**Brief No:** 001

**Project:** Design & Creativity Skill Assessment

**Introduction**

The DHL eShop App is an ecommerce enabler that provides shoppers in 34 African countries access to online US/UK stores. Check the [Instagram](https://www.instagram.com/dhlafricaeshop/) and [Facebook](https://www.facebook.com/dhlafricaeshop/) account for more insight on our ongoing visual style. Checkout the service [here.](https://www.africa-eshop.dhl/)

**Template Email**

Create an email design (check image specs below) according to the specs listed below. The purpose of the email is to promote sales and offers from retail stores to shoppers. Images to use to represent the individual stores listed below can be picked out from their websites provided below or from their Instagram pages

Hero Banner Caption:

Time to Sale-a-brate!

Enjoy Huge Discounts on Your Favourite US/UK Stores

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Sectional Image: Fashion

Sectional Image: Mother and Child

Sectional image: Sports and Fitness

**Fashion**

Pretty Little Thing https://www.prettylittlething.com/

FashionNova- up to 50% off ([https://www.fashionnova.com](https://www.fashionnova.com/))

Boohoo – Up to 80% off <https://www.boohoo.com/>

**Mother and Child**

Carters- 50% off entire site (<https://www.carters.com/>)

Marks & Spencer – Up to 50% off [https://www.marksandspencer.com](https://www.marksandspencer.com/) Use images that focuses on kids

George at Asda – up to 60% <https://direct.asda.com/george/clothing/10,default,sc.html?redirectFromInt=1> Use images that focuses on maternity

**Sports and Fitness**

Sports Direct- up to 80% off (<https://www.sportsdirect.com/>) use image that focuses on shoes

Kitbag- 20% off (<https://www.kitbag.com/stores/kitbag/en>)

GNC – up to 50% off entire store (<https://www.gnc.com/>)

**2. Social Media**

Design an image for social media with the caption:Share and Earn. Tell Friends and Family about the eShop and you both get $10!

\*The purpose of such an image is to announce a referral program.

**3. Video Assessment**

Create a 15- 30 second motion graphics/live recording/stop motion video that creatively describes what you understand about what we do, how you fit into the role and what you can improve.

**Added information**

1. Store names should be written out in text, don’t use the logos
2. Images taken from the website should feature people not just products
3. Use the color scheme of the logo for the background especially the hero image, which is yellow and red. Refer to community pages
4. All images should be 650px in width. The height for the hero image we prefer to keep it to 400px and for the body 1000px maximum as such keep to sections.
5. Social Media images should follow the color scheme of the brand and dimensions are 1080 x 1080 pixels