The FUTURES Channel®

MOVIE GUIDE

MOVIE NUMBER 4007

Creating an Advertising Campaign

The Movie:

Creating an advertising campaign requires inspiration, design skills and computer know-how. Featured: Jessica Shulman, advertising art director, TBWA\Chiat\Day, Craig Tanimoto, advertising art director and writer, TBWA\Chiat\Day. *(Movie length: 3:42)*

Background:

Modern culture offers individuals a staggering range of choices in products and services, but without advertising few of us would know what those choices are, much less be able to match them to our own needs and wants. An effective ad campaign goes far beyond getting the attention of a potential customer; it presents a product or service in such a way that its major features and benefits can be clearly understood—all in the time span of a few seconds. There are few careers that demand more creativity, artistry, writing skill and technical know-how than establishing a connection between the producer of a product or service and the user.

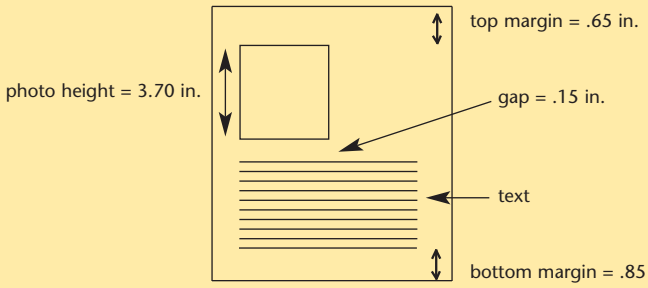
Curriculum Connections:

Fractions 1

The words in a sign on a bus are 1-1/2 feet high. If the ad is to be enlarged 5 times to put on a billboard, how big will the words be?

Decimals 2

If each line of text on this 8.5 x 11 page is to be exactly 0.135 inches high, how many lines of text can there be on the page?



Fractions, Measurement 3

Measure the dimensions of a magazine page (in inches and fractions of an inch). If an advertisement is to have a height of 1/3 of the page and a width of 1/2 the page, what would its dimensions be?

Fractions 4

Ad designers must choose from many different possible fonts for the text in their ads, and must also choose a font size. Font sizes are measured in points, and one point = 1/12 of an inch. If a capital "A" is 32 points tall, what is its height in inches?

Percents, Measurement (area) 5

When outer parts of an image are cut off, the image is said to be *cropped.* How could you crop this image to make it 60% of its current area?

Percents 6

A 4" x 6" image is enlarged by 650% for an ad. What are its new dimensions?

A second image turns out to be 97.5 inches high after being enlarged by 650%. How high was it before enlargement?

Percents 7

When you are printing a page in color, all of the colors you see are made by combining four different ink colors: cyan, magenta, yellow, and black. This chart shows several colors and the amount of cyan, magenta, yellow and black that is in them. For the fifth color, what percent of the total amount of color is cyan? For the seventh color, what percent of the total amount of color is yellow?

Color	Cyan	Magenta	Yellow	Black
	100	0	0	0
	100	0	0	50
	0	0	100	0
	0	100	0	0
	63	0	100	0
	0	100	100	0
	0	75	100	0
	0	75	75	0

Statistics 8

You are designing an advertisement for a bicycle made of a special metal that is much stronger than the metal used in other bicycles. How could you show this information in a way that a reader can instantly see it?

Model	Amount of force it can withstand
Roadster	600 pounds
Runabout	540 pounds
Maverick	730 pounds
Hercules	1850 pounds

Ratios 9

The aspect ratio of an image is the ratio of its height to its width. If an 8" x 10" photograph is blown up to 60" height and the aspect ratio is not changed, what will its width be?

Combinations

10

Any color can be made from a combination of red, green, and blue. If there are two possible shades of each color (dark and light), there are 8 different possible combinations:

Red	Blue	Green
dark	dark	dark
dark	dark	light
dark	light	dark
dark	light	light
light	dark	dark
light	dark	light
light	light	dark
light	light	light

If there are three possible shades of each color (dark, medium, and light), there are 27 different possible combinations. List all of them.

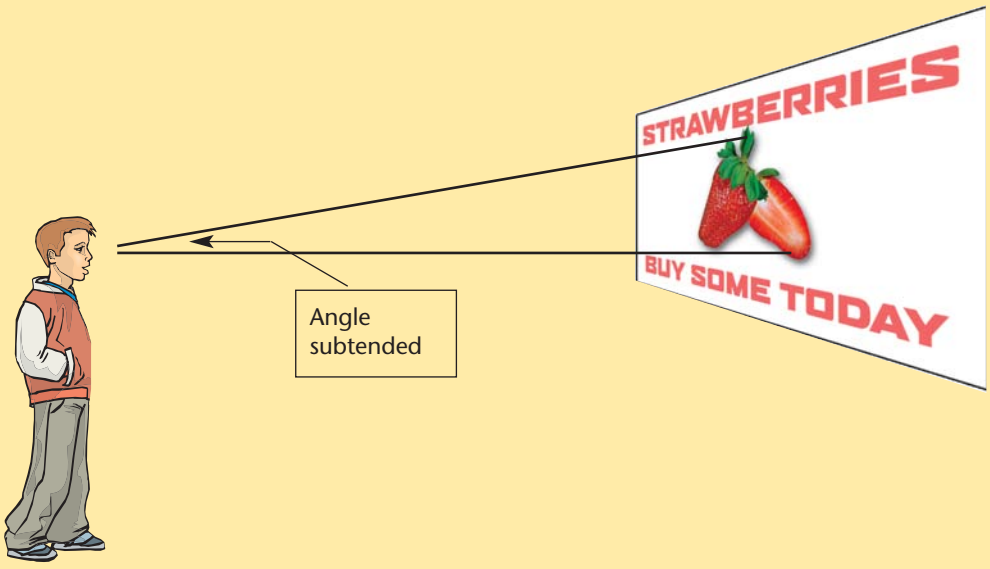
How many different combinations could there be with four possible shades for each color?

Typically, computer screens can choose among 255 different shades of red, green and blue. How many color combinations can be produced in this way?

Trigonometry

11

When you look at an image on a billboard, it covers a certain portion of your field of vision. One way to measure this is by the angle which is subtended by the image.



For a billboard which is not very close to the viewer, the angle subtended by an image can be estimated rather accurately with this formula:

$$\text{tangent}(\textit{angle}) = \frac{\textit{height of image}}{\textit{distance from viewer to image}}$$

If you want your billboard image to subtend an angle of 3 degrees for a viewer 200 feet away, how high will it need to be?

Statistics 12

Think of a slogan for selling some product, such as a cell phone, computer, or a line of athletic clothing. Create a set of survey questions that you think will help you determine whether or not that slogan is effective, and carry out your survey with at least 25 people. Create a graphic presentation of your results.

Probability 13

Suppose you want to test an idea for an ad that is intended to appeal to mothers. If you ask 8 mothers for their opinion, and 6 of them say they like the ad, would you feel confident about predicting that 75% of all mothers will like the ad? Explain your answer.

Algebra (expressions) 14

The cost of various forms of advertising is shown in this chart. Create an expression that shows the cost of *n* months of advertising where *b* represents the number of billboards, *m* represents the number of magazines, and *c* represents the number of television commercials.

Form of Advertising	Cost
Billboard	$50,000 per billboard, each month
Magazine	$15,000 per magazine, each month
T.V. commercial	$250,000 per commercial

Algebra (variables) 15

- Position and size of images and text
- The cost of developing an advertising campaign
- The cost of running an advertising campaign
- Number of people reached by the campaign
- Percent of people reached who react positively to the campaign
- Product sales

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Corporate Graphics, #4008	To make one design fit on business cards, trucks and buildings, you need to be an expert on the concept of *scale*.
Sports Photography, #4003	Sports photography requires an expert's understanding of light, lenses and shutter speed.
Designing Sunglasses, #4012	Watch as a new model of sunglasses goes from design sketch to finished product.

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