

ASSIGNMENT SHEET

DESN 210 – Graphic Design III

REQUIREMENTS:

Develop a strategic plan for an advertising campaign that meets the criteria set forth in the accompanying creative brief for Propel water. Once the plan is in place, design three components of the campaign to demonstrate the visual nature and theme of the plan.

STEP 1: You must submit a “White Paper” outlining your strategic plan.

This document must:

- Outline your rationale for the theme of your campaign and documented research that details why you chose the marketing methods in your strategy.
- Explain why these methods of communication will have a good chance to reach the required goals.
- Include an explanation of your theme and how it communicates the proper message to the target audience.
- Include a headline and/or slogan concept that can work in all forms of advertising as part of this rationale.
- Include rate cards/media kits for the publication in which you ads will appear that provides the particular specifications.
- Be typewritten, spell checked and professional.

STEP 2: You must present three effective methods of marketing the product to the target group.

The advertising methods must include:

- A magazine ad – you must determine the best publication for the target group. Research the style of ads typically found in this particular magazine and design the ad to fit that style. Size must be a full page or 2-page spread or some equivalent format.
- One other form of print media that you feel will effectively reach the target audience, such as newspaper, billboard, point of sale, direct mail, etc. (must include two different sizes of newspaper or billboards)
- A variety of web banner ads – you must determine the websites that would be most appropriate to run the ads. The ads must conform to standard web ad sizes and be inseted into a screen capture of the website’s pages. (must include three different sizes)

Write a headline, subhead and/or slogan that clearly communicates to the target group

- Establish a theme that carries throughout the campaign.
- Use appropriate and effective words and phrasing to would speak to the target group.

Create an advertising campaign that meets the strategic marketing plan

- You must create a concept layout for each of the three methods of communication in your plan. The layouts should demonstrate a consistency in message, mood, and look.
- Use a consistent color scheme, type style and style of graphics on each item.

SIZES/COLORS:

Research the proper sizes and color limitations for each of the types of advertising that you choose to use. Specifications for each design must be included in the White Paper. **YOUR DESIGNS MUST MEET THE CORRECT SPECIFICATIONS!** Further directions for mounting will be provided in class.

THINK ABOUT:

- Keep the theme consistent throughout the campaign with the headline, colors, images, and graphic style.
- Make the message easy to understand and one that would work. **HAVE A STRONG CONCEPT!**
- You may use photos or illustrations. You do not need to worry about copyrights, since we are only doing comp layouts. You may include product photos that you acquire from the web.
- Body copy can consist of greek text.
- You are part of this target group – what would appeal and work for you and your friends?

PROCESS:

1. Research the product and the target group. Research further the types of marketing methods you feel will work for the campaign. Find and collect evidence that will support your decision to use a particular method.
2. Develop a theme and message that will achieve the marketing goals. Write headline possibilities and re-search images that would work with the theme.
3. Put all of your research and campaign proposal in written form in White Paper. You will present your proposal in class and turn in an electronic copy of the document for assessment.
4. Create three comprehensive layouts ready for presentation in class. Comps will be mounted separately on either letter or tabloid sized boards.
5. Present the comprehensive layouts in class.
6. Turn in PDF files for each of the three comp layouts to the specs provided in class. These PDF files will be used as part of a research survey to provide feedback on your concepts.

SCHEDULE:

- **Tuesday, Nov. 24** – White Paper, including media kit/rate card information and headline theme must be turned in electronically and ready for presentation and discussion.
- **Tuesday, Nov. 8** – Presentation of three separately mounted layouts final comp layouts. Instructions will be provided in class.
- **Thursday, Nov. 10** – PDF files submitted to instructor on disk or by Dropbox.

GRADING: 400 POINTS TOTAL

- 100 POINTS – WHITE PAPER/PRESENTATION
- 100 POINTS – MAGAZINE AD/PRESENTATION
- 100 POINTS – OTHER PRINT ADS/PRESENTATION
- 100 POINTS – WEB BANNER ADS/PRESENTATION