

Integrated Cross-Platform Creative Brief

C2 Network

Background

C2 is a television station in Ghana championing freedom of speech and expression. We provide entertainment television as well as world news, documentaries, business programmes and talk shows aimed at providing alternative views and challenging the status quo.

C2 aims to provide responsible and engaging content of the highest quality to Ghanaians on BSkyB Cable, DSTV and Comcast.

Slogan

"The alternative"

Brand colour

Red

Creative Requirements

- 1) Create a visual brand identity for C2. The logo must incorporate the (*Fawohodie - independence*) *Adinkra symbol*



FAWOHODIE

"independence"

symbol of independence, freedom, emancipation

"From the expression: Fawodhodie ene obre na enam.

Literal translation: "Independence comes with its responsibilities."

- 2) A 15 second **opening montage** and a **logo** for the **C2** Breakfast Show (known as **AM Ghana**).
- 3) Develop **opening montage** and a **logo** for the **C2** News Talk Show – **Let's Talk Ghana** (15 seconds).
- 4) Design an information **portal** providing breaking, regional and international news, weather, sports, politics, entertainment, science and technology.



C2 does not compromise on quality and this should show in all solutions.

Mandatories

To reinforce brand recognition the C2 logo must be visible at all times.

Technical Specifications

Animations should be in high definition (HD) and files should be saved as mp4 and **not more** than 75MB.

This project can be executed as a group work.

Website Design Creative Brief

Xpose

Background

As a talent platform Xpose Limited aims to showcase new talent in design. Graduates are hosted free for 6 months post graduation, after which a subscription charge applies.

Deliverables

1. Visual identity: Design the logo and visual style for Xpose.
2. **Website design:** The main access point is the talent portal. Visitors will use it to access user profiles, contact users and post jobs. The main focus of users will be to showcase their work (limited to 5 projects) , however with a premium subscriptions users can also contact other users, apply for jobs and showcase more projects.

The portal must be responsive and adapt to desktop as well as mobile displays.

3. **App Design:** Premium subscribers get access to the Xpose app which provides a streamlined user experience allowing users to view messages, apply for jobs on the go, as well post new projects and manage existing projects. A homescreen, login page and account page are required.

Mandatories.

The visual brand identity for Xpose must be inspired by the company's favourite adinkra.



(Boa me na me mboa wo – Help me and let me help you: cooperation and interdependence)

- Use this adinkra symbol, develop a **logotype** for the company.
- Design a very good branding impact for the website

Social Media Advertising Campaign **Stop Baby Brides**

Background

Ofie Foundation is a charity which supports children who have escaped child marriages and those who have been traumatised with the experience of child marriages. Ofie Foundation wants to undertake a campaign to end or reduce child marriages in Ghana.

In 2016 UNICEF estimated that 39% of girls in sub-Saharan Africa are married before the age of 18. This accounts for 17% of the global cases. In West & Central Africa it is 42% and Eastern & Southern Africa, 36%. Niger has the highest at 76%.

Parents marry off their young daughters for because of poverty, fear for their safety, tradition and others to avoid stigmatisation in their communities. Unfortunately, it is the girls who often are the victims and their brothers are often in strong support of it.

Objective

Use social media to engage the young boys and girls with the aim of using them as a conduit to enlighten parents as we believe that with wisdom even a child can influence an adult.

Creative Jobs

Design a campaign specifically targeted at the boys and the big sisters who often support their parents about the problems early marriages. Also design a brand identity incorporating the foundation's favourite adinkra symbol.

The youth of today are called the social media generation and to engage these demographic group, you can effectively use of the social media. Efforts should be focused on Facebook, Instagram, Twitter and YouTube.

Ofie Foundation's favourite adinkra symbol:



(Fihankra – house or compound: security and safety)

Slogan

“Stop baby Brides”

Public Service Announcement Creative Brief

Cholera

Background

Design Research Institute is a centre dedicated to the research in visual communication. The centre in collaboration with Ghana Health Services is embarking on a Cholera education. It is noted that children are better people to teach health promotion as they often seem to teach their parents on the practices they have learnt. Research again also revealed that teenagers are the worst offenders of throwing rubbish indiscriminately around. Our research conducted by the institute revealed that the target audience are hard to reach with traditional public health means of communication however, they are well into social media. Choose a social medium and explain why you chose that medium and design a visual communication campaign for this medium.

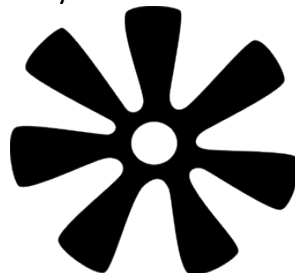
Target Audience

Teenagers

Corporate Colours

Colours for the centre (Violet and Orange)

Requirements : Using the adinkra symbol



(Ananse Ntontan – Spider's web: wisdom & creativity), design a logo for the institute inspired by their favourite adinkra symbol. Messages must be clear and simple. Get the point across to our target audience. Simple illustrations. **No sensitive graphic illustrations.**

Fashion Catalogue Creative Brief

Nubia Wedding Dresses

Introduction

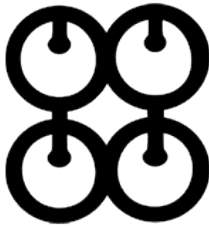
A British celebrity with Ghanaian ancestry is planning to marry his fiancée of the same ancestry. They both want to have an African theme wedding. They want their wedding dresses made out of kente, Africa prints and laces.

Theme:

“Going back to my roots”

Theme logo

Adinkra Symbol (*Me ware wo – I shall marry you: commitment & perseverance*)



Clothing Style:

Simple but stylish with modern styles

Creative Job:

Design a world class professional **8 page wedding dress catalogue** with the title of the catalogue as “**Nubia Wedding Dresses**”. 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. Use **illustrations** for the photo shoots.

Requirements

The illustrations should be very clear and good for reproduction in the Vogue, Hello and OK magazines. Produce a simple strictly **3 mins animated video** cataloguing the illustrations and should be mp4 file and not more than **75MB**.

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

Gambling Problems among Ghanaian Adolescents

Background

Ghana Design Council is research centre dedicated to design research. The Centre in collaboration with UNICEF is embarking on a campaign to draw parents mind on the on gambling their adolescent children. The following is the breakdown in percentage of adolescents addicted to the game:

Men

- Slot machines = 25%
- Card games = 15%
- Sports betting = 50%
- Lotteries = 10%

Women

- Slot machines = 20%
- Card games = 12%
- Sports betting = 40%
- Lotteries = 8%

Creative Jobs

- 1) Design a brand identity for the council and it should be inspired by the adinkra symbol



(Hwe mu dua – measuring stick: examination & Control) design a logo for the centre.

- 2) Design a simple but educative A2 Information graphics (infographics) poster indicating the various percentages.

Tagline

“Gambling destroy lives”

Requirements

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

Packaging Design Creative Brief

Airline Branding – Air TroTro

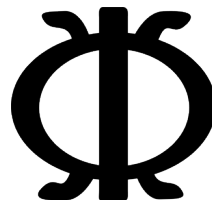
Background: A new domestic airline has been formed to ease the traveling problems of the business people round the country. It's called **Air Trotro**. **Air Trotro** will leave Accra at 5am for Takoradi and leaves Takoradi for Kumasi at 6am. 7am it will leave Kumasi for Accra reaching Accra at 7:45am. From just a flight path, it is clear that this airline is for business executives. From the name *trotro*, it means it is a budget airline.

Slogan:

Creative Jobs: The airline is looking for a good brand identity. The airline hasn't got any colour(s) in mind and is asking you the designer to choose one or two and explain why you chose this or these colours. *Visit [Graphic Design Awards Ghana Facebook page at www.facebook.com/graphicdesignawardsgh](http://www.facebook.com/graphicdesignawardsgh) to learn more about colours or any other website.*

Though, it is a budget business airline, the airline will still service breakfast on it's morning flights. The airline will like you to design a packaging to hold a sandwich and a box of fruit juice (choose a flavour of apple or orange).

The company's corporate adinkra symbol is **wawa aba – seed of the wawa tree: toughness & perseverance**. Design a corporate identity for the company and it should be incorporate the adinkra symbol.



Requirements

Make dummies and take photographs to show how the boxes look like from **front, sides, back, top, bottom** and at a **perspective views**. Submit design works of **front, sides, back, top** and **bottom views** as jpeg.

Newspaper Design Creative Brief

Sunday Post Newspaper

Background Information

Newspaper Profile

Sunday Post, is a proposed new all colour newspaper to be sold on Sundays. It is a lifestyle tabloid with interest in celebrity news. The newspaper also include an A5 size weekly magazine called **AKOSUA**. The newspaper will also be sold in some selected newsagents in London, New York and Koln to the Ghanaian community over there.

Creative Jobs

Newspaper Criteria

- Create a concept that will make **Sunday Post** newspaper look distinctive and very attractive to be sold locally as well as internationally to the Ghanaian outside Ghana.
- Design the tabloid so that it stands out and appeals to the both the westerners and Ghanaians.
- Make it stand out in colour and imagery from other lifestyle newspapers like the Sun newspaper, Daily Mirror, People among many others.
- Think outside the box.
- Create a Masthead and inspired by the adinkra symbol



(wo nsa da mu a – if you hands are in the dish - participatory government & democracy)

(colour Red and White based on CYMK)

- Create pages for **cover, celebrity news page+, fashion page, a cooking tip page (recipe with illustrated cooked food), television viewing guide page+, a motoring page+ and 2 sports pages+.**

Magazine Criteria

- Create a Masthead (colour Violet and White based on CYMK)
- Create pages for **cover, content page, eateries page, 2 fashion accessories pages, Recipe page, 2 gizmo pages and personal grooming tip page.**

Requirements

Make dummies and take photographs of the front covers, back covers and the various pages to show how it may look when printed. Submit the design work of each page separately as a jpeg file.

+Use lorem ipsum text system.