

President’s Holiday Season Greeting Card

Plan

1 OVERVIEW: WHAT IS IT?

President and Mrs. Fuchs are incorporating the creative and innovative skills of University of Florida junior-level typography/graphic art students to create their 2017 holiday season greeting printed and electronic card.

2 GOALS

To showcase the University of Florida through the artistic interpretation, passion and positive contributions of UF students, while sharing joy during the holiday season.

3 PLAN

Following feedback from faculty members from the College of the Arts in 2016, we are recommending that the President’s Office facilitated by University Relations work with Assistant Professor Jarred Elrod’s class to commission original artwork for design consideration for President and Mrs. Fuchs’ 2017 holiday greeting card. The card will distribute via postal mail to legislators, Board of Trustees, Board of Governors, family and special friends. An electronic version will be emailed to faculty, staff and students.

- Assistant Professor Jarred Elrod has agreed to commission his junior-level topography class to serve as the creatives for the potential design. The class consists of 21 students. Three are graduate students.
- Professor Elrod is using his experience from his former university as a guide for this potential project. He has handled similar initiatives at Arizona State University.
- The students will work in five teams of 4 to make the presentation process both shorter and to simulate a professional presentation setting for the students.
- Professor Elrod expects that representatives from University Relations and the President’s Office will present purpose, goals, objective, theme, audience, budget and timeline to the class at **launch on October 10 @ 2 p.m.** Florida Bridgewater-Alford and Aaron Hoover will serve as the representatives who will present the class with the information presented above and the following:
- Designs should be respectful of the diverse nature of the university, its presence in the state, rather than reflect on one specific holiday.
- The design should remind recipients of UF – not just a commercial card.
 - Teams are free to create – whether its trees, athletics, architecture, etc.
 - The Fuches are open to an electronic card coupled with the possibility of movement. They are very interested in a pop factor.
- Original artwork
- Image size, design specifications, required logos and messaging
- The selected image will accompany a message provided by President and Mrs. Fuchs
 - Team can offer potential message as well
- The selected submission will be distributed in a printed and electronic form. 500 printed cards are planned.
- Art will be untouched during the design/formatting process
- Final designs are due to Professor Elrod on **October 30**
 - The teams will pitch their presentation ready work to President and Mrs. Fuchs (during the scheduled art studio visit), University Relations and President Office representatives **Tues 10.31, 1:45 p.m. – 2:45 p.m.**
 - President and Mrs. Fuchs will decide on the design **November 10.**
 - Cardstock selection will occur the week of **November 13**
 - The selected design will proceed to print **November 16**

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- The printed cards will mail **November 28 – December 1** to legislators, trustees, family and special friends. UF will send the electronic card December 4.

4 AUDIENCE

Primary:

Legislators, Board of Trustees, Board of Governors, UF faculty, staff, students and special friends

5 TIMELINE

August 9: Holiday Card/Video planning meeting – FBA, AH and KF

September 7: Initial meeting with topography class to present the purpose, goals, objective, theme, audience, budget and timeline to the students.

September 20: Meeting w/ Hoover, FBA and Jarred Elrod

October 10 – October 30: Teams create designs

October 20: Team leaders will send mood boards to bridgefl@ufl.edu and ahover@ufl.edu for Fuchs concept review

October 31: Teams will pitch their presentation ready work to President and Mrs. Fuchs (during the scheduled art studio visit), University Relations and President Office representatives

November 10: President and Mrs. Fuchs will decide on the design

November 13: Cardstock selection

November 16: The selected design will proceed to print

November 28 – December 1: The printed cards will mail

Dates to consider as not to cause conflict or confusion

Hanukkah 2017 begins in the evening of Tuesday, December 12 – ends in the evening of Wednesday, December 20

Christmas 2017: Monday, December 25

Kwanzaa Tuesday, December 26 until Monday, January 1

Buddhist holy day of Rohatsu – Dec. 8

The annual giving office will have a number of direct mail solicitations going out over the course of the fall; however, none will be holiday cards so there shouldn't be any conflict.

UF Donor Relations intend to send a Thanksgiving (giving of thanks) card and a New Year's card only.

6 LOGISTICS

- Determine print vendor
- Create at least five design options of both versions (print and eCard) for the Fuchs review
- Print designer to provide proofs and paper samples for Design team and Fuchs review
- Size/Format is dependent on the selected student art design
- Aaron or class will provide text for both versions as approved by Dr. and Mrs. Fuchs
- FBA will provide text for student team credit of its submission
 - The college is asking for a credit line on the back of the card
- Beth Boone will provide text for return address on envelope

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- Payment of "prize" given to the College of the Arts Graphic Design Foundation at UF

7 BUDGET

Undetermined
Prize

The President's Office will be invoiced for:

Cardstock and envelopes
Postage

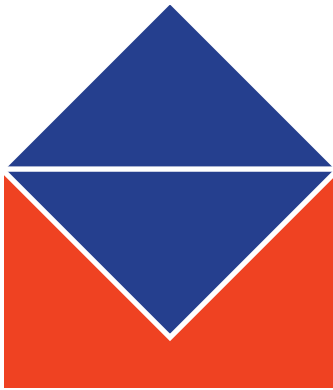
8 POTENTIAL ROADBLOCKS

If you have any questions about manipulation of logos and what is appropriate or not, please contact Florida Bridgewater-Alford at 846-3903 or bridgefl@ufl.edu.

Is anyone scheduled to be away from the office during the timeline of the project, and if so have arrangements been made to have someone handle in their absence?

What is the theme, creative inspiration, purpose, goals and objective?

Remember - Ecumenical



H A P P Y
H O L I D A Y S

Key Info From Brief + Visit (use to jumpstart your team's ideation process):

PRIMARY DESIGN QUESTION:

- What is it about UFL that makes it unique or distinguishes it from other universities— how can we visualize that or put it into writing? I.E. is it the people, the nature, the sports, school tradition, academic distinction (UF top 10 public university, etc...)

PRIMARY AUDIENCE:

- Older adults—UFL donors, state legislators, upper level admin in higher education, fluent in the arts, etc...

BUZZWORDS:

- Non-denominational
- Warm
- Physically Structured
- Inclusive
- Culturally Diverse
- Empathetic
- Service to Community
- Intellect
- Global Reach (look at go greater campaign)

TEAM 01:

Shannon
Fidan
Vanessa
Michael
Dina

TEAM 02:

Alex
Lindsey
Caren
Holly

TEAM 03:

Yankel
Helena
Kaylin
Jordan

TEAM 04:

Isabel
Jenna
Katherine
Gaby

TEAM 05:

Mary-Grace
Kendal
Ian
Laura
Allison

MOOD BOARD

Use the descriptive words from our brief and your notes from the client meeting to assist in building your board. The purpose of mood boarding is to capture the feel / personality of your direction in a broad context and state (in writing) the direction your idea is going to take. Use any imagery (images of typography and specimens are ok) that feels right for your idea's personality. Pay close attention to type, color, textures, materials, photography style, lighting, language use, etc...

NO LOW RESOLUTION IMAGES! You may also include **REFINED** sketches of your idea in the board to accompany the text and reference images should you choose to do so. Remember, the purpose is to show the idea's direction and look and feel to get the sign off and take feedback before executing the final idea. The moodboard is designed as a check-in with the client to save you time on the back-end!

MOOD BOARD SPECS:

- 11X17 cardstock laser print—flush-mounted on black foam core (mount yourself or go to TARGET COPY)
- Include team name logo (small) and short description of idea direction—2-3 well written sentences. Check grammar and spelling.
- 10-12 image layout, no more no less—no pixelated images
- Design it. don't throw it together—it will be included in project grades and shown to the president of the university and his spouse.

**Project 03 | CLIENT /TEAM PROJECT:
President Fuchs Family Holiday Greeting Card
V-fold format**

SCHEDULE:

10.12)

Review final draft of books, craft demo, hand out project brief + discuss moodboards

HOMEWORK: Come up with a name for your team and create a wordmark for your team logo, brainstorm ideas for moodboard

10.17)

Final books due, teams work on ideation for cards and moodboards in class

HOMEWORK: Refine idea, nail down look and feel and incorporate all into a refined, 11 X 17 moodboard per brief specs

10.19)

NO CLASS MEETING due to Spencer talk (if talk is cancelled we are meeting for class!) In lieu of class meeting, each team send one 11X17 refined draft of moodboard via email BY 1PM for feedback from Jarred—feedback will be given no later than 4PM the same day.

10.20 Friday)

Each team leave finished, flush-mounted on foamcore moodboard in studio **NO LATER THAN NOON**. Jarred delivers to president's office before 5 PM

HOMEWORK: Begin work for cards even though still awaiting feedback, set up documents/ files, collect design assets, write copy, etc...

10.24)

In class team work day, make adjustments to ideas based on feedback

HOMEWORK: Work to complete card idea—**ONE type+image version and ONE all typographic version**

10.26)

Practice Presentations in class, team workday

HOMEWORK: Work to finalize both cards (**type+ image version and type only version**)

10.31)

Final presentations in class—have tactile visual aids + a short digital presentation to show on projector, presentation not to exceed 15 min in length (**ONE TYPE AND IMAGE VERSION AND ONE ALL TYPOGRAPHIC VERSION FOR A TOTAL OF 2 CARD IDEAS!**) Dress to impress.