Self-Designed Major Creative Project: International Advertising and Design

Abstract

This portfolio will be created with original work including a website, marketing plans, research papers, digital designs, and other visuals and graphics. Adobe Photoshop, Illustrator, InDesign, and PDF links will be used to create the designs and present the portfolio components. The website will be made with HTML and CSS using TextWrangler and Cyberduck.

Overview

1. First Semester: organize and update research elements related to: fair trade, supply chain, and fashion industry business models; start creation of website, with original designs.

2. Second Semester: Prepare social media designs, examples of advertisement plans, complete website, and previous designs, edit photos from original portfolio.

Portfolio Components

Component/Description	Status (May 9, 2017)
International Advertising	
Create a marketing plan for the Monster Energy drink. Create a slogan, situation analysis, list of competitors, SWOT analysis, target audience, ethnography, and creative brief. Present to my advisor my own campaign for Monster Energy	Completed
Create app for iPhones related to other city guide apps. The app is easier to use and less complicated for the initial use. Design app features and research the target market for the app	Completed
Global research proposal with quantitative and qualitative data collection methods	Completed
Fashion Business	
Global fashion supply chain comparison frameoworks and analysis paper	Completed
Fair Trade business model analysis paper	Completed
Create multiple simulated advertisements to accompany research papers and marketing plans	Completed
Fair Trade field research interviews and observations from Ten Thousand Villages and Mustard Seed	Completed
Analysis of women athletes and their influence on fashion marketing	Completed
Social Media/Design	
Simulated advertisements based on varied international and cross-cultural fashion settings across the world	Completed
Social Media posts from Brickfish	Completed
Create and integrate digital illustrations using Adobe programs	Completed
Create digital collage combining cultures from around the world to communicate a composite image	Completed
Code a website using HTML and CSS to create the platform for the portfolio. PDF links will connect to presentations and research papers	Completed
Create a social media plan for Changemakers, an event sponsored by the Nebraska Children and Families Foundation	Completed