

self-promotional piece / leave-behind

objectives The point of a self-promotional piece is to draw attention to YOU amongst a pile of résumés. When done well, this displays your conceiving and packaging abilities via knowledge of form's relation to content. This project reinforces your knowledge of the brand, but also aligns with campaign thinking because this piece is more specific and timely. And finally, strategic planning within budget will be achieved in order to bring concept to reality.

problem Think of this as your self-promotional piece to get you in the door for an interview. It can also function as a leave-behind if you didn't send the piece ahead of time.

- Website is required on the piece.
- I *strongly* recommend (may end up requiring) your social media handles.
- Consider including pieces of your resumé (and cover letter?). Breaking up your resumé into pieces (i.e. playing cards or parts on a poster, etc.) is fine.

1-3 self-promotional pieces will be created for first visual contact with the "client" (prospective employer). Depending on the cost, up to 3 versions *may* need to be created in relevance to the tiers. See how Budget 2 works directly with this project. Remember mailing (or other delivery methods') constrictions and cost. Also consider how you could work this self-promotional piece into your social media plan.

expectations You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Ideas successfully conveyed per objective, specifically correct use of form in relation to content.
- Website present on piece.
- Verbal and/or visual communication skills displayed in order to persuade in an intelligent and compelling manner.
- No grammatical errors.
- **Misspellings = F**
- Materials support brand positioning statement.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.

schedule/what is due **Fri, Oct 27th:** Self-Promotional Lecture/Discussion

- Create Pinterest board entitled "**4423: Self-Promo**". (At least 25 pins. **DUE Mon, Oct 30th, 3pm.**)
- Begin sketches.

DUE Fri, Nov 10th, 3pm: Self-Promo sketches

On your own time, create a dummy of piece(s) as you get your ideas better collected. Keep track of budget and timing for Budget 2. Don't just buy merchandise if it's not worth it. Also don't think you can create 50 meticulously crafted pieces in a realistic time frame/budget.

Ask Prof. Nikki if you have *any* questions.

DUE Mon, Nov 30th, 3pm: Tight dummy(ies) DUE for review. Budget 2 *rough* also due.

DUE Fri, Dec 1st, 3pm:

- Final prototype(s) of Self-Promo piece(s).
- Prototype photographed (or placed into mockup) for Brand Book.
- *Also due: Final typeset version of Budget 2*

Fri, Dec 8th: Show prototype(s) at Branded show.