

VC240 Concept Design Creative Brief

Design a Parking lot pole banners for the front of the Art Institute of Michigan school.

1. Why are we designing these pole banners?

To have a shared community project with the City Of Novi and help show support and appreciation of art.

2. Who are we talking to with these pole banners?

The Art Institute Campus within the Novi community.

3. What is the single most single most persuasive Idea we can convey with these banners?

Art Is alive in Novi, and the Art Institute is a proud community partner.

4. Are there any creative guidelines for the banners?

We need to put the information:

Designed and illustrated by student (your name)
Faculty Instructor Ken Michalik

And The Art Institute of Michigan Logo (small) on it.

5. Banner Sizes and restrictions

Banner size: 30" x 75.5" Full size or can be made half size for layout purposes.

Make it simple.

Will probably silkscreened.

We will check with printer to final specs.

Project Due Date: Thursday August 6, 2009



Aⁱ The Art Institute of MichiganSM



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Sample A.



Sample B.



Life is better
With art
in it

