Design Brief

Project title:
LCF Connect: A guide to student life, support and opportunities

Client:
London College of Fashion (LCF), UAL

Contact and stakeholders:
Project owner: Annamarie Mckie, Associate Dean of Student Experience (LCF)
Design feedback reviewer: Sachan Popo-Williams, Communications and Engagement Manager (LCF)

Overview:
This project is the creation of a visually engaging and accessible PDF guide for students at the London College of Fashion. The guide, titled LCF Connect, aims to introduce students to the diverse range of activities, resources, and support systems available outside the classroom. It will highlight opportunities for personal growth, community building, industry experience, cultural engagement, and well-being.

Purpose and objectives:

- To welcome and orient students to life at LCF.
- To encourage active participation in both co-curricular and extracurricular opportunities.
- To clearly showcase the support services, societies, events, and development pathways available.
- To create an attractive, on-brand, digital-first PDF document that students will want to browse and share.

Target audience:

- Current and incoming LCF students (primarily undergraduate and postgraduate)
- International and home students of diverse backgrounds.
- Students looking for social, creative, cultural, professional, and well-being opportunities.

Core content themes:
The contents of the document to work from will include some of the following:

- Arts Students' Union: 40+ student societies and 17 sports clubs
- Creative spaces and facilities
- Cultural celebrations and inclusive events
- Career development and industry experience
- Peer support, mentoring, and wellbeing resources
- Networking and community initiatives
- Fun and social activities
- Real student stories/testimonials (optional inclusion)

Tone and style guidelines:

- Warm, welcoming, and inclusive
- Youthful but professional
- Bold and fashion-forward to reflect LCF's identity
- Dynamic layouts with engaging typography

- Must align with UAL brand guidelines (to be provided or referenced)
- Use high-quality photography and illustrations to enhance storytelling

Design specifications:
- Format: A4, portrait
- Length: Approx. 12–20 pages (final content TBC)
- Output: Optimised for digital distribution (PDF), with hyperlinks and interactive elements where relevant
- Accessibility: Ensure accessible design (colour contrast, font size, logical layout)

Visual references:
Example documents and brand guidelines.

- UAL Brand guidelines and logos - https://www.arts.ac.uk/brand
- LCF Welcome Guide 2022 (can be shared via email)
- We can provide a bank of images to use within the guide (to be discussed)

Deliverables:

- Final interactive PDF, optimised for digital use (including clickable links and navigation)
- Source design files (e.g., InDesign or Adobe XD/Illustrator)
- Up to two rounds of amends included (additional revisions may be subject to extra cost, to be agreed upon in advance)
- Optional: Preview images or mock-ups for promotional use

Timeline:
- Kick-off: 7 July
- First design draft: 10 July
- Round 1 amends: 2–3 days after first draft
- Round 2 amends: 1–2 days after Round 1 feedback
- Final delivery: 18 July

Pay rate:

Arts temps pay rate – Grade 2 (£16.51)
Total estimated hours: 21 hours

Estimated time breakdown

1. Initial briefing and planning *(Estimated: 1–2 hours)*

- Reading and understanding the brief
- Clarifying expectations (meetings/emails)
- Collecting assets (logos, photos, content)

2. Concept development *(Estimated: 3–5 hours)*

- Creating the overall layout style / visual direction

3. Design and layout *(Estimated: 8 hours)*

- Designing 12–20 pages
- Formatting text, adding graphics, aligning to brand
- Adding interactivity (links, navigation, etc.)

4. First draft submission *(Estimated: 1 hour)*

- Exporting and checking for issues
- Internal review and file preparation

5. Revisions (Two rounds of amends)

- Round 1: 4.2 hours
- Round 2: 4.2 hours

(depends on volume of feedback)

6. Finalisation and delivery (*Estimated: 1 hour)*

- Final export (accessibility checks, links, compression)
- Organising source files

Note: For this role we will need to complete a display screen assessment and ask you to confirm you have an adequate workstation for this role (also applies to remote workers).