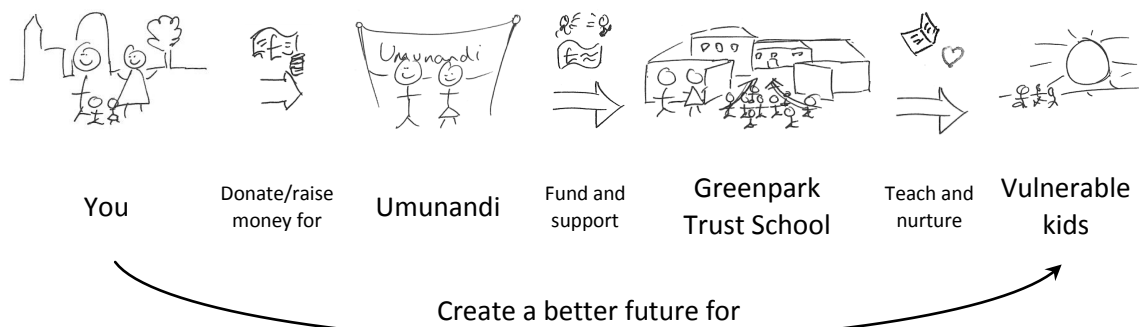


DESIGN BRIEF

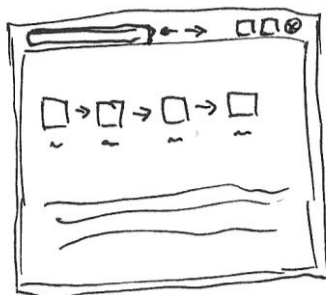
Project Umunandi.org process sketch
Client Umunandi, registered UK charity 1126668

Umunandi is a small UK charity supporting the education of orphans and vulnerable children at a school in Zambia. We are currently developing a new website which will feature a sketch on the home page that describes how we work. We have designed the first draft of this sketch, shown below. Your task is to redraw the sketch more clearly, beautifully, stylishly, professionally and generally *more better-er*!

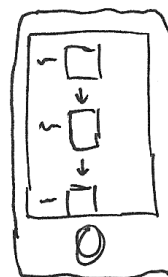


Detailed brief

The sketch needs to work on both desktop and mobile screen sizes. It is structured as component elements that can reflow according to screen size and orientation, like so:

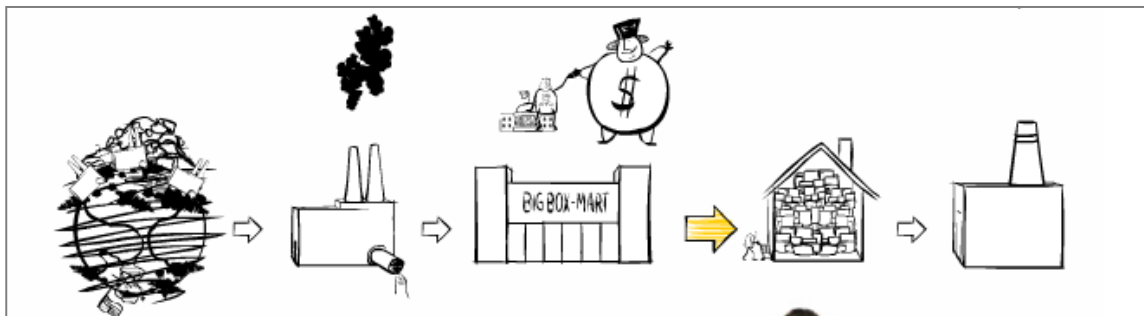
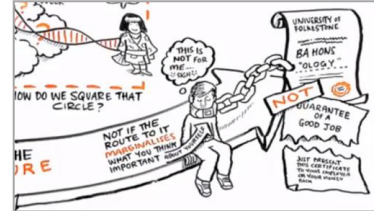


Desktop – horizontal flow,
writing below



Mobile – vertical flow,
writing along side

The general look and feel should be [RSA whiteboard animation](#) / [Story of Stuff](#) style – clean, clear, hand written script, informative, slightly humorous, quirky, fun:





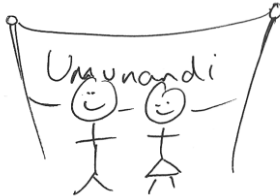




One point of difference - the RSA drawings tend to be very compact in order to fit a lot of information into a confined space. Our drawing is less information heavy so can afford to be more spacious.

The sketch must be monochrome (greyscale) as per the initial draft sketch. This is because the final sketch is going to be overlaid on top of a background image as shown below. The intensity/opacity of the background image will be adjusted to make sure it doesn't dominate or clutter the diagram. Strong bold lines, like the RSA drawings, will help keep the diagram clear.



You will provide each element (see table below) as a separate graphic (png or jpg, whichever is more file size efficient), along with a PSD of the entire sketch.

Elements

#	Element	Description (title in bold)
1		You Happy family in front of a typically English backdrop, part urban (London skyline-ish?) part rural. Something that communicates “Ah, that’s me” to the reader.
2		Donate/raise money for L-R arrow with money image/icon. Use UK £ currency symbol not dollars. Also need top-bottom version of the arrow for the mobile layout. Arrow and image/icon must be separate graphics.
3		Umunandi Man & woman representing our charity. The idea here has them standing in front of a banner with the charity’s logo on it, but feel free to come up with a better one.
4		Fund and support L-R and T-B arrow with money image as before. Also something for ‘support’ – my idea = two heads talking to each other. Again, better ideas welcomed.
5		Greenpark Trust School A school with its gates open and a crowd of children going in off the street. Three adults (I only drew two – oops), 1 man + 2 women, standing at the front left. Maybe show the rest of a low rise town in the distance ... or maybe that over complicates it?
6		Teach and nurture L-R and T-B arrow with teach image and nurture image. I’ve got a school book and heart here. Maybe a teacher icon would be better: 

7



Vulnerable kids

Kids going into a better future. My idea for better future was a happy sunset (palm trees, etc). Maybe showing them with jobs might be better? Ideas welcome.

8



Create a better future for

Big arrow – this is the whole point of the charity and hence this diagram: connecting donors directly to the kids. Probably put lettering inside arrow for horizontal version. Vertical version will need writing along side.

Final thoughts

- Lettering – This will probably be best done using an open source handwriting style font rather than relying on hand drawn lettering, as that will give us the best flexibility for changing wording going forwards. Please suggest and use an appropriate font(s) in your proposal.
- Sample – Please provide an example of element 1 in your response. This will give us an idea of your style and capability and will massively help us choose **you** as our illustrator! Note: we are asking all applicants to draw the same element so this is not a devious way of getting the project done for free. We want to find a good illustrator and pay them well for doing excellent work.
- Revisions – Please allow for *some* level of revisions in your quote. Hopefully you'll nail it first time but there may be something we assumed was obvious that actually turns out not to be obvious and therefore needs addressing after your first pass. We promise not to take the proverbial over this.

Aaaand that's pretty much it. We look forward to receiving your proposal and costing. Many thanks.

Umunandi