



## 2021 Branded Design + Social Venture Teams Application + Contract

### What is Branded?

*Branded: Idea to Identity* is a creative collaboration between Seattle Pacific University Visual Communication Design students and Social Venture Plan Competition. It is an opportunity for different disciplines to learn from each other and work together in cross functional teams to create a visual identity for proposed use in the Social Venture Plan Competition.

### Design Deliverable From Visual Communication Design Team (VCDT) to Social Venture Plan Competition Teams (SVPC-T):

- > Conduct 2-hour Design Sprint with SVPC-T +VCDT (develop an understanding of the business plan, confirmed naming of business, the outline of graphic assets needed (scope of the project), delivery schedule, and an agreed-upon approval process between team members).
- > Research Document to include: design brief, design challenge, audience identification, customer journey map, brainstorming, industry audit, and mood-board.
- > Brand Assets including logo, colors, typeface, patterns, illustrations/photos, a prototype of a communication vehicle (web, app, or printed brochures), exhibition assistance, and final video assistance.
- > Brand Guideline

### Proposal Submission Guidelines:

Submit a one-page proposal that includes the following:

- > Working Title of Social Venture Business Plan
- > Names and Contact Information for your SVPC-Team (state whether students are graduate or undergraduate)
- > Description of Your Social Venture Business
- > Who is the Intended Audience for your Social Venture Business?
- > How Will Your Social Venture Business Succeed?
- > How will Your Social Venture Business Benefit Your Audience?

### Branded Application/Proposal Due:

- > **Date:** Send proposal on or before Thursday, February 11, 2021 no later than 5 p.m.
- > **Email Proposal to:** kgz@spu.edu (Karen Gutowsky)

### SVPC-T + VCDT Group Schedule

#### Working Groups Week 1 (Feb 14th-Feb 20th)

- > (The combined working relationship between SVPC-T and VCDT will begin with a 2-hr design sprint that includes all members of both SVPC-T and VCDT (scheduling will be organized independently between each group).
- > Design Sprint will establish a shared understanding of the business plan, confirmed naming of business, the outline of graphic assets needed (scope of the project), delivery schedule, and an agreed-upon approval process between team members.

#### Working Groups Week 2-6 (Feb 21st—April 3rd)

- > SVPC-T and DT will establish a weekly check-in for design approval and needed information from SVPC-T (such as text content). This check-in and design approval are essential in order to move forward to produce the amount of work needed for this program. Both teams need to comply with weekly check-ins in order to complete agreed-upon deliverables. If weekly check-ins are missed then agreed upon deliverables will need to be adjusted.

#### Guided Schedule Weeks 2-6

- > Week 2—VCDT to provide Research Document + Logo Sketches for approval from SVPC-T
- > Week 3—VCDT to provide Final Logo, Fonts, Colors, Patterns for approval from SVPC-T
- > Week 4—VCDT to provide Supporting Graphics (illustrations, infographics, journey maps, wireframes) or approval from SVPC-T
- > Week 5—**Finals Week for Winter Quarter** —VCDT to provide a Brand Guideline Document (can be pdf) which includes all graphic elements to Art Internship Canvas Site.
- > Week 6—All graphics implemented in communication material approved

#### Working Groups Week 7 (April 4- April 10)

- > Provide SVPC with all graphic files to help produce video



## 2021 Branded Visual Communication Design Team + Social Venture Plan Competition Team Contract

Terms of Contract: DT and SVT will work together (remotely) from February 14th until the final video is due April 9th.

*\*This contract does not extend beyond the Social Venture Plan Competition.*

### Visual Communication Design Team Agrees to these Deliverable:

- > Conduct 2-hour Design Sprint with SVPC-T +VCDT (develop an understanding of the business plan, confirmed naming of business, the outline of graphic assets needed (scope of the project), delivery schedule, and an agreed-upon approval process between team members).
- > Research Document to include: design brief, design challenge, audience identification, customer journey map, brainstorming, industry audit, and mood-board.
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- > Brand Guideline

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### Social Venture Plan Competition Team Agrees:

To participate in all design build experiences, weekly design approval processes and provide request content on in a timely manner. SVPC-T agrees to give written credit to the VCDT for the material they have created (ie in all documentation written about the SVPC). If the Social Venture Plan Competition Team wins any monies at the 2021 Social Venture Plan Competition than the SVPC-T agrees to pay 10% of its winning to the VCDT that has created your graphic assets for your project. (example: SVPC-T wins \$1,000 for the SVPC than \$100 total would be paid to the VCDT).

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