

DEVELOP A CREATIVE PITCH ACTIVITY

We've practiced all steps of the creative process including researching a project, writing a creative brief, creating a mood board, sketching ideas, and producing a final project. Now I want you to work through the process of creating a pitch for a project. Graphic design is not just about doing the actual work. You often have to present or "pitch" your ideas to a client or internally. This week you will be provided with a brief for a fictional company. You will need to complete a pitch for the fictional as a group. You may want to divide up the labor in order to complete the pitch in time, but all groups members should contribute to the concept for the project. Presentations of pitches need to be ready to present by 8:45pm. You may appoint one person as spokesperson. The presentation may be assembled in PowerPoint or Google Docs Presentation.

Presentation should include:

- Company Name
- Brief Description of the Project
- Mood Board with Design Inspiration for Solution
- Proposed Color Scheme
- Proposed Fonts
- Actual Solution – Will depend on your brief, but may include:
 - Logo
 - Product Label/Packaging
 - Actual Product with design

PROJECT NAME: HYPED WATER

BACKGROUND

Hyped Water is a new bottled water producer looking to break into the bottled water market. They believe they have a superior product offering more refreshing water.

OBJECTIVE

A new bottled water producer called 'Hyped Water' is looking for an awesome eye catching water label design. They would also like suggestions for packaging the water in a way that makes their bottle stand out.

TARGET AUDIENCE

Hyped Water is looking to target men and women between the ages of 18 and 35, especially those who are environmentally conscious and prefer to purchase from companies who minimize their environmental impact.

COMPETITION

Smart Water, Fiji, Evian

DISTINGUISHING CHARACTERISTICS

- Environmentally friendly bottles and other packaging

CREATIVE CONSIDERATIONS

- They are looking for something, simple, clean, using a maximum of three colors.
- Ideally using some form of custom lettering and/or subtle icons or illustrations.

tone

- Bold
- Catchy
- Clean
- Simple

PROJECT NAME: EDGY

BACKGROUND

The snowboard brand is called Edgy and they are looking for awesome designers to create graphics for their boards.

OBJECTIVE

Design a custom graphic for the base of a snowboard. They would like to see three different designs.

TARGET AUDIENCE

Snowboarders, both men and women, between the ages of 14 and 30, particularly those interested in extreme sports.

COMPETITION

Burton, Monument Snowboards, Yes Snowboards, Signal Snowboards

DISTINGUISHING CHARACTERISTICS

- Company focuses on style along with providing a quality product. They want their snowboards to get you noticed.
- The company focuses on the more extreme side of the sport and tends to feature pictures of snowboarders completing extreme stunts while using their boards.

CREATIVE CONSIDERATIONS

- They would like an extreme, mountain inspired, colorful layout.
- Apart from that, you have complete creative freedom!!

tone

- Edgy
- Artistic
- Colorful
- Extreme

PROJECT NAME: THE CHICAGO SAUSAGE HOUSE

BACKGROUND

The Chicago Sausage House is a well-established restaurant/pub/bistro specializing in homemade sausages and fine ales.

OBJECTIVE

They are looking for a new logo to role out throughout the venue.

TARGET AUDIENCE

Chicago-based middle class men and women with an interest in food and craft beers, specifically aged 21-40.

COMPETITION

Kaiser Tiger, Sheffield's, Bangers & Lace

DISTINGUISHING CHARACTERISTICS

- The company makes their own artisan sausages on site. They have a broad range of offerings.
- Their beer menu focuses on regional craft beers from Illinois, Wisconsin, and Michigan. They also have a rotating seasonal specials menu.

CREATIVE CONSIDERATIONS

- They want something fun, friendly, hand crafted and well designed.
- They want something with a scripted and bespoke feel.

tone

- Hand-drawn
- Vintage
- Distressed
- Tailor-made

PROJECT NAME: EDDY'S CUT-THROAT BARBERS

BACKGROUND

A 100 yr old family run barber shop in the East-end of London is looking to rebrand and have their branding tightened up. The Barber's is called 'Eddy's Cut-Throat Barbers' and has been passed down the generations of the 'Eddy William's' family for the last 100 years.

OBJECTIVE

To create a new logo for the barber-shop the looks contemporary while also still referencing their long standing tradition.

TARGET AUDIENCE

London-based upper class men who have a particular interest in their personal grooming. The men would be between the ages of 20 and 30 years of age who are stylish and may have tattoos.

COMPETITION

Murdock London, Sharps Barbers, Chaplin's of London

DISTINGUISHING CHARACTERISTICS

- The company has a full range of services for beard and mustache maintenance.
- The company sells it's own product like of razors and shaving cream.

CREATIVE CONSIDERATIONS

- The client is open to suggestions of styles but is ideally looking for something sans-serif, simple, classy yet personal with perhaps one or two small touches of fun in their to represent the cut throat style blades.
- They would like a classic, British inspired, traditional logo created using custom lettering or a hand drawn customized typeface.

tone

- Simple
- Classy
- Traditional
- Touch of whimsy

PROJECT NAME: ROBINSON'S

BACKGROUND

Robinson's is an upscale, artisan ice cream company based in Los Angeles in 1989. They offer 30 specialty flavors like Salted Caramel and Dark Chocolate Raspberry Coconut.

OBJECTIVE

To rebrand the company with updated, custom packaging. They specifically need a take-out dish for ice cream served in their retail locations and a pint container for take home and grocery store purchases.

TARGET AUDIENCE

Ice cream lovers of all ages, but they specifically target young professionals and creative twenty somethings.

COMPETITION

L.A. Creamery, Van Leeuwen, Sweet Lucie's

DISTINGUISHING CHARACTERISTICS

- The company focuses on sourcing quality ingredients from local suppliers.
- The company has retail shops where you can purchase individual servings and take home pints. They also sell the product in local grocery stores.

CREATIVE CONSIDERATIONS

- The company is looking for a typographic heavy solution possibly utilizing hand lettering.
- Try to incorporate subtle references to bespoke artisan techniques.

tone

- Hand-done
- Typographic
- Simplicity
- Honest
- Straightforward