

Design Brief for:
West Valley Virtual Fashion Show Logo
2021 Theme: The Art of Creation

Fashion Show/Brand Statement

The annual Fashion Show at West Valley College is a big deal at West Valley College. While the Fashion Department is at the heart of the show it typically draws on the student talent of the other design disciplines to help realize the event. In the past architecture students have designed the runway, interior design students have provided a VIP reception hour prior to the show, and digital media students have provided video projections for the runway and harnessed Bay Area fashion bloggers to promote and report on the event.

The Cilker School's ongoing partnership with *Content Magazine* (2019 and 2020) provided inspiring coverage that featured profiles of each fashion student who participated in the show.
<https://www.content-magazine.com/articles/wv-fashion-2020/>

The fashion show over the years, therefore, has earned a reputation for showcasing emerging talent and is a stepping stone for graduating fashion students to launch their careers. The fashion show typically hires professional models, a professional runway producer and a professional DJ so the show is slick, professional and very exciting to watch. The fashion lines developed by the students are, however, the main attraction, and their work reflects the fashion program's commitment to excellence in apparel design.

Background – Where will the logo be featured?

The logo will be featured (print, web, and projected format) in:

- videos that will document the fashion student's work experience (getting ready for the show).
- a photo shoot (still shots featuring the models wearing the actual garments).
- the Runway Videos that will replace the in person fashion show event.
- possibly featured as a backdrop for fashion students to be photographed in front of.

Aspiration for how the Logo will Communicate

- Ultimately, when realized the logo should be cool, professional and polished and fit the theme: Art of Creation.
- Communicate process of creation rather than end product.

Communication Channels on which the Logo will be featured:

- Runway Videos will be streamed by West Valley on YouTube and Content Magazine.
- The logo will be integrated in to editorial coverage of Content Magazine (print and digital) and clips of the Runway video will be featured on Content Magazine's website and their Instagram and Facebook feeds.
- Fashion students may post some of the above video content on platforms specific for promoting their own fashion line and /or fashion portfolio.

Logo Objectives

- Logo should symbolize and be consistent with the Virtual Fashion Show theme: The Art of Creation.
- The intent of the theme is to show the 'process of creation' and the behind the scenes work of students preparing their fashion line.
- Integral to the theme is the vast amount of time, preparation, process, inspiration, and struggle required of fashion students in order to realize their very own fashion line.
- The fashion show is non-specific with regards to the kind of clothing lines students will design. Each line of clothing developed is unique to each fashion design student.
(We hope to gather some of the fashion student's hand work and sketches so graphic designers have some insight with regards to the garments and clothing lines currently being designed.)
- The logo should convey 'authenticity' with regards to the effort, creative process, and the perseverance required to conceive and design a clothing line that will be offered for public viewing.

Target Audience for the Virtual Fashion Show

- Local Saratoga community who come out to support the show
- Local Bay Area fashionistas
- Bay Area fashion design community
- Expanded viewing audience due to the virtual nature of this year's show.
- Future fashion design students

Marketing Objective

- Reach an expanded audience and tailor the fashion show content for maximum viewing interest instead of documenting the 'in person' fashion show (as was done in the past).

Key Challenge

- Try and match the excitement and create a lasting positive impression as matched by previous in person fashion shows.

Etc., (insights from the meeting that might help)

- To create something is a process
- Behind the scenes work
- Students seek inspiration from various sources
- Mixture of color stories ...

Submission Requirements & Deadline

- Submit vector artwork saved in pdf file format (no larger than 5 mgbs).
- Use template submission form – 1 form per submission. Students may submit multiple logo submissions.
- **DUE: April 12 by midnight**

>>> [SUBMIT HERE VIA ONLINE SUBMISSION FORM](https://forms.gle/2cEyCxtJaYMxJomT6)

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