

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.

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.

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
-

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.

Topics

You will choose from one of the following topics:

Morgantown CSAs – How do we get people to be more interested in our local CSAs?

Fitness - How do we encourage people to exercise more?

Education – How can we use design to transform the way prospective students think about education at WVU