Art 446 | Graphic Design
Design Brief: Marketing postcards for a graduate art program

The client

UNCG’s Art Department offers an MFA in Studio Art. This is a comprehensive degree that does not include a concentration in medium (sculpture, painting, etc.). In the past, UNCG’s graduate program has been a formal, materials-based education, attracting students mostly from local schools. The Art Department has recently moved into a new building, and expanded its faculty; it has also been changing its graduate program, to make it less course-based and more independent. As part of this rethinking of the graduate program, the department is making a new effort to recruit graduate students from around the country. This is part of the department’s long-term effort to increase its reputation regionally and nationally as an art program.

The design

UNCG’s art department is commissioning a series of postcards to be used as marketing tools to attract potential students to the program. These postcards will be sent in email, and potentially as physical postcards, to possible applicants. The theme of this ad campaign is “Focus,” in a broad sense: the focus of students on their own work, the focus of the art department on the graduate students. Possible elements of UNCG’s program to keep in mind include:

- the MFA in Studio Art, rather than a specific medium, means independence on the part of the student to figure out their own practice;
- students work closely with faculty, but focus on their own work;
- the Art Department has extensive, up-to-date facilities that make a wide range of artistic practices possible.

Come up with three separate possibilities for a postcard. These should be distinct designs representing different ideas of how to approach the subject, not variations on a single idea.

Technical considerations

- You can use the word “focus” in your designs, but at least one of the three versions should not use the specific text.
- However, each postcard should say “UNCG” and “MFA in Studio Art” somewhere in the design.
- Postcard size is 4.25” x 6.” Because these postcards may be mailed physically (if funds are available), your design must be at print resolution, 300 d.p.i.
- To maximize print quality, use Pantone colors.

Final critique: March 4