



## ASSESSMENT GUIDELINES

MA (Hons) Marketing and Advertising

Design Development for Marketing  
Fall Semester, 2021

### ASSESSMENT 1: Written Assignment– Creative Brief Development

Weighting: 30%

Date and method of submission: week 5- via NeolMS and as a PDF

Word count or equivalent 1 000-1500: The students will have to create a design brief.

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#### **Assessment 1: Campaign Research- Write a Design Brief**

Based on research techniques you will be asked to identify, express, and explain the aims and objectives of your creative brief. You will be asked to create a creative brief based on the data you have found and discovered.

#### KEY POINTS TO BE INCLUDED ARE:

- **Background** – Any information related to the project, including information about the product/service to be branded. What it does, why it does it and how it does it
- **Aims and objectives.** The problem that needs to be solved and any challenges that have been identified. All the key creative elements that will need to be addressed, such as brand creation, extensions, methods of communication and so on.
- **Target audience.** All the information gathered on the intended consumer for instance age range, gender, social status, lifestyle, needs and aspirations.
- **Tone of voice.** The style that has been identified as being the most appropriate for communicating the brand message to the audience.
- **USP.** The unique selling point and how it will be used to develop a clear communication strategy. What will be the benefits of this brand for the consumer? Why will they use your product, service instead of a competitor?
- **Creative outcomes.** All the creative elements, such as brand identity, slogans, website, advertising, promotion, etc.



## ASSESSMENT GUIDELINES

Remember that the design brief is a professional document that also acts as, or supplements, a contract between the client and the design agency. It should be written in a clear and precise manner, using appropriate language.

You will be assessed on the clarity of the submitted document. Please emphasise on clearly communicating the process.

You can find the specific step-by-step instructions for this assessment below.

### Assessment criteria:

1. **KNOWLEDGE AND UNDERSTANDING OF THE CREATIVE BRIEF CREATION (30%):** The student must understand the basic terms of all the different elements engaged in the production of creating the creative brief. They must develop the aims, objectives and milestones of the creative brief.
2. **PRACTICAL AND PROFESSIONAL SKILLS (40%):** Students will be measured upon the quality of the depth and accuracy of the creative brief and how it links to the existing brand of MIUC.
3. **TRANSFERRABLE AND KEY SKILLS (30%):** Students need to present their work in a clear and coherent manner in writing a design brief. The student must showcase the design issues which have been considered and resolved.

### **ASSESSMENT 1 STEP-BY-STEP GUIDELINE:**

1. Students will start work on creating the design brief in week 2 in class. Every student will start developing their own design brief.
2. Students will conduct their own research individually or in small groups of 2. Data of research collected will be shared across the class for incorporation of the background section of the Design brief.
3. Based on research the students will start to identify the aims and objectives as well as the target audience of the design brief. This will take place in week 3.
4. Students are then expected to on the back of objectives and aim to identify what sort of tone/ voice would be the most appropriate to communicate to



## ASSESSMENT GUIDELINES

the audience. By doing that they will also have to identify the USP for the design brief. This will take place in class in week 4

5. Students will deliver a design brief explaining what they have done and why. The creative outcomes and how they were chosen will be incorporated into the brief. This will be the design brief to which the second assessment will be based upon. Delivery End of Week 5.