

## ART 323

AM Session 10 - 11:50

PM Session 1 - 2:50

**MWF**

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# Transformations

## Project description

An advertising campaign is a series of messages for commercial or non-commercial purposes, sharing a similar idea or theme. The reason for presenting the idea as a series could be for purposes of reinforcing the message, or in order to speak to different values or products within the same category. The essential point to consider when developing an advertising campaign is that it needs to have a single theme that strings the various designs together.

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## About this project

For this project you will be developing a campaign that addresses one of the topics on the next page. Using principles that you have learned in communication, you will create compelling images that speak to your category in innovative ways. Think about how your design will compete for your audience's attention. How can you employ innovative approaches to give your work more stopping power? How can you create empathy in your audience? Get to know your audience by spending some time with them. Ask them questions. Find out how they think, feel and act. Study their lifestyle and execute your design in a language familiar to them.

Your idea should be campaignable. This means, you should be able to represent the same idea in more than one way. We will look at some examples. You will find your own examples too. Be willing to work long and hard on this project. Be willing to answer the difficult questions about your project. Above all, have fun doing it.

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## Project goals

- Identify and utilize effective research principles for creating customer-centric communications.
  - Identify forms and style that make a compelling visual strategy
  - Understand the process of developing ideas from concept to finish
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## Requirements

- 3 posters incorporating images in collage or montage style
- 11 x 17 inches
- Images should be your own

A tagline can be included, but it's not a requirement. Focus on how the image can convey the information.

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## Things to do

- Reading discussion: Visual Communication chapter 2
- Presentation: Planning for your next big idea
- Exercise/assignment: Improving your design process
- Presentation: Idea development process (Chaz Maviyenne-Davies)
- Presentation: Advertising campaigns
- Presentation: Visual Rhyme
- Presentation: Type-image relationships

## **Process**

Using the Saatchi and Saatchi advertising strategy, and the same process Chaz Maviyane-Davies traveled to create his Wishbone VOTE poster, you will explore ideas through a visual metaphor that connects an attribute of your topic with another realm that shares a similar form or vocabulary. The metaphor can be totally nonverbal, or may incorporate a tag line to finish the message. (Remember “open text” and “closed text.”)

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## **Steps**

- Develop your strategy document based on goals and audience insight
- List all the buzzwords/adjectives of your category
- List other things and situations with those attributes
- List objects from your category, noting basic forms
- List other objects with similar forms
- Start substituting to create ideas
- List attributes of your demographic

You need 50 ideas in pencil before starting to photograph.

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## **Photoshop demos and lessons**

- Tone and Color Correction with Adjustment Layers
- Retouching Essentials
- Essential Filters
- Type Essentials
- Basic Shape Layers
- Essential Layer Effects and Styles