

Creative Designer Interview Task

Trent Freshers 2027 – Creative Direction

Thank you for accepting an interview for the role of Creative Designer at Nottingham Trent Students' Union.

As part of the interview process, we'd like you to complete a short creative exercise.

This task is designed to give us an insight into your creative thinking, design process and how you approach a real-world brief. We are not expecting a fully developed campaign or polished suite of assets.

You'll have 10 minutes to present your ideas to the team.

Background

Trent Freshers is the official welcome programme for new Nottingham Trent University students, delivered by Nottingham Trent Students' Union (NTSU).

Each September we welcome thousands of new students through a programme of over **30 events**, helping them settle into university life, meet new people and feel part of the NTU community from day one.

You can find out more about Trent Freshers and previous campaigns at:

<https://trentfreshers.org>

The Brief

We're beginning to think ahead to **Trent Freshers 2027** and would like to see how you would approach refreshing the campaign for a new intake of students.

Please prepare a short presentation that covers:

1. Your Creative Direction

Tell us about the overall creative direction you would take for Trent Freshers 2027.

Consider things such as:

- the overall look and feel
- the target audience
- design trends or insights that have influenced your thinking
- why you believe your concept would resonate with incoming students

2. One Example Creative Asset

Please produce **one** example creative asset that demonstrates your direction.

This could be **one** of the following:

- a refreshed Trent Freshers logo
- a social media post
- an event poster
- website hero banner
- digital screen
- another campaign asset of your choosing

This does **not** need to be a finished piece of artwork—we're interested in understanding your creative approach rather than judging polished production.

3. Your Design Process

Please explain:

- how your concept could be applied across the wider campaign
- how you would ensure it remains engaging for a Gen Z audience
- any accessibility or branding considerations that influenced your decisions

Presentation

You'll have **10 minutes** to present your work followed by a short discussion with the interview panel.

You are welcome to use PowerPoint, Google Slides, Figma, PDF or any presentation software you prefer.

Please send your presentation to rory.haynes@su.ntu.ac.uk by 9am on Thursday 13th August.

What We're Looking For

We'll be assessing:

- Creative thinking and originality
- Understanding of audience
- Design rationale and decision making
- Visual communication
- Awareness of branding and accessibility
- Presentation and communication skills