

CREATIVE BRIEF / FINAL PROJECT / DES 157

PROJECT SUMMARY

My project is to create an app for clubs and organizations to input events that they would want all students to know about. It is also for students that are interested in getting involved in clubs to look at and find events from clubs they may be interested in.

AUDIENCE PROFILE

There are two types of audiences for this app. The first are people that run the clubs and would like to input events for everyone to see. The other type of audience are students in general that may be interested in those events. They are mainly students and probably around 20. The media they use are phones and computers. They also may use Facebook to create events.

PERCEPTION/POSITIONING

The general perception of this project is to allow clubs to reach out more to other students about their club and to make it easier for students to learn about all the different clubs available on campus.

Some techniques I will use is the use of color to show different information and visuals such as calendars and maps. My limitations are the amount of time I have to create this app and the limited amount of knowledge to create the app.

COMMUNICATION STRATEGY

I want people to know that the app is where you can go if you want to know about clubs on campus.

LOOK & FEEL

I want to use a san-serif typeface that is clear and easy to read. I will be using color as a sorting system that would separate events by the clubs that made them. For interaction, I want the first page to be a list of clubs and a little description of each one where people can look and check on which ones they are interested in. Then after deciding there would be a calendar that shows all the events in clubs that they checked.

TARGETED MESSAGE

The targeted message of this project is that it is an app where clubs can put events for all students to have access to and see what events they may be interested in.