



**CORSO DI:  
Metodologie e Tecniche di Design**

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**5 Che cos'è un Concept**

**DISCUTERE UN'IDEA**

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**Dialogo ideato e condotto da Lidia Errante**

**26 ottobre 2020**

Che cos'è un concept?  
Discutere un'idea.

Eleonora Mastrostefano | Conceptual Designer

# bio

- **Formazione**

Università e Corsi di specializzazione

- **Esperienza lavorativa italiana**

In-house designer e esperienza in agenzia

- **Esperienza lavorativa inglese**

dal b2c al b2b esperienza in agenzia

# Il concept: cos'è, a cosa serve, quando si usa, come si realizza

**concept**

/ konsept/

“ an idea or invention to help sell or publicize a commodity ”

- Il brief

# Il brief

- **Il cliente e il suo ruolo nel brief**
- **L'elaborazione del brief da parte dell'agenzia**  
un lavoro di squadra: account manager, art director, designer, copywriter

## CREATIVE BRIEF

Client:	Issue Date:	Job Number:
The Requirement:	Product or Service:	Originator:

**What is the issue or opportunity?**  
*(Include any background necessary to explain the issue/opportunity)*

**What's the role of this piece of communication?**

**Who are we talking to and what do they think about the brand/product/ service?**  
*(Tell me about them... what are they like? What do they feel about the category and the brand?)*

**What insight do we have about their attitudes or behaviour that will help us?**

**What is the single, most important, thing we want to say to them?**

**What argument can we make to support what we want to say?**  
*(What facts should we use to support our message?)*

**What tone of voice should we use?**

**What executional guidelines or mandatories are there?**  
*(Corporate guidelines, sign-off, etc)*

**What communication channels are we using?**

**How will the success of this campaign be judged?**

**What is the budget and timing?** *(Client presentation and in market)*

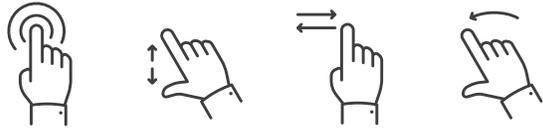
**Approvals: (please initial)**

Account Director	Planning Director	Creative Director	Managing Director	Client
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# La risposta al brief

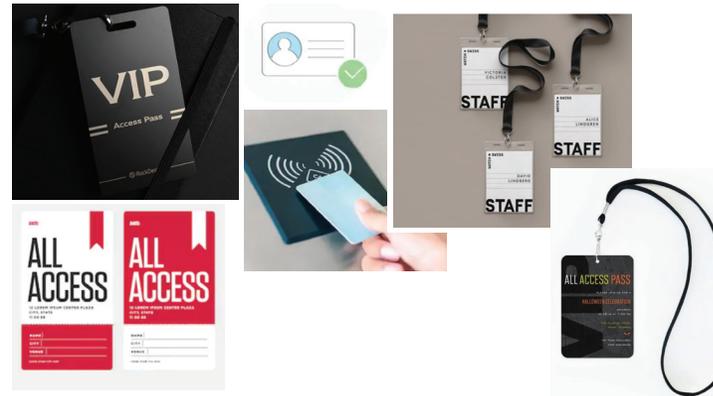
- **Le proposte piu` o meno creative e come si presentano**  
Moodboard, mockup, rationales (motivazioni logiche)
- **La scelta del concept da parte del cliente, la declinazione del concept da parte dell'agenzia**

### Moodboard – route 1



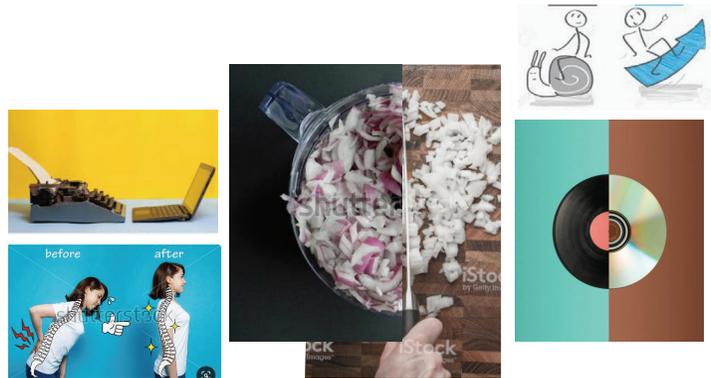
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### Moodboard – route 2



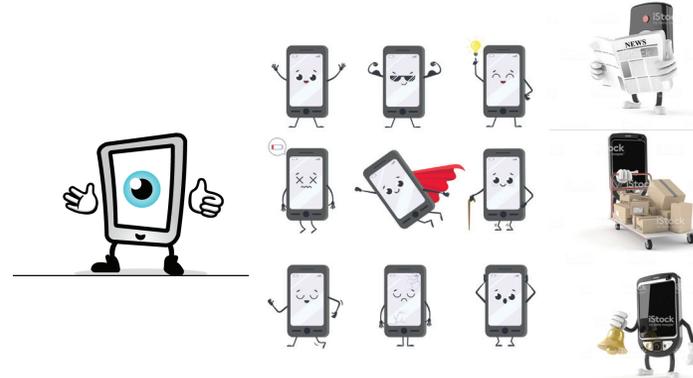
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### Moodboard – route 3



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### Moodboard – route 4



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Sample poster – route 1



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Sample poster – route 2



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Sample poster – route 3



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Sample poster – route 4



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### Route 1 – Rationale

#### At your fingertips

Playing on the ideas of simplicity, accessibility and convenience, this route is instantly recognisable by all as it uses iconography that is recognisable the world over and the simplicity copy right style of the new Serco Intranet. It focuses on the idea that everything employees could possibly need in their working lives – a world of information and tools – is now available at the touch of a button – on computers, laptops, iPads and Smartphones. When and where employees need it. This is how everyone is used to operating in their day-to-day lives – it's how we shop, find out information, order tickets, book travel, operate our heating, etc. This route brings the convenience of modern living to bear in the workplace and presents the audience with a solution that's as familiar to them as performing a simple Google search whilst also referencing the idea of connection, with employees connecting to a world of online information and the wider Serco community.

Serco – Intranet internal awareness campaign

### Route 1 – Teaser sample posters



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### Route 1 – Launch material and giveaways



Lift Graphics in offices or communal areas

Pop socket, smartphone giveaways that simplify the use of your phone with one hand

Serco – Intranet internal awareness campaign

### Route 2 – Rationale

#### Access All Areas

This route highlights how MySerco is a one-stop shop for employees to find everything they need to do their jobs. Anything from just booking a holiday or accessing health and safety info to booking training and mapping out your future career. Whatever you need to do, MySerco allows you to do it. And it's easy – all you need to do is 'leave your pass' and you're in. It's designed to be highly inclusive, helps build a sense of connection and community (since all Serco employees are part of the club) and reinforces the fact this is no longer a UK-centric intranet – it's 'all areas' geographically too. Also, this is a 'best in class' intranet – so users are being treated as VIPs, with easier access to everything.

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### Route 2 – Sample poster



Serco – Intranet internal awareness campaign

### Route 2 – Launch material and giveaways



Lanyard giveaways keep the messaging front of mind and are an ongoing reminder

Lanyards resembling tickets as giveaways to ease in the campaign can be delivered cost-effectively

Serco – Intranet internal awareness campaign

### Route 3 – Rationale

#### MySerco...MyPA

We all need a personal assistant from time to time. And having something that's always on hand to help when you need it is something everyone can relate to. It could be something simple like claiming expenses or downloading the latest contract templates – or perhaps it's finding out about new opportunities around the company or keeping up to date with the latest Serco news. Whatever it is, MySerco is here to help. It will appeal to everyone who feels frustrated with how things currently work and wants something that's helpful and easy to use – which is presumably everyone who has used the old intranet and anyone who can't currently use it. It's warm, friendly, welcoming, helpful and is something you can always rely on.

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### Route 3 – Sample poster



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### Route 3 – Launch material and giveaways



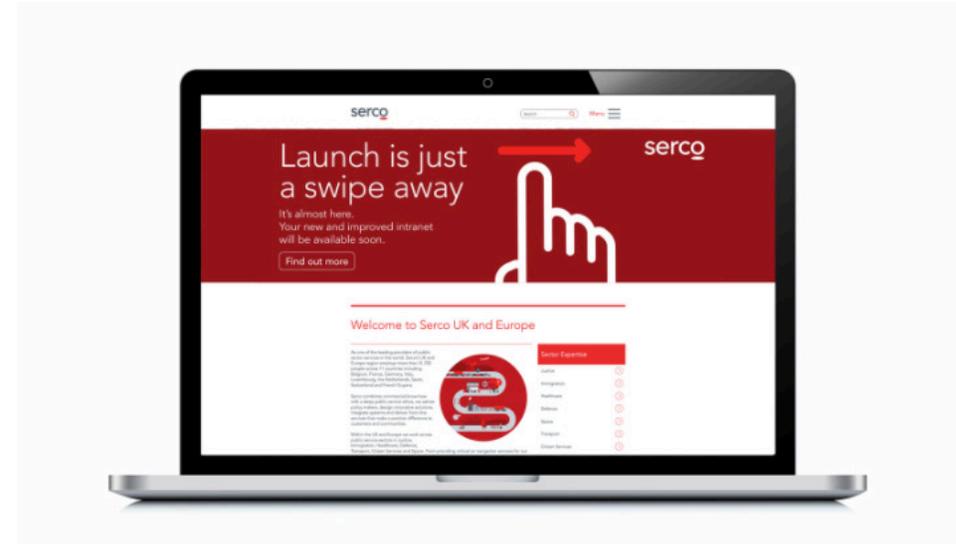
Hanging displays to be placed in communal areas/canteens

Friendly phone/tablet giveaway that can be positioned on your device reminding you that your personal assistant is always there to help

Serco – Intranet internal awareness campaign

# La realizzazione delle idee

- Il ruolo dell'art director e/o del designer insieme al copywriter  
scelte stilistiche, colour palette, font, strade illustrative o fotografiche
- Esempi pratici: showcase lavori



### What is myserco?

We're launching our new intranet - myserco - that will enable all employees to complete daily tasks with ease. It will help make your life easier too.

To create a buzz around it, we really need your help to encourage others to try it out. There are so many great features available and it really is for everyone, everywhere. Please talk to your teams at your next meeting and help them to access this either online or via the app.

myserco, get connected

### It's for everyone, everywhere

myserco is there to provide all employees with access to a range of online information and features. By registering they will be able to:

- take control of when they do a range of tasks saving them time
- access myserco whenever and wherever they need to... and on all devices
- connect with people, creating a greater sense of community
- customise the features they use most such as accessing payslips, booking courses at Serco, booking learning and development courses and finding out more about Serco.

It is up and running now with a full search to come shortly, so if you haven't already, why not sign up a little ahead of your next meeting? You can start to see the changes now and help guide members of your team through the range of features when they register.

Visit myserco.com

### Get your team connected

Registering members of your team is a simple process. They will need to be able to access myserco.com or have downloaded the 'myserco' app in the Google Play Store or on our website for Apple devices.

There's a short registration process you'll then need to complete with your team, and when they're good to go, it really is as easy as 1, 2, 3!

myserco serco

Point your team in the right direction

# Si può essere creativi quando si lavora per un brand dotato di un'immagine consolidata?

- Creatività con dei margini
- Il ruolo del designer e le sue difficoltà

# Immagine coordinata ed efficace

- **Il ruolo dell'immagine coordinata**  
al di là dell'apparenza, la personalità di un brand
- **Comunicazione efficace, come costruirla**
- **Credibilità di un'azienda**
- **Esempi di brand guidelines**

# Poster “Tips”

- Come disegnare un poster efficace

## semplicità al primo posto e uso di spazio negativo

le informazioni devono essere chiare e semplici da trovare

### headline in primo piano

deve attirare l'attenzione  
divertente/scioccante/porre una domanda

### brand visibile

dev'essere più grande di come viene utilizzato  
solitamente in una brochure o altro, non  
soltanto una piccola firma

### body copy al minimo

le cose da dire in modo sintetico

### contestualizzare

se possibile se l'audience si riconosce  
in una frase, immagine, luogo rappresentato  
solitamente i risultati sono maggiori

### font chiari

uso di font semplici, forti,  
non troppo complicati

### coerenza

se ad esempio si usa l'ironia nel copy  
anche la parte visiva deve seguire  
lo stesso filone

### gerarchia

1.Headline 2. Body copy 3. Call to Action

### utilizza persone reali

se si usano delle immagini di persone, meglio  
se vere, normali, solitamente funzionano di più

### Usa lo spazio

immagine grande, anche oltre i bordi

### test

va testato, stampandolo anche in formato  
più piccolo

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RECORDS

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JOB. DO YOU  
NEED A  
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