

Diary Cover Design Brief



Client:

The client is Mrs Marianne Lee, Koonung Secondary College Principal. Koonung Secondary College was established in 1964 and has approximately 1000 students and 80 teachers. Koonung is located in Melbourne's Eastern suburbs. Koonung Secondary College is an innovative learning environment in which students develop a strong sense of citizenship, self-awareness, and strive to achieve their academic potential. As a 21st Century learning community, we recognise the importance of developing the global competencies required for individuals to be successful citizens in the future. These competencies include digital literacy, social skills, creativity, innovation, problem solving skills and leadership capacity. The College has a strong commitment to providing our future leaders with the best possible set of skills, capabilities and knowledge to equip them to build a harmonious, prosperous and sustainable future. The College fosters values of Excellence, Collaboration, Respect, Endeavour, Resilience and Creativity.

Need:

Mrs Marianne Lee requires a front cover design for the Koonung Secondary College student diary of 2021. The diary will be used by Koonung students, from years 7 through 12, to keep track of homework, classes and important events throughout the year.

Target Audience:

The students are of all genders, with ages 11 - 19, considered upper-middle class. The target audience has the common interest of sport music, education, and socialization. There is a varied cultural background in Koonung Secondary College, with the two main cultures as Anglo-Australian and Asian backgrounds.

Purpose:

The purpose of the diary cover is to promote the KSC. Having a diary cover benefits all students within Koonung Secondary College. Having a recognisable cover can help students locate the diary easily, and by having all students carry the exact same diary benefits students with a sense of unity and belonging. The Koonung Secondary College logo will be on display on the cover for the students to proudly represent.

Context:

The design will be located on the front cover of all Koonung Secondary College diaries of 2021. The diary will be placed in students' school bags and utilised throughout the school day.

Constraints :

The Koonung Secondary College logo and the year 2021 must be included in the design.
The logo must retain its original proportions
The diary cover size is 174mm x 248mm with a 5mm bleed and must be of an appropriate resolution.

Considerations:

The diary cover can use colours and imagery that reflect KSC house colours and/or school colours.

Final Presentation:

The final presentation of the diary cover must be created in Adobe Illustrator. Submit a printed copy of the design and a digital copy saved as a PDF.

The design will be presented to Mrs Marianne Lee for the front cover of year 2021 student diary.

