

The University of Greenwich, School of Architecture & Construction

Course: Advanced Representation & Professional Studies

Background

Professional Studies for Garden Designers is assessed on three elements: a law related written paper (40% of the overall grade) and two project components (each 30%) combined here in a brief for a practice leaflet. In view of the concerns expressed by Garden Designers, this element (practice leaflet) is integrated with the other "branding" project elements of the Advanced Representation course.

The Practice Leaflet (flier)

While you may think of yourself as being at the start of your career and not yet ready to go public, the less risky atmosphere of the university means there's no time like the present to learn and practice the discipline of presenting yourself as a business. So for this course you are to mock up a small brochure promoting your services.

The final document will take the familiar form of an A4 sheet folded into 3 equal sections so that it fits a standard envelope. You are to design both sides of the sheet. Although it might be sensible to use a graphic designer if you were doing this "for real", even in this form the project should be helpful by making you clarify your intentions.

For content you need to decide what goes in: is this purely a persuasive leaflet or how (if? where?) do you include hard material (e.g. information on fees, insurance cover etc.) For the moment, remember you are aiming to produce something that combines graphic information (photos, diagrams, drawings etc.), some factual material (for instance your name, contact details) and seductive or inspirational material (images, words) in a way that sells the skills you have and the magic you can weave.

In this flier you are leaving your calling card, explaining what a garden designer does, how the client benefits from that skill, and why you rather than A.N.Other are the person for the job. This document may not get you the job, but it plants a seed. The aim is that it gets you an initial client interview, now or in the future. Your guide as to the standard of quality of finish should be "Is this good enough to go to the printers today and get me a job next week?"

Submission requirements:

One PDF file containing the two A4 sides of your flier and a folded A4 version on paper. However you work, what we want to see is as near the finished product as possible.

Deadlines:

Submit an A4 colour reduction as a prototype brochure and a PDF file at our course session on Thursday, 17th April 2008, when we will review the PDF files on the projector screen.

Assessment:

You'll need to show a clear understanding of the services you're promoting as a garden designer, along with an appreciation of the responsibilities, professional relationships and context you working with. At the same time, there's no space to pontificate: you will have to make a judgement as what points are made and how. For the brochure we'll average two component marks: (a) for the ideas in it - the selections you've made about the words and images and (b) how well it's been executed.

Tony Cleford January 2008 & **David Watson** February 2008