

## Integrated Cross-Platform Creative Brief

### **GH24 News Network**

#### **Background**

**Gh24** is a 24 hour news network which provides localised news broadcasts on TV as well as online and on mobile. We also cover African as well as world news, documentaries, business programmes and talk shows. Gh24 aims to provide television service which will equal BBC's standard. The BBC is considered as the gold standard in broadcasting. The network is thinking of reaching to the Ghanaian and the African diasporan community and the business community outside Ghana by using Sky Cable, Africa on DSTV and US on Comcast. The corporate colour is Red.

#### **Slogan**

"Your lifeline to Africa"

#### **Creative Requirements**

- 1) Develop a logo and graphical system guide to aid the consistent application of the **Gh24** brand.
- 2) A 15 second opening montage for the **Gh24** prime news at 20:00 (known as **Gh@8**) as well as a closing animation for the show.
- 3) Develop graphics for the **Gh24** News weather segment (120 seconds) as well as the weather page on the Gh24 website. The visuals should be governed by the principles of the developed graphical system. The **Gh24** team are looking for visuals that are well crafted, considered and suited for local and international viewers.
- 4) Design a news website using lorem ipsum incorporating the ability to streaming live videos.

**Gh24** is uncompromising in it's aim to source and provide it's viewers with top quality content. This should be taken into consideration.

#### **Mandatories**

The Gh24 logo should be visible at all times.  
Copyright information on closing animation.

#### **Technical Specifications**

Animations should be in high definition (HD) and all necessary precautions must be taken to ensure that all mandatory information is visible at all times. File should be saved as mp4.

***This project could be executed as a group work consisting for a student website designer and student animator.***

## Website Design Creative Brief

### Graphic Design Society of Ghana

#### Background

The Graphic Design Society of Ghana is a newly formed group. GDS recognised that to meet their goals a well-developed web presence is needed to announce its formation and presence, and also as a channel for communicating with their target audiences. **GDS:talk** is the proposed website banner name. It will be a forum for students, lecturers and professionals to share and discuss ideas. It will also serve as a platform to showcase their works, hunt for talents and market talents.

#### Website Goals

The goals of the Society's website include:

- Supporting the offline activities of the Society by providing an extensive online resources.
- Providing detailed information about the Society.
- Enabling potential members make postings and comment on postings.
- Providing information for people interested in joining the Society.
- Enabling a youtube video display

#### Objective

The Society would like it's users to engage in the following activities on the website:

- Subscribe to our e-newsletter
- Subscribe to our blog RSS feed
- Follow us on social media (Facebook, Twitter, Google Plus and YouTube)
- Purchase our merchandise
- Contribute blog comments
- Download resources on image and video library

#### Creative jobs

- Website: **Navigation Structure**

The navigation structures should include but not limited to the following: News articles, Events calendar, eNewsletters, Blogs, Job listing, Gallery (Images & Videos), People, (Personality Profiles - *create spaces for about 5 people*), Contact us form, Registration form, Log In form, site search form etc.

(Postal Address) Graphic Design Society of Ghana, P.O. Box KO 101, Koforidua, Ghana,  
Telephone: 0302 123 456

- Develop a **logotype** for the society and also a logotype for the society's conference (Graphics Education & Practice - GEP). Corporate colours for the Society are Orange, Blue and White.

#### Requirements

Using lorem ipsum, the website should be fully responsive on different devices and must contain slideshow, toggle effect (hide and show) and light box effect (pop up). The site must be able to grow in both breadth and depth as more blogs are posted.

## **Social Media Advertising Campaign**

### **Discovering Our Roots**

#### **Background**

Discovering Our Roots (DORs) is a tour company based in UK enabling Ghanaian immigrant children to discover their roots and learn more about their Ghanaian heritage. DORs aims to showcase Ghana and encourage the target group's pride and identity as Ghanaians.

DORs engages this demographic group through the use of social media. Efforts are focused on Facebook, Instagram, Twitter, YouTube, FourSquare and Yelp.

#### **Objective**

Discovering Our Roots (DORs) aims to ultimately inspire the target group to visit Ghana.

#### **Slogan**

"Welcome home"

#### **Corporate Colours & Elements**

Red, Yellow & Green and adinkra symbol Sankofa

#### **Creative Jobs**

Create a social media engagement campaign focused on inspiring this generation to visit Ghana. Their experiences in Ghana are also key to inspiring others. With this in mind we would also require the development of a microsite where the shared pictures/videos can be posted and shared. The range of social media platforms that DORs uses are strategically targeted to engage the target group at different stages in their search for more information on Ghana. Use each platform to it's strength.

## **Public Service Announcement Creative Brief**

### **Teenage Pregnancy**

#### **Background**

**Centre for Visual Communication Research** is a centre dedicated to the research in visual communication. The centre in collaboration with the Ghana Education Service and Ghana Health Services is embarking on a sex education among junior high school students who of late have been plague with incidence of teenage pregnancies while in school. A research conducted by the centre and the ministry revealed that the target audience are hard to reach with traditional public health means of communication however, they are well into social media. Advise us on a social medium you think we can reach out to our target audience and design a simple but effective and affective public health visual communication campaign for this medium.

#### **Target Audience**

The Junior High School Students

#### **Corporate Colours**

Colours for the centre (Violet and Orange)

**Requirements :** Design a logo for the centre. Messages must be clear and simple. Get the point across to our target audience. Simple illustrations. **No sensitive graphic illustrations.**

## Fashion Catalogue Creative Brief

### AKO

#### Introduction

AKO is a new fashion company catering for the youth particularly the tertiary students. AKO has had business enquiries from two top UK fashion retailers TopShop and New Look who are much patronised by the student community in UK. AKO wants a catalogue with photo shoots telling a fashion story of a first year girl who lost the parents at a very tender age and has struggled to make it to your school. She is so excited about her progress in life.

#### Theme:

"My First year at School."

#### Clothing Style:

Simple African wear but stylish with modern styles

#### Creative Job:

Design a 12 page fashion catalogue with the theme and the title of the catalogue as "AKO New Trends". The catalogue should consist of a cover, spread pages, single pages, a page on the name of the African print(s) motif(s) and a biographic pages on the fashion designer and the graphic designer. Your shoot should consist of horizontal and vertical images.

Name each of the shots in the story. For example the first opening page or shot should be a picture of the student reflecting on her progress in life, and it could be title "Thanksgiving".

#### Requirements

We want very nice fashion photo shoots. We also want a 5 minutes edited video catalogue capturing the model moments. The video should be HD mp4.

***NB Graphic Design Awards Ghana strongly advice that this project should be a team work consisting of a graphic design student and a fashion student. Failure to adhere to the advice will result in the disqualification of the entry. We will counter-check.***

## **Infographics Creative Brief** **'Energy Conservation'**

### **Background**

**Ghana DesignLab** is research centre dedicated to design research. The Centre in collaboration with Public Utilities Regulatory Commission (PURC) is embarking on energy conservation campaign to educate the population on the need to conserve energy. The campaign is about household energy consumption which the Centre has noticed seem to waste a lot of energy.

It is noted that TV and radio combined consume 15% of household energy; Ironing 20%; fridge and freezer 30%; electric water heater 25%, lighting 7% and Smartphone 3%. The centre corporate colour is Red, Green & Blue.

### **Creative Jobs**

- 1) Design a logo for the centre.
- 2) Design a simple A2 Information graphics (infographics) poster indicating the energy consumption the various items consume.
- 3) Design a simple A5 Information graphics (infographics) poster indicating the energy consumption the various items consume.

### **Tagline**

"Energy is life"

### **Requirements**

Must be clear and simple. Get the point across to our target audience. Use simple graphic illustrations.

## Packaging Design Creative Brief

### Eno's Chips

#### Product

Eno's Chips

#### Background

Eno's Chips is a Ghanaian snack food company specialising in plantain chips under the trade name Eno's. The company wants to reach out to the West Africans in the UK. The products will be sold in Asda & TESCO stores in UK. However, our research revealed that the target audience will prefer the plantain chips in the following favours: Prawns, BBQ sauce and original as our potential rivals like Walker's, Pringles & Lays who produce potatoes chips offer in these favours.

#### Competitors

Walker's, Pringles & Lays.

#### Goal / Objective

To distinguish Eno's Chips from our competitors and to make it a brand of choice for the Africans in the diaspora especially to the young consumers today.

#### Creative jobs

We are looking for a re-sealable innovative packaging containers (not sachet) for our three (3) different flavours to hold 50g of the plantain chips, a tradelogo and point of sale display unit.

#### *Concept of Package*

The illustration should appeal to children from age 5 to age 15 who like munching chips for their snacks. The packaging container should be convenient to transport and easy to re-seal. The container should be easy to open. It should be colourful and attractive to the age range. The language for instructions should be in English. The corporate colours are red, and orange.

#### *Tone of creative work*

Young, hip, colourful, exciting and eye catching. The colour scheme should appeal to this age range and it should stand out on the shelves.

#### Information on the packaging

##### **Ingredients**

Semi ripe Plantains (65%), Sunflower Oil (25%), Sea Salt (5%) and (*chosen*) flavour (5%)

##### **Allergy Advice**

The factory also handles products made with Milk, Wheat, Gluten, Barley, Soya, Peanuts and Mustard.

**Typical Nutritional Values**

	Per 50g (%*) Pack	Per 100g
Energy	600kJ 140kcal	310kJ 720kcal
Fat	8.0g (11%*)	35g
Fat of which saturates	0.65g (2.5%*)	2.4g
Mono-unsaturates	6.3g	25.2g
Poly unsaturates	1.0g	4.1g
Carbohydrate	12.3g	50.1g
Carbohydrate of which sugars	0.1(<1%*)	0.4g
Fibre	1.2g	4.6g
Iron	3.5g	7.0g
Salt	0.25g(5%*)	1.35g

**Information on the packaging**

Eno's Chips are made from 100% Ghana grown plantains, possibly by your grandparents. Eno's Chips is committed to improving the lives of farmers. Every pack of Eno's Chips you buy, 5% of the money goes to provide infrastructure development for a village. Patronise it and make grandpa and grandma happy and rich. No Artificial colours or preservatives. No MSG  
Suitable for vegetarians.

Eno's Chips and the Eno's logo are registered trademarks (c) 2016  
Contact us at [www.enochips.gh.com](http://www.enochips.gh.com) or Consumer Care, Eno's Chips Snacks Ltd. P.O. Box K 001, Koforidua, Ghana  
Ghana: call 054 332244

or our London Office Eno's Chips Snacks Ltd, 95 Flowerdale Street, Croydon, CR1 5XR  
UK: call 0800 888777

Also include the Fairtrade logo on the packaging

*\* Graphic Design Awards-Ghana instructions.*

## Magazine Design Creative Brief

### Camlife Magazine

#### Background Information

##### *Magazine Profile*

**Camlife**, is a proposed campus based A5 sized lifestyle magazine for the universities and polytechnic students. It will be published thrice during a semester. **Camlife** anticipates international distribution and recognition among the Ghanaian diasporan community and Ghanaian students studying outside the country.

#### Creative Jobs

##### *Project Criteria*

- Create a concept that will make **Camlife** magazine look distinctive and very attractive to be sold locally as well as internationally to the Ghanaian students studying outside Ghana.
- Design the magazine so that it stands out and appeals to the target audience.
- Make it stand out in colour and imagery from other lifestyle magazines like the Ebony magazine, JET magazine, Essence magazine, Hello magazine, OK magazine among many others.
- Think outside the box.
- Create a Masthead (colour Lime Green)
- Create pages for **cover, table of contents, a personality\* profile page, one double page fashion spread (featuring one female model and the other male model), a cooking tip page (recipe with illustrated cooked food), a motoring page+** and a **sports page+**.

*\*Write about yourself and your achievements as a designer include a picture(s) of one or two of your best graphic design works and a nice selfie*

*+For the motoring and the sports pages use lorem ipsum text system.*