Project 3 ~ Ad Campaign

Project Description

Objective:

Learn how to think creatively to showcase and advertise a brand, product or service in a persuasive manner – while adhering to the company identity in some fashion throughout the campaign.

Overview:

Identify key attributes about the company, product or service you are going to promote in your ad campaign. The ads can promote the company as a brand; feature a particular service(s); or sell a specific product.

While the campaign should have the same DNA so it looks like it represents the same company, each ad should promote a different feature about the brand, service or product. For instance, if you were to advertise a stapler, one ad could say "It's very fast". Another would say "very lightweight". The third could say "it's so strong that it can staple up to 30 pages at once". Each should written and /or illustrated in a uniquely clever manner that gets the viewer's attention and hopefully sparks further interest in your product.

Another approach could be to promote the one feature of the stapler a little differently in each ad. For instance "it's so powerful that it can..." You may choose to use some levity and hyperbole to write a clever and compelling headline and imagery to illustrate this.

Requirements:

- *one* print ad – 8.5"x11"
- *one* highway billboard – 60'x30' (scale to 15"x7.5") – if desired, you can add free form extension as needed to further grab the viewer's attention
- *one* web banner – 792x144 pixels
- use color as you see fit
- can be all typographic or include imagery. whichever direction you take, it must be a highly creative way to showcase your brand.

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Project Description

(continued)

Step 1:

- Identify key attributes about the company, product or service you are going to promote in your ad campaign
- You must define the hierarchy of the message – visually direct the viewer as to the order they should read your ad (headline, subhead, image, etc.)
- Using only pencil on paper, create a minimum of 6 thumbnail concept sketches of your print ad
- Thumbnails should be widely varied concepts
- Your design direction should align with the project creative brief

Step 2:

- Select a preferred concept for further development. Consider how it will work across all media in the campaign. The editing process is part of your creative development. Sometimes it's easier to begin eliminating weaker concepts to narrow the field for selection of the stronger ones. Once you have selected your best concept, use only pencil (can be color pencil or marker) on paper and further develop and refine your sketch. Expand and hone the idea into a viable and detailed sketch suitable for digital execution.

Step 3:

- Using InDesign, begin digital design execution of your print ad.

Step 4:

- Once your print ad is well developed, create a sketch for each of the other components in your campaign.

Step 5:

- Using the Ad Campaign Template provided, complete the digital design of all components into a polished and professional presentation.

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Grading Rubric

Category	Excellent Student has completed work that is well beyond the expected results	Commendable Student has completed above average work	Acceptable Student has completed the basic project requirements	Not Acceptable Student did not meet the basic project requirements
Step 1 **Concept Sketches** Identification of key attributes and comprehensive concept sketches	**3** points	**2.6** points	**2.3** points	**1.5** points
Step 2 **Refined Sketch** Editing your initial print ad sketches plus quality and detail of your refined sketch	**3** points	**2.6** points	**2.3** points	**1.5** points
Step 3 **Print Ad** Creativity and quality of print ad execution	**3** points	**2.6** points	**2.3** points	**1.5** points
Step 4 **Refined Sketches** Detailed sketches of the remaining components	**3** points	**2.6** points	**2.3** points	**1.5** points
Step 5 **Final Presentation** Quality and creativity of presentation	**3** points	**2.6** points	**2.3** points	**1.5** points