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MANCHESTER

University challenge

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THE UNIVERSITY OF SALFORD

It's tough being a student. So how do talented undergraduates tackle their college assignments and, more importantly, do they make the grade? We ask the experts



THE TUTOR

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COURSE: BA (Hons) Advertising Design
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THE BRIEF

Source a brief, or set one yourself, and identify issues around which to base a full design investigation using the software of your choice

"The final module of the Advertising Design degree is designed to allow students to synthesise their experience on the programme through definition, negotiation and implementation of self-directed study through a Negotiated Major Project. By exploring links with the design industry the students were encouraged to identify a set of issues around which to focus a full design investigation. This allowed for advanced levels of research, project development, presentation and personal design development.

The majority of students sourced a brief from the design industry or through contacts made during their previous second-year placements. Investigations were submitted across a range of formats – screen-based, interactive, print and/or video. Students presented an in-depth knowledge and understanding of the selected project briefs, working within the realistic constraints of time management, client needs, audience aspirations, contextual understanding and appropriateness of the identified design solution. Each submission was then supported by relevant research as well as campaign and conceptual development."



THE EXPERT

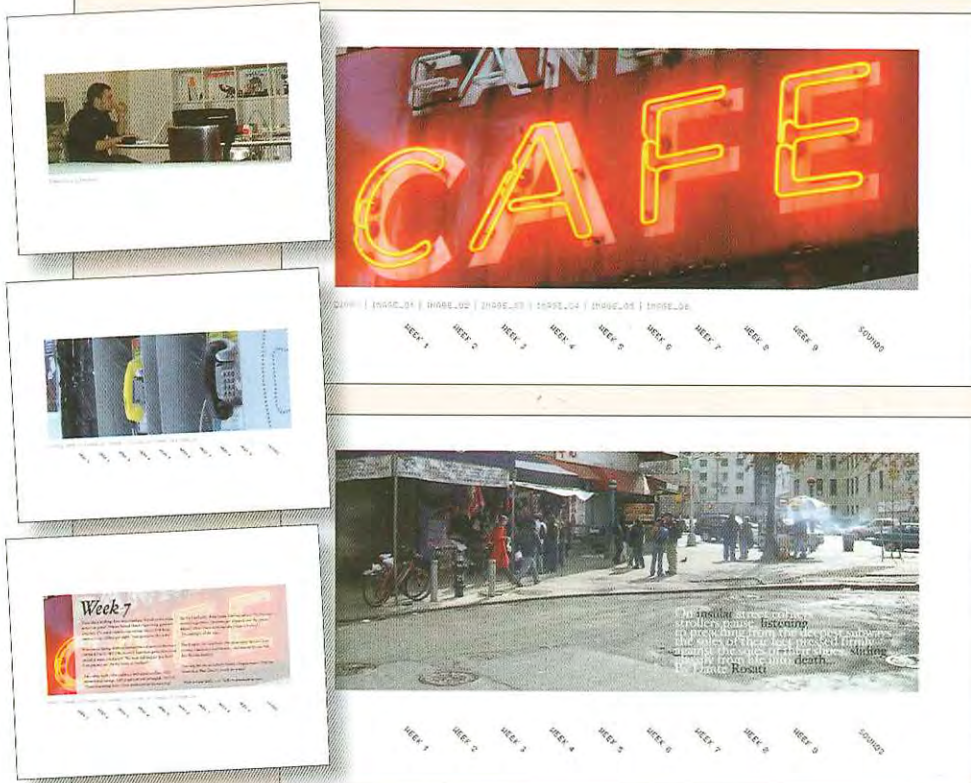
NAME: Blam [aka Mark Blamire]
OCCUPATION: Blam started his career at Stylorouge where he created the *Trainspotting* poster. He now runs his own company, Neue.
CONTACT: www.neuelaboratories.com



GOT A BRIEF? THEN TELL US ABOUT IT!

Let us know about a brief you're working on at college and get positive feedback from a professional designer. Please email suggestions for suitable briefs to: sophie.embley@futurenet.co.uk, under the header "University Challenge proposal".

TOP OF THE CLASS



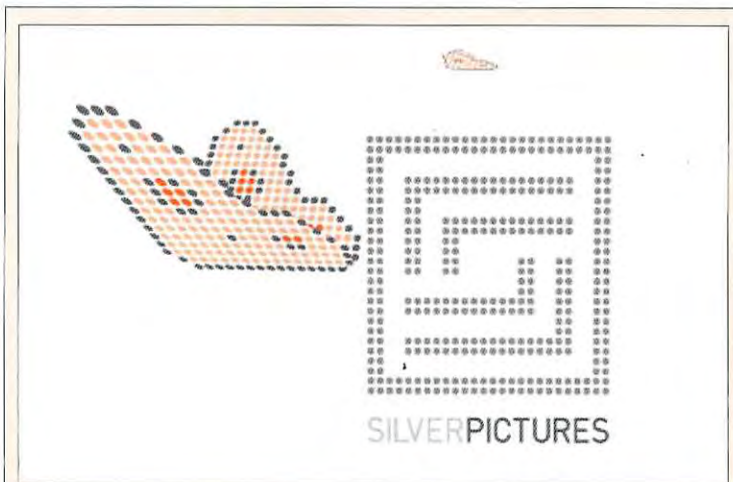
LEE SAYLABY: INSIDE NEW YORK PROMOTIONAL CAMPAIGN

SOFTWARE Photoshop, Illustrator and Flash

TUTOR'S VERDICT: "Lee's submission was an ambitious personal project that allowed for reflection on his experience of a placement at Skaggs Advertising agency in New York. The final outcome was an audiovisual diary in the form of a website supported by a print and advertising campaign. Each piece of art contains a message that communicates a process or experience – a collection of conversations, sounds and imagery that is susceptible to many interpretations and perceptions. Lee produced some exceptional work for this project."

EXPERT'S VERDICT: "Lee's design has a clean, coherent structure, strong typography, simple navigation and great use of photography, taken during his nine-week placement in New York City. When he could have got away without using sound, Lee has cleverly incorporated it anyway. The masses of time, effort and energy spent putting this together really shows, and if the rest of his work is up to this standard, Lee will be in a strong position to find work. To have produced such a focused piece from what seemed to be an unspecific initial brief, I am impressed. Keep up the good work!"

THE BEST OF THE REST

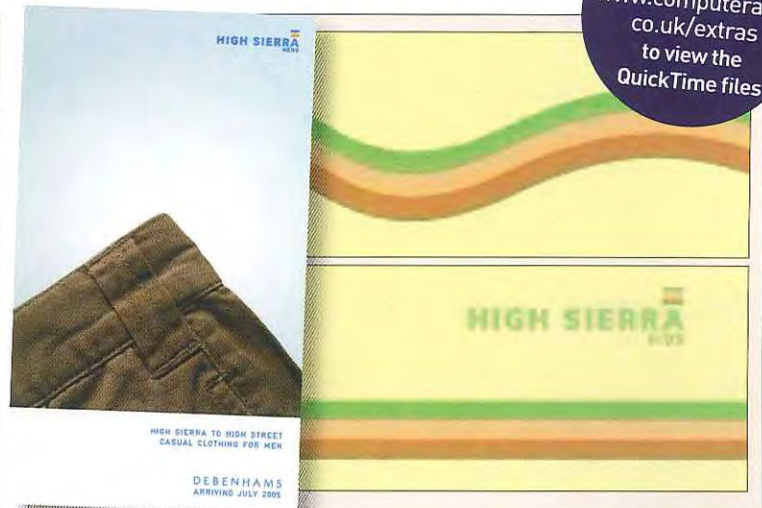


DAVID SMITH: BRAND IDENTITY FOR SILVER PICTURES 20TH ANNIVERSARY

SOFTWARE Photoshop, Illustrator, Flash MX, After Effects and QuickTime Pro.

TUTOR'S VERDICT: "The predominant "dot" structure that David created for this brief (set by Kyle Cooper) was informed by research into natural camouflage patterns. A simplistic grid structure was adopted to develop an organic, transferable, contemporary and graphic identity. Overall the strongest aspects of this challenging project were resolved in the areas of print and application. The motion graphics solutions could have exploited the theme of camouflage in a slightly less literal approach, but David produced some outstanding work for this module."

EXPERT'S VERDICT: "I really liked David's use of the grid of dots to create the three animations but felt that the overall design lacked depth, which showed in the final logo. A little more consideration and development would have added strength, but again the accompanying print work let down the job as whole. Both Chris and David's work felt a little safe to me, and while I was impressed by the effort put into the visual executions of both of their presentations, the work could have been visually bolder with better typography."



CHRIS HICKMAN: BRAND IDENTITY FOR HIGH SIERRA CLOTHING

SOFTWARE Photoshop, Illustrator and Flash

TUTOR'S VERDICT: "The remit of this brief was to redesign the identity for High Sierra as a concession for Debenhams stores. Chris's work displays a clear understanding of the brief and target audience and extensive research into retail identity, audience aspirations and branding history support this concept driven solution. A carefully composed campaign profiling skills in art direction, typographic layout and brand identity was presented and advanced technical skills were evident in the Flash animation sequence for the suggested TV/cinema campaign. Chris

succeeded in producing a strong and coherent campaign launch."

EXPERT'S VERDICT: "Chris's use of the undulating line and colour was simple and effective but the resolve into the final logo felt a little plain. The web banners and ads differed from the animations so, while I liked each piece, the overall presentation lacked consistency. The design could have been improved through use of a simple grid and stronger typography and perhaps the animations would have benefited from some sound."

