# 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

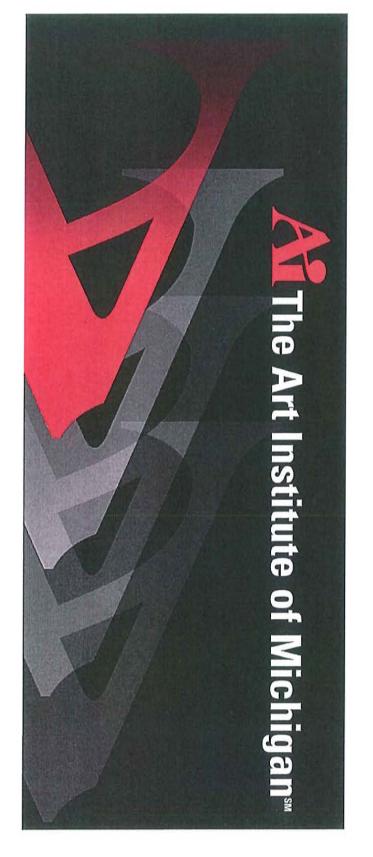
And The Art Institute of Michigan Logo (small) on it.

### 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 spects.

Project Due Date: Thursday August 6, 2009









Sample A.



Sample B.





# Lifersetter

