

Job Description: Student/Alumni Designer Role - LCC Research & Knowledge Exchange Brochure & Presentation Deck

Total Hours: 50 @ Grade 4

Project Timeline

- **Monday 19 January:** Project commences including a 1-hour briefing session. There will be three RKE feedback / review points throughout the project duration (dates TBC)
- **Friday 13 February:** Final assets shared

Project Overview

London College of Communication's Research & Knowledge Exchange (RKE) department is looking to commission an experienced student/alumni designer to develop two external-facing design tools for its RKE & Innovation activity:

- **A concise external-facing RKE brochure, and**
- **A compelling, modular client presentation deck, adapted from an existing UAL PowerPoint template.**

These tools will be used in real partnership conversations with senior external stakeholders and should clearly communicate who LCC is, what we offer, and how organisations can work with us.

You will be provided with two detailed briefing and copy documents:

- One informing the RKE Brochure
- One informing the Presentation Deck

The messaging, structure and content direction are already agreed. Your role is to translate this content into confident, creative, clear, on-brand design - not to rewrite or substantially edit copy.

Project Objectives

- Professionally design and clearly communicate LCC's research, innovation and partnership offer ensuring it speaks confidently to both business and public-sector audiences
- Create long-term master documents, not one-off designs
- Support live pitching, partnership development and external engagement

Final Outputs

- RKE Brochure: InDesign master file + digital and print-ready PDFs

- RKE Master Presentation Deck: Fully editable PowerPoint master

Scope of Work

1. External RKE Brochure

- Format: Adobe InDesign
- Output: Digital and print-ready

Approach

- Design a succinct, fixed brochure that provides a clear overview of LCC's RKE offer
- Develop a polished editorial layout system aligned with UAL/LCC brand guidelines
- Prepare files suitable for online distribution and professional print production
- Use the provided example brochure as guidance, not a template
- The brochure structure should remain consistent. Only the case study pages should be designed as modular elements, allowing them to be updated or swapped over time.

Indicative scale

- 10–12 core slides, plus optional hidden or swappable modules/case studies

2. RKE Master Presentation Deck

- Format: PowerPoint
- Basis: Adapted from existing UAL KE PPT template

Approach

- Refine and extend the existing UAL KE PowerPoint template rather than designing from scratch
- Create a clear set of core slides for standard presentations
- Build a library of optional / hidden slides that can be added or removed depending on audience and objective
- Ensure alignment with SAM principles (Sight, Attention, Memory)

Indicative scale

- Core presentation: ~10–12 slides
- Optional / modular slide library: ~20–30 slides
- Total master deck: ~35–45 slides

Required experience

- Strong layout and typographic skills, with experience producing clear, confident editorial design
- Experience designing for external-facing audiences, such as business, public sector or cultural organisations
- Proficiency in Adobe InDesign for brochure and document design
- Proficiency in PowerPoint, including building and adapting master templates
- Experience producing print-ready and digital-ready files
- Ability to translate supplied copy into clear, engaging design without rewriting content
- Strong attention to detail and version control when working on master documents
- Understanding of presentation design principles (e.g. clarity, hierarchy, pacing, SAM or similar frameworks)

Desirables

- Experience designing within established brand guidelines (ideally UAL or similarly complex institutional brands)
- Familiarity with modular or system-based design approaches (e.g. reusable slides, swappable pages, hidden modules)
- Copywriting skills

Personal attributes

- Confident working independently, with regular check-ins and review points
- Comfortable working on “live” documents used in real stakeholder conversations
- Professional, reliable and able to handle sensitive or strategic content