

**DESIGN TEAM, SPRING 2017**  
**DESIGN BRIEF / PROJECT START DOCUMENT**

Start: April 20, 2017

End: May 22, 2017

- Make team presentation to class and client.
- Show final style guide and all final collateral items on screen
- Show physical comped examples
- Upload InDesign and Layered Photoshop Files to File Sharing site for client to retrieve

**FINAL PROJECT:**

**Made in NY Media Center by IFP: REBRANDING AND REFRESHING COLLATERAL**

**CONTACT:**

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**GOAL:** To establish a rebranding with a consistent look and feel so that all of our collateral represents our brand, our multiple purpose space and our various services.

- Brochure/Trifold brochure about the Media Center, to be used as evergreen and brochure used whenever necessary for larger events and gatherings. They will keep same branding and copy but trifold would include less copy and information due to limited amount of pages. Trifold: 8.5x11 inch Brochure: 5.5x8.5 inch Keep same copy as examples in folder.
- Social media graphics as part of series highlighting members
- Presentation deck (s) To be used when we host tours, hold presentation etc. with focus being on presenting the Media Center at large.
- 2 Print ads: NY Times and Filmmaker Magazine

Source files, copy, existing collateral is all here on DROPBOX:

<https://www.dropbox.com/sh/w0yp1sqr6v9nqoh/AAD9h3SAp8Sw1H8pxkio5XoUa?dl=0&lst=>