

Project 2

Transformations

Project description

An advertising campaign is a series of ads sharing a similar idea or theme. Ideas are presented in a series to reinforce the message or highlight different values or products within the same category. Often people use different marketing channels to get their message across. The essential thing to consider when developing an advertising campaign is that it needs to have a single theme that connects the various designs.

About this project

For this project, you will develop an ad campaign that addresses one of the topics on the next page. Using principles from the first project, you will create visual metaphors that speak to your selected 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; spend time with them and ask 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,' which 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 prepared to answer the difficult questions about your project. Above all, have fun doing it.

Project goals

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

- 3 posters incorporating digitally manipulated images
- 11 x 17 inches
- Images should be your own

A tagline can be included, but should not be given primary consideration. Focus on how the image can convey the information.

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
- 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 nonverbal or may incorporate a tagline to finish the message. (Remember the discussion about “open text” and “closed text” from your textbook?)

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.

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
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Grading

Research – 30%

Design – 70%

Refer to the Google Group for the rubric.