

The right formula

Taking driving into the classroom

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The Ultimate
Driving Machine

Communications – Theme 10: Driven by design

Worksheet 10b

The design brief

Our successful racing team needs to update their visual identity. You are invited to submit initial ideas and proposals, alongside two others. The design team with the best ideas will be awarded the contract for the job.

You will be given 30 minutes to present your proposals to members of the team.

The method of presentation is for you to decide. There will be presentation facilities in the room including a TV/video unit, a computer with CD/DVD player, a wall screen, a 35mm slide projector and an overhead projector. If you require anything else, please notify us in advance.

The new designs for the team will be applied to all team vehicles, uniforms, other items of clothing and to all promotional material and merchandise.

For the presentation, your designs need to be applied to:

- the logo
- a race car
- a driver's uniform.

The existing team colours are dark blue, white and red.

Criteria for choosing new designs

- continuity with current visual identity
- stand out from competition/other racing teams
- be appealing to a wide audience
- look modern and up to date but will not date easily
- be practical
- conform to current racing regulations.