

COFA ANNUAL 09

END OF YEAR EXHIBITION

SCHOOL OF DESIGN STUDIES 4TH YEAR STUDIO PROJECT BRIEF

CLIENT LIASION: Karina Clarke, Liz Williamson and the COFA Marketing Department

Eligible students

Any 4th year design student, or groups of 3-4 students, who are interested in becoming involved with the re-design of the exhibition system for the School of Design Studies and the design of the COFA Annual 09 branding run through COFA Marketing Department.

Background to Project

4th Year Studio Project

The 4th Year Design Studio Project exhibition is the culmination of the creative skills, knowledge and resources inherent in students' learning within the Bachelor of Design program situated in the School of Design Studies, College of Fine Arts at UNSW. The guiding philosophy of the Bachelor of Design Studies is unique in that it provides an interdisciplinary approach to design in keeping with the multidimensional nature of the creative demands of contemporary design. 4th year design projects identify a design problem that incorporates a multidisciplinary approach demonstrating an ethical responsibility on behalf of the client and the end user.

The student-initiated projects are positioned in a "real" context and are developed in conjunction with design staff, selected professionals and/or a client who presents an actual design problem. The design problem could be a contemporary situation or be a future scenario. All projects involve designing to address an environmental, social, cultural, developmental issue; design to benefit a specific community or audience group; developing sustainable design or designing to improve the way we live. Issues include water shortages, aging population, waste and consumption, changes to global markets, natural disasters and aid assistance and the shift towards new economic powers and growth of developing countries Brazil, Russia, India, and China (BRIC). Students are encouraged to select projects that enable their creative and innovative abilities as designers to evolve.

Learning outcomes for 4th Year Design Studio include the capacity for analytical and critical thinking and for creative problem solving; the ability to engage in independent and reflective learning; information literacy; the capacity for enterprise, initiative and creativity; effective communication; collaborative and multidisciplinary work; and an in-depth engagement with the relevant disciplinary knowledge in its interdisciplinary context

This exhibition represents a wide and diverse range of projects from 4th Year Design Studio in 2007. All have considered how design can be harnessed to be of benefit to the client and end-users. Many of the projects address issues of social and cultural development, sustainability, or have taken on novel approaches to improve the way we live and operate within a community.

COFA Annual Branding Background

Project Aims:

You are asked to develop a new approach to the 4th year studio project exhibition design system.

The design needs to achieve the following:

- reflect the philosophy and identity of The School of Design Studies 4th Year Studio Project.
- effectively communicate the abilities and design skills of the exhibiting students.
- Be flexible to allow for a variety of project types
- Develop a system of liaison and communication for participating students
- Develop a visual identity that incorporates the overall branding of the COFA ANNUAL 09
- The design system must either be re-usable or made in such a way as to minimize resources and reduce waste

Areas requiring attention include:

- Visual communication
- Plinths/space requirements
- Lighting
- Curatorial processes and management
- Sponsors and industry liaisons.

COFA Annual 09 Branding

DESIGN CONCEPT AND BRANDING

The selected design will be adopted for use in all COFA Annual 09 Promotional Materials including:

- Annual 09 Website
- Annual 09 DVD Interface and Catalogue
- Exhibition Posters
- Exhibition Invitations
- Large Scale Banners

Brief

Develop a new identity for the COFA Annual 09 Exhibition. This will be realised through the creation of a 'letter A' logo that will function as the key visual feature of the exhibition's branding.

Considerations

- The COFA Annual is the most significant student exhibition event of the year. It represents students from across all COFA disciplines including painting, drawing, sculpture, environments design, graphic design, jewellery, object design, textiles, photomedia, print media, digital media, textiles and time-based-art. The design should not favour one discipline over another.
- The visual outcome should be distinctly different from other years' COFA Annual branding. (refer to [OtherAnnualDesigns.pdf](#) file)
- The design of the letter A must function within the existing predetermined typography for the letters COF of the COFA Annual identity. (refer to [CofaAnnual09.eps](#) file)
- Submissions can be created in two, three or four colours but should also have a black & white version of the design.

Note – reference files can be accessed on the COFA server

Elements to be submitted

- A strong design concept which is submitted in a written statement
- The creation of a logo based on the letter 'A' and the numbers '09' (shown in colour as well as black and white)
- The 'A' logo shown within the context of the existing COFA Annual 09 branding typography (place the design into the [COFA Annual 09.pdf](#) file)

Format for submissions

- Hardcopy or electronic samples of the design outcomes
- A written conceptual statement
- Name, student number, class and contact details

Submission Process

- Hardcopy or electronic versions of the design outcomes and a conceptual statement will be submitted to Brad Miller.
- The marketing department will contact the student or group of students during week 6 who were responsible for the selected design.
- The students will meet up with the marketing department to discuss their ideas and possible ways of carrying through their designs in the COFA Annual 09 website and dvd rom interface. These ideas will be realised by the COFA marketing department and realised in the end of year, COFA Annual exhibition.