**Design Brief**

**Name & Description of Client**

NYAGV (New Yorkers Against Gun Violence) is the state's leading gun violence prevention non-profit group that works to reduce gun violence through education and advocacy. We partner with community groups, local officials, law enforcement and citizens across New York to build a coalition of real people who are working to prevent and reduce gun violence.

**Point Person**

What are the names & contact information of the client?

Colette Martin, [colette@nyagv.org](mailto:colette@nyagv.org), 917.974.5856

Leah Gunn Barrett, Executive Director, nyagv@nyagv.org; 240 535 5083

**Design Challenge**

Outline what you knew about the design challenge?

We hope to partner with students to create a campaign to support our proposal to leading baby retailer "BabiesRUs" to encourage them to sell and promote gun locks in all of their online and brick and mortar stores.

**Target Audience**

Describe the ideal person, community, or organization being served?

Primary: C-Level decision makers at BRU headquarters

Secondary: Gun owners, or friends/family of gun owners with new babies on the way, or young children in home already.

**Project Goal**

What behavior change or outcome do you want these designs to achieve?

Currently BRU does not sell gun locks online or in-store. We'd like them to add gun locks to their myriad offerings in the child safety/baby-proofing category, alongside other household safety devices.

**Project Deliverables**

List and/or describe the products you want the class to provide

First and foremost we'd like a visually compelling proposal document with which we can enter discussions with BRU. Additional materials might include NYAGV-branded collateral such as brochures, fact sheets, etc. A video PSA in support of safe firearms storage would be exceptional.

**Research**

What resources will students have access to better to understand the issue?

NYAGV can provide links to relevant research sources regarding unintentional child shootings, and relevant legislation affecting gun storage in each state.

**Known Constraints**

Are there any important details that the class should know?

The U.S. corporate gun lobby has worked in the past to legally challenge and repeal safe storage mandates at the state level. However they do support safe storage – but only as a voluntary practice.

**SUPPORTING ASSETS**

What imagery, text, and other content you have on hand that can support the project?

Our website contains information firearm safe storage as well as our educational brochure.

**INSPIRING PROJECTS**

What similar and/or inspiring projects you like and that might be useful for the students to look at

**Budget**

What is your budget to produce the designs (students and class will not receive money)?

We would like for the design to be print-ready and have a budget to print up to 5,000 copies.

**Credit**

How will the client credit the students & class work?

We plan to credit the student team for any and all deliverables used in proposal/campaign via all of our social media platforms (web/twitter/FB etc) and on our website.