

THE REAL SHOW 2011 CREATIVE BRIEF



Deliverable/s:

4 page article layout

"Real" Client:

Council for Opportunity in Education (COE)
<http://www.coenet.us/>

About the Project:

Organization Description —

- Magazine (*COE NETWorks*) is for and about college opportunity educators
- COE is a nonprofit organization, established in 1981, dedicated to furthering the expansion of college opportunities for low-income, first-generation students and students with disabilities throughout the United States
- Published annually as a benefit to institutional members of COE
- Focus on educators who are teaching and/or somehow involved with low-income students
- TRIO is a set of federally-funded college opportunity programs that motivate and support students from disadvantaged backgrounds in their pursuit of a college degree.

Project Objectives:

Your assignment is to develop a primary story for the Winter 2010 issue entitled:

"TRIO is going Green"

The article addresses some real environmental and sustainability challenges facing the world at large, and in particular, COE members, as they help educate students and prepare them for the real world.

Target Audience:

Serves the needs of educators and members of COE who are interested in learning more about latest trends in education for low-income students.

Key Messages:

Primary Messaging — COE and its members need to prepare students and educators for a "Green Revolution."

Secondary Messaging — Everyone needs to get involved at a macro and micro level to help others participate in green initiatives, integrating green programming into curriculum, and exposing students to green industry jobs, and finding economical ways to reduce their carbon footprint.

Creative Specifications:

Required Text — Attached in Copy Folder

Inks — Four color Process (CMYK)

Size(s) — 8.5" x 11"

Three optional photos — Attached in Imgs folder

Note:

Please use whatever copy fits on your first 4 pages given your design, and consider the rest simply as background knowledge as you design.