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| Logo |  | |  | **PROJECT BRIEF** 2020/2021 | | | |
| Department | **Communication Design** |  |  |  | | |
| Prog Name | **HD in Advertising Design** |  |  |  | | |
| Prog Code/Yr | **DE124101/1** |  |  |  | | |
| Module | **DCD4005/Content Marketing Studio** |  | QF Level | **4** |  |  |
| Project | **Content Marketing Campaign** |  | Semester | **2** | Week |  |

**Module Intended Learning Outcomes (MILO):**

This project contributes to the following Module Intended Learning Outcomes:

1. identify the evolving digital advertising and marketing landscape and the characteristic of online promotion tools and channels for a specific advertising campaign;

2. propose an appropriate target marketing approach with the consideration of emerging behavioral characteristic of online users;

3. formulate a digital advertising and marketing plan in alignment with relevant strategy and tactic to achieve the specified marketing goal;

4. create and manage integrated online campaign major tools with appropriate technical and creative competence; and

5. measure the effectiveness of the campaign and summaries in a presentation.

**The Brief:**

We will work on two projects in this module. The module of Art Direction will support this module.

**Project 1**: ICAC (Briefing: Jan 22, 11am-12:30pm); **Project 2**: HKDI Advertising/HK Graphic Fest/Self service or product platforms

Set the objectives and the target audience of your promotion.

Take reference to the brief set and winners by:

**The Young Ones Student Awards**

Link: <http://www.theyoungones.org/categories/brief/>

Winners: <https://www.oneclub.org/awards/youngones/-archive/awards/2020/all/all/select>

You will need to consider online promotion in your plan and the outcome

**CA1: Execution of a plan base on the user’s practice (Project 1 & 2)**

**Task:** Generate idea for the theme

Create a plan for the presentation

**Grouping:** Individual

**Time:** L 5 (10%) Feb 10/18/19

**Deliverable:** PPT Presentation within 3 mins, full name list on the cover, file submission after presentation

**CA2: RVJ Submission (Project 1 & 2) (include continue assessment and class exercises)**

**Task:** Keep individual research, sketches, ideas development, design process, class performance & documentation and development in RVJ (size A5), softcopy and hardcopy for the end of module and year-end assessment. Class exercise and participation will be counted.

**Grouping:** Individual

**Time:** L 13 (20%) Apr 14/22/23

**Deliverable:** Presentation &digital submission to module lecturer via moodle

**CA3: Project 1 Final Presentation**

**Task:** Presentation in professional standard including the idea statement,   
copywriting, poster design and other design prototypes. Explore the novelty of tools, to enrich the user experience and enhance the effectiveness.

**Grouping:** Individual

**Time:** L7 (20%) Mar 10/11/12

**Deliverable:** PPT Presentation within 3 mins, full name list on the cover, file submission after presentation

**EA: Project 2 Final Presentation**

**Task:** Presentation in professional standard including the idea statement,   
video and design prototypes, and explore the novelty of tools,   
to enrich the user experience and enhance the effectiveness.

Produce all items in a final client presentation standard,   
compile and report the data for the test run of the campaign.

**Grouping:** Individual

**Time:** L 13 (50%) Apr 14/22/23

**Deliverable:** PPT Presentation within 5 mins, full name list on the cover, file submission after presentation

**Assessment Scheme**

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| --- | --- | --- | --- | --- |
| **MILO** | **CA1 (10%)** | **CA2 (20%)** | **CA3 (30%)** | **EA (50%)** |
| Usage and novelty of tool (MILO 1) | 5% | 4% | 6% | 10% |
| Attractiveness to user (MILO 2) | 5% | 4% | 6% | 10% |
| Plan and alignment – Strategy and tactics (MILO 3) |  | 4% | 6% | 10% |
| Creating and managing of tools (MILO 4) |  | 4% | 6% | 10% |
| Measurement and presentation skills (MILO 5) |  | 4% | 6% | 10% |

**Copyright:** It is essential that all work submission is original and no copyright has been infringed.

or should show respect to any other content used, with a clear indication of credit of source.

**Use of other creative material:** If you use any images, writing, music or other creative material belonging to someone else (such as background music or stock footage for a case video), you must comply with any copyright restrictions in place. Eg stock images or typefaces you’ve bought the license for, copyright-expired text, music made available under a Creative Commons License or that you’ve received appropriate permissions to use...

Make sure you credit or acknowledge the source if / as required.

You could use a piece of music that is made available under a suitable Creative Commons License, such as this free music library created by our friends at Endless Noise: **www.endlessnoise.com/music**

**Student record:** All entries must be submitted with FULLNAME of all members; class; update contacts.

**References:**

1. Gabriela Taylor, 2012. Advertising In A Digital Age. Edition. CreateSpace Independent Publishing Platform.

2. Joe Plummer, 2007. The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation. 1 Edition. Wiley.

3. Wsi, 2013. Digital Minds: 12 Things Every Business Needs to Know about Digital Marketing. Edition. Friesen Press.

4. Kabani, S & Brogan, C 2010, The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue, BenBella Books, Dallas.

5. Sernovitz, A 2009, Word of Mouth Marketing, Kaplan Publishing, Berkshire.

6. Chaffey, D, Ellis-Chadwick, F, Johnston, K & Mayer, R 2009, Internet Marketing: Strategy, Implementation and Practice, 4th edn, Prentice Hall, New Jersey.

**Online References:**

The Ultimate Content Marketing Strategy for 2021 (<https://www.youtube.com/watch?v=dJvq8UeE8sg>)

Most Subscribed YouTube Channels in HK (<https://vidooly.com/top-youtube-channels/HK/mostsubscribed>)