

WORK

EXPERIENCE

INFORMATION & BRIEFS

On your marks...

Here at The Potting Shed we want everyone who undertakes work experience with us to leave with not only a better understanding of the industry, but also something to put in your portfolio.

Get set...

The following pages outline a number of briefs for projects that you can work on during your stint at The Shed.

Choose a project and start working on it as soon as you can (ideally, start thinking about the project before you begin your time in the studio).

The more effort you put into the project, the more you will get out of it.

Go!

Project 01

Alias

Background

Gareth is a good friend of mine from Elizabeth College. He was always an adventurer and became a very good skier from a young age. He then moved to the Alps as a ski instructor and subsequently became the General Manager of 'The Lodge', Richard Branson's chalet in the alps. He then started planning about 6 months ago to get into something he is very passionate about...beer. With the advent of craft breweris kicking off everywhere he decided to go for it. Winslow Brew Co. will be the name of the brewery that will launch at the same time as their first product called 'Alias'.

Brief

The overall objective in this phase 1 of the brand is to provide G with a brand for Alias.

Alias is a golden ale of 5.2% and will be his first and most signature product to get the company rolling. It is what he is dubbing a 'Crafted Session Beer in the Alps'. G's biggest advantage is that he is brewing in Switzerland and therefore avoids this import tax. It provides him with a margin that he can work with whilst providing Swiss and tourists with a session beer.

The tone of WBC is of a classy Swiss brewery. It needs to represent craft, handmade intelligent beer creation. It needs to make people feel like this brand is established and confidently crafty. It needs to exude the best in field in brewing in Switzerland.

Alias in essence is a beautifully classy and easy drinking craft golden ale, that can be drunk as a session beer or with food or for a party.

Audience

Predominantly men aged 16-34.

Notes

Product Mockups available to show final work.

Project 02

30 Bays in 30 Days

Background

30 Bays in 30 Days need to promote their charity event again next year. This year they simply posted on Facebook with animated branding and a competition.

We need to propose next years advertising campaign for the event that engages more people and produces a better turn out.

Brief

The task is to pitch some ideas to the client and produce some mockups to sell it to them.

Our rationalisation may lead to a re-brand if appropriate, or may use the existing brand. Our ideas may lead to things like a poster, an advert in the press, a Facebook animation, a tee-shirt, or something else.

Whatever our recommendations we need to explain to give them a rational and our proposed design solutions.

Reference

www.30bays.org

Project 03

Stamp Design

Background

Guernsey Post are looking to issue a new stamp set and they have tasked you with exploring the theme and devising a design that will work with the concept of “Guernsey Fish”.

Brief

This is a great opportunity to design something beautiful that people all over the world will see. Stamps are like little works of art and there is such a huge variety of styles and designs out there that you really have pretty free reign.

The theme has been set as “Guernsey Fish” but the client hasn’t limited us beyond that (eg. cooked fish or living fish).

They require a set of 6 stamps with the following values:

40p / 53p / 55p / 63p / 71p / 79p

The stamp should feature either the cypher or the Queen’s head symbol (facing into the stamp)*, along with the title of the stamp set - probably something more interesting than “Guernsey Fish”, so try and come up with a good name for the set.

The client has not specified a size so create them at whatever size you feel works best (stick to fairly standard stamp dimensions).

Notes

The key here is in the research so find out as much as you can about Guernsey fish before you start - no doubt some interesting information will crop up and a lovely theme will emerge. Have some fun with this and explore different styles.

