brochures*

The project is intended to ask students to question where change needs to occur in contemporary society and how can design influence change.

Students will be influenced by the guest presentations and field trips and will present research in the form of a Creative Brief for a proposed campaign. Research will be presented in digital format and will be compiled into a epub or online digital publication.

Creative Brief

From Wikipedia, the free encyclopedia
http://en.wikipedia.org/wiki/Creative_brief

A creative brief is a document used by creative professionals and agencies to develop creative *deliverables*: visual design, copy, advertising, web sites, etc. The document is usually developed by the requestor (in most cases a marketing team member) and approved by the creative team of designers, writers, and project managers. In some cases, the project's creative brief may need creative director approval before work will commence.

The creative brief, consisting of a series of simple questions asked by the creative team and answered by the requestor, becomes the guidepost for the development of the creative deliverable. As with many strategic documents, if the project goes off track referring back to this mutually agreed upon document to see where the divergence began is helpful.

Creative briefs can come in many flavors and are usually tailored to the agency or group that is developing the creative deliverable. They know which questions (and answers) are of paramount importance to them in order to deliver a high-quality creative execution.

A creative brief may contain:

Background — what is the background of the project? Why is it being done?

Target audience — what do they already think about this subject? Is there anything that should be avoided?

Objectives — what is to be accomplished? How will this be measured and success understood?

Single message — what is the one thing to tell the audience? What is the single thing they should remember about the offering? How will they believe what we say?

Mandatory elements — mandatory elements such as the client's logo, address, phone number and so forth.

Deliverables — what is to be used to give the audience the message? What is the best way or place to reach this audience?

Timeline — how soon is this needed? When is it expected to be done? How many rounds (revisions) will this project undergo?

Budget — how much can be spent to get this developed? Is there any budget needed to publish/flight the creative?

Approvals — who needs to give the “okay”?

Creating a Public Service Announcement

from the National Institute of Justice

PURPOSE

Public service announcements provide your community with powerful public service messages about victims' rights at no cost to your organization.

DESCRIPTION

Public service announcements (PSA's) can be utilized in three mediums: Newspaper (print PSA's); Radio (audio PSA's); and Television (video PSA's).

PSA can deliver messages about your organization, its activities, or victims' rights issues in general. The National Association of Broadcasters suggests that PSA's “should sound like a cross between a news story and a commercial message.” Your PSA's should be brief, well-written in a “conversational” manner, and interesting.

PSA's target different news mediums, as well as different audiences. Your methods for producing a print PSA for your local newspaper will differ from those you use to broadcast a radio or television PSA. Likewise, your audiences will differ. At times, you will want your PSA's to reach victims and, in other instances, the general community will be your target.

PSA's are a valuable "freebie" to victims' rights advocates. Producing an effective PSA usually costs little but your time and creativity. And PSA's are available only to non-profit organizations.

There is a great deal of competition among non-profit organizations for public service announcement time and space. Usually, a media outlet cannot tell you when your spot will be aired. Your PSA, along with those of other non-profit organizations, will be placed into rotation and aired or printed alternately with those from other groups.

You can work to assure greater public exposure for your PSA's by presenting them to your news media in a professional, timely manner. If you understand the PSA requirements from your local media, and you know the message and audience you are attempting to reach, you will be well on your way to developing a comprehensive public announcement campaign.

Print Public Service Announcements

Print PSA's are designed strictly for publication in newspapers or magazines. These mediums require not only good copy, but also a well-developed graphic design. Print PSA's for newspapers are published in black-and-white, while magazine PSA's can incorporate many colors. The size of print PSA's varies, and is dependent upon a publication's policies and available space. Before you produce print PSA's, contact your local newspaper or magazine. Ask to speak to the community service director (also known as the public service coordinator).

You should ask him or her the following questions:

Do you accept print PSA's? If yes, are there any general policy guidelines for non-profit groups which wish to submit them? What is the general size of print PSA's in your publication?

What type-face do you recommend we use? Do you prefer "camera-ready" art or will your art department lay out our PSA? How much advance time do you require before our print PSA will be published? Do you have any example of print PSA's you have published in the past that we can use for guidance?

Once you've answered these questions, you will possess the knowledge you need to produce your print PSA.

The style and quality of print PSA's varies, as organization resources also greatly differ. However, there are some specific guidelines for producing a print PSA that apply to all organizations:

Keep your message short and simple.

Your graphic design should also be simple and pleasing to the reader's eye. Don't hesitate to ask a local artist or art student to help you with the graphic concept and design. Always include information about how readers can contact you for additional information (telephone number and address are helpful).

If your local newspapers and magazines do not publish print PSA's, there's another excellent alternative to delivering your message. Most of them will have a community calendar or "bulletin board." This special column highlights the activities and special programs of community service and public outreach programs. Find out who writes or edits these columns and what they require in terms of copy. Keep them on your permanent mailing list. And make sure your special events and activities are featured prominently in the community calendar.

Radio Public Service Announcements

Radio PSA's are the most widely used medium to deliver public service messages. The number of local radio stations far exceeds newspaper and television mediums. And radio formats incorporate fast-paced, continuous programming that never stops. Radio PSA's vary in length. The most popular spots incorporate: 15 Seconds (40 - 45 words) 20 Seconds (45 - 55 words) 30 Seconds (55 - 85 words), 60Seconds (140 - 160 words).

The length of your PSA limits the scope of your message. However, it is important to always include the "5 W's" in your message: "Who, what, when, where and why."

There are several methods to bring your PSA to the attention of your local radio station:

Announcer copy: You provide the station's public service director with written copy which is read "live" by the disc jockey.

Pre-recorded copy: You provide the public service director with a cassette or reel tape of your message. Sometimes, celebrities or other recognized people will pre-record a strong public service message which you can reproduce for several mediums.

Self-recorded copy: Many radio stations encourage non-profit organizations to record their public service message themselves at the radio station. You should always provide written copy of your PSA to the public service director of the radio station. He or she may wish to incorporate portions of your message in actual airplay. Most stations prefer copy on 8-1/2" x 11" paper; some like copy on index cards. Always make sure your PSA contains the following information: Name of sponsoring organization, Contact information (name, address and telephone number) Requested start and stop dates, Length of PSA, A brief description of the topic.

It's a good idea to also ask the radio station to "co-sponsor" your message by adding a tag, such as: "This important public service message is brought to you by the Smithtown Victim Advocacy Program and Station K-105."

It's also important to know the policies of local radio stations regarding public service announcements. You should ask the following questions:

Do you broadcast PSA's? What format do you require? Live? Announcer copy? Pre-recorded copy? Is there a limit to the number of PSA's my organization can submit each year? Which length do you prefer for PSA's? 10 Seconds? 30 Seconds?

Do you prefer written copy or details about the event or activity for your producer to write about? Does the station provide PSA production services? How much "lead time" (advance copy or notice) do you need for my PSA?

Do you prefer announcer copy or index cards? Which format best suits your needs? Would your station be interested in developing an ongoing, public service campaign with my organization about victims' rights issues?

Television Public Service Announcements

Television PSA's are more difficult to produce and broadcast than radio and print PSA's. Think about what it costs to purchase 30 seconds of commercial time on television. Then remember that each television PSA eliminates commercial revenue from the station's coffers! Also, stations are required by law to allot a certain amount of time for PSA's each year.

Television PSA's should be 15 or 30 seconds long. Like all PSA's, they should include the important "5 W's": "Who, What, When, Where, and Why." The message should be simple, direct and targeted to television viewers. And don't forget to provide a written script of your PSA with contact information.

Find out your local television stations' policies about video PSA's. Ask the same questions included in the previous section on radio PSA's. And make sure you retain this valuable information!

In addition, you need to know: Could the station use background footage of some of your past activities for the PSA? Whom do they prefer announcing the PSA? One of your organization's spokespersons? A television announcer? Another local personality? Will the station air high-quality video PSA's produced outside of its studio? Will the station provide production services, such as film crew or graphic design? Can they incorporate visual aids, such as slides or photographs?

It never hurts to ask a station's public service director if they will produce a PSA with your organization's message. Other excellent resources are the communications or radio/television departments at your local colleges. Students are often looking for projects to develop and expose their talents. Most states have a professional association of broadcasters which is affiliated with the highly effective National Association of Broadcasters. You may wish to contact the association in your state to discuss your public service needs. Its personnel may be interested in promoting victims' rights issues on a statewide basis, so don't overlook this opportunity!

Design Brief / How To Write An Effective Design Brief
<http://www.cleardesignuk.com/design-brief.html>

A design brief is a written explanation - given to a designer - outlining the aims, objectives and milestones of a design project.

A thorough and articulate design brief is a critical part of the design process. It helps develop trust and understanding between the client and designer - and serves as an essential point of reference for both parties.

Above all, the design brief ensures that important design issues are considered and questioned before the designer starts work.

Company or Organization Profile

Start your design brief with a short, honest synopsis of your organisation or company. Don't take this information for granted, and don't assume that the designer will necessarily know anything about your industry sector.

Tell your designer:

- What your organisation does
- How long you have been established and how many staff you employ
- What your niche market is
- How you fit in to your industry sector

Your Aims

Good design can have a huge influence on the success of a company's marketing strategy - but in order for success to be ensured, clear goals must be set.

For example, do you want to:

- Generate awareness?
- Encourage enquiries?
- Gain newsletter subscribers?
- Obtain information from your audience?
- Encourage them to tell a friend?

If your aims and objectives are not this clear, then your design brief has already achieved another purpose... One of most rewarding parts of actually sitting down and writing a design brief is that it helps to clarify your thoughts and can indirectly help to find flaws in what you initially thought was a solid idea.

Your Budget And Time-Scale

Even if you can only provide a ball-park figure, a budget expectation will give the designer a good idea of the type of solution they will realistically be able to provide.

Time scale is also an important consideration - so let your designer know if there is a specific deadline that has to be met.

Consult with Colleagues

Consult with as many people within your organisation as possible before sending the brief. Showing the design brief to different people may reveal remarkable differences in the way people see your organisation's aims and objectives.

Resolving any differences in opinion will save considerable time and expense further down the line.

Language

Whilst you should write in clear, concise way - there is no reason why you cannot use emotive language to emphasise exactly what you are trying to achieve.

Design Examples

Providing examples of what you consider to be effective or relevant design can be a great help in writing a design brief.

Make sure to include samples of your company's current marketing materials - even their only purpose is to explain what you don't want from your new marketing materials!

If there is a design style that you particularly like or dislike - then explain why in the brief. If you're not entirely sure why you like a certain design style, then good starting points include:

- Colour
- Imagery
- Quantity and quality of text
- Typography
- The atmosphere that particular designs create

Don't feel that you have to stick to the medium that you are designing for when giving a list of inspiration and influences. If a television advert or music video creates the atmosphere that you want your flyer to create, then that is a perfectly reasonable statement to make in a design brief.

The more clues you give about your design tastes, the more likely the designer will be able to produce something close to your aims. Expecting your designer to second-guess what you require rarely produces the best results.

10 Tips for Writing a Design Brief

Excerpt taken from Success Designs blog.

<http://www.mousematters.com.au/themedia/latest-news/168-mouse-mats-mouse-pads-10-tips-for-writing-a-design-brief>

Before getting an estimate from a designer and especially before beginning the design process, you should take the time to write out your business goals and explain any design requirements. The more a designer understands your business, the better the final design will be.

Telling the designer as much information as you can upfront will save you time and money. Don't wait until you see the final design to determine it is not the end product you expected. Communication is key to a successful relationship with your designer. Here are some tips to get you started on writing a design brief.

At this point, you should already have a business model and plan. If not, now is a good time to start thinking about your business goals. The best design in the world cannot save a business that is not well thought out.

Be sure to describe your product or service fully. Give a brief company history. If you have any old brochures or newsletters that would help to explain the business, make a copy for your designer. Make sure your designer can get a good understanding of your industry.

Explain your market position. Where do you stand against the competition? Describe the current situation that brings about the need for the project.

Explain your marketing objectives and strategies. What are you planning to achieve with your marketing and how do you plan to achieve it? Example: XYZ Co. seeks to increase brand awareness and generate business leads by handing out brochures at business trade shows and...

Describe your communication objectives and strategies. What are you trying to communicate to your customers and how are you doing it?

Example: XYZ Co. wants to be established as a place to get quality service for less. Currently XYZ Co. is sending out direct mail showcasing our deals. Clarify your target audience. Who is your target customer? Remember, no company can afford to target everyone. Narrow down age, gender, income, geography and lifestyle.

Write a project summary that explains what the project is and what you expect it to achieve. What are the design requirements? This can include dimensions, colors, required logos, anything that you want to be sure is in the final design. Also, if you want more than one design concept, be sure you let the designer know up front.

Don't try to design for the designer. Allow the designer to take what he or she has learned and come up with a creative solution. Do feel free to offer your opinions and suggestions, especially if something does not seem to fit with your brand image. Communicate, don't dictate.

Set an available budget. Providing a budget allows the designer to determine how much time can be dedicated to the project and if it is feasible. If you would prefer to first get an estimate, be sure to clearly outline everything you want included in the estimate such as number of concepts and revisions.

Create a reasonable deadline. Give the designer an idea of your schedule and when you would like the project to be completed. Be sure you account time for consulting, concept and design development, design revisions, production and delivery.

If you are having trouble coming up with your objectives and strategies, your designer may be able to offer suggestions. Just know that a design backed by a good concept and strategy will be much more successful than a generic design.