



Yummy mummy

The Brief

This brief is all about finding new styles and looks to really push and refresh our Mother's Day range—specifically the ‘Contemporary’ genre.

We would like you to explore all of the avenues you can to create exciting new greeting card designs to exceed our customers expectations.

Design Elements To Consider

Design Style

Colour Palette

Medium


Placement and Layout

Typography

The Customer

Sentiment/Caption

Subject Matter






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Please be aware that the Contemporary Genre is about a current & trend driven colour palette with a aspirational feel. It is key that the overall look isn't too Classic. The M&S customer isn't always as naive as perceived. Trends and fashion are still of importance.

For the Contemporary Genre a mixture of different styles and ways of working can be used including;

Typography
Illustration
Graphic
Character
Photography etc...



This is your opportunity to create great newness and challenge what we currently offer our customer...

Please enjoy!.

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The Details

The card will be 150 mm x 150 mm so please submit your entries in a square format at 500 pixels and 72 DPI.

However do retain your original working files as the winner will need to supply these.

This card would be launched in Spring 2012 so it's important you really consider the trends we will be focusing on for that year. Below are a few examples of our past designs for the Contemporary Genre.

