

Creative Brief

**CASE ART
DIRECTION
IN USER
EXPERIENCE
DESIGN**

CASE ART DIRECTION SKILLS IN USER EXPERIENCE DESIGN

Creative Brief Instructions Annual Report

Most importantly, you need to show your analytics skills, thought process, how you generate ideas and how you make your creative choices.

Also, your ability to communicate abstract ideas, problem discovery and definition, and how you convert all of that into concrete conclusions - hence how you connect the dots.

The Bank wants to see an overarching creative idea.

Hint! Start with a short presentation around how you interpreted the UX task/brief.

CASE ART DIRECTION SKILLS IN USER EXPERIENCE DESIGN

TASK#1

A Retail Bank wants to amp their annual report online with a state of the art interactive website showcasing the company's most important achievements in 2020. They want to display content around visual narratives and storytelling as an integral part of the bank's online presence together with the brand's purpose to serve investors, journalists, stockholders, and other stakeholder with valuable information in a contemporary and fun way.

The Bank wants to know if you can deliver a **proposal** based on the above assumptions, clearly communicated to their multi-layered target audience.

1.1 CREATIVE DELIVERABLES

- Creative direction concept
- They want to see sketches (wireframes)
- Graphic design: a Start Page, and Subpage showcasing visual narratives and info-graphics

1.2 UX DESIGN DELIVERABLES

- Identify user goals for target audiences
- How will your design solution meet the user's needs
- What's the most significant impact (efficiency goals) the new design would ultimately accomplish?
- How would you pitch your concept and solution to the client/stakeholders and get a sign-off?

CASE ART DIRECTION SKILLS IN USER EXPERIENCE DESIGN

TASK#2

The Bank also wants to know your Project Design Sprint (Process)

- What are the design process phases?
 - Describe the methods and activities in each phase?
 - As a UX Designer, what methods and tools do you use to find and collect information needed for your design process?
 - How do you involve the client and the users in the design process?
 - How do you insure quality is secured throughout your design?
 - How does your collaboration with project coworkers look like?
- What are the most important things to consider in this project?
 - What are the challenges and risks involved in this case?

CASE ART DIRECTION SKILLS IN USER EXPERIENCE DESIGN

BRANDING

Typography

You may use one of these three fonts, or a combination of two or more.

1. Open Sans (Google font)

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

2. Roboto Slab (Google font)

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

<https://fonts.google.com/>

Color Scheme

Use freely the color scheme provided below in any combination you wish.





Good luck!