Creative Brief - UTA PRSSA

Project Summary:

PRSSA is an organization that provides numerous services to their members that will prepare them for their career after graduation. The client would like to recreate their already established website to provide organized and updated information and current events. This will include the creation of a new logo, the addition of a blog page, strengthening calls to action throughout the site, and organizing user interaction and experience.

Audience Profile:

The target audience is any currently enrolled UTA students within the majors of communication and business, who are interested in hands-on real-world experience, networking opportunities, and professional development, concerning topics of Public Relations.

Perception/Tone/Guideline:

The new website should be perceived as professional, inviting, and organized. The concept of the new site will include a more concise brand identity, using a united business style with creative typography to enhance the sites overall professionalism. The site will display a friendly and inviting color theme. The organization of the new site will structure the content to display a direct impression as well as encourage better user interaction and experience by strengthening the call to action buttons.

Communication Strategy:

By redesigning the site, we will provide a better platform for both members and nonmembers to join, participate, and stay up to date with PRSSA. Our redesign will implement a new logo, stronger calls to action, and user interaction with new and organized content and pages, including a blog page.

Competitive Positioning:

According to the survey, other COMM organizations and relating PRSSA chapters are the primary competition. PRSSA differentiates itself by offering easily accessible networking events, and access to Q and A from real PR professionals who provide mentorship, guidance, and expertise.

Targeted Message:

Informative, approachable, and community-based design

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Account Approval signature   Client Approval Signature