

grfx-3603 | advertising design | fall 19

project 1 > **exercise 2** - what's the big idea, buddy?

objective This exercise is all about finding the One Thing or the Big Idea, then linking it to strategy.

problem In group(s), students will be given two campaigns, each with at least three print ads. For each of the campaigns, fill in the information below using the provided InDesign document. This information is key for a Copy Platform and/or Creative Brief. This also provides students the opportunity to identify the overarching concept in the campaign – **the Big Idea**. If the messaging is tight and the Big Idea strong, individual evaluations should be similar.

step 1 As a group, evaluate the each campaign's three ads. Discuss all of the following. *Each individual should take detailed notes because the InDesign file is not turned in by the group. In other words, the group discusses and evaluates ads; however, each student completes her/his own Exercise 2 file.*

>> Provide a framework for the **campaign**:

- What exactly is the Product/Service?
- Who is the Primary Target (be precise)?
- Who is the main Competition?
- What is the desired Action?
- Identify the Big Idea for this campaign?

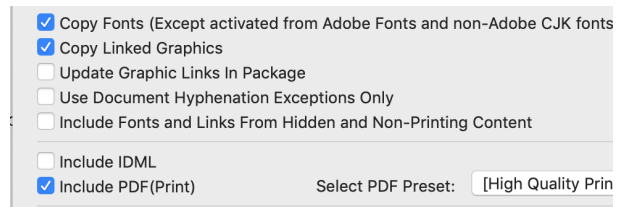
>> Now for each **ad** in the campaign, explain how the Big Idea is supported with believable information in each ad.

- Ad 1 Support:
- Ad 2 Support:
- Ad 3 Support:

step 2 Use the InDesign document included in the **EX2_Form_FALL19.ZIP** online to fill in information for the points that is full of placeholder copy. You may use sentences or bullet points. **Be brief and to the point.** Remove any pages that are blank if typed answers did not take up more than one page.

step 3 **Each student** must package her/his own their own InDesign file named **YOUR LAST NAME_EX2.INDD.**

step 4 Place the color PDF in your shared Google Drive Project 1 : **Exercise 2** folder.



schedule **Mon Aug 26:** complete Exercise 2 discussion in class.

Wed Aug 28: *by 7:45am:* **Exercise 2 PDF DUE** in correct folder. Discuss briefly in class.