

introduction to strategic copywriting and art direction

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Graphic designers and art directors must understand how advertising sits firmly in the world of strategic communication. A message must have focus so that it delivers information and builds loyalty. Advertising is a business and this should be its mantra:

- **If you try to talk to everyone, you'll talk to no one.**
- **If you try to say everything, you'll say nothing.**

This is also important because creative work is then sold to clients (or professor in this case) via its answers to the marketing objective and business strategy presented in a creative brief. Advertising creative work solves a problem –and great, award-winning creative work that also solves problems is what wins awards and makes history.

You know that visual vocabulary is not just a picture. It's colors, typography, controlling the read via tools like hierarchy, and much more. In order to talk visually and verbally with focus, a creative team must understand the TARGET AUDIENCE (aka target market, target demographic).

“The focus of marketing effort is people. The goal is to reach a subset of the population who may be interested in your particular product. That group of people is your target market...The term target market is used because that market is the target at which you aim all your marketing efforts. The market you are trying to reach are people with common characteristics that set them apart as a group. **The more you know about a target market, the more precisely you can develop your marketing strategy.**” - [source](#)

There are multiple parts to this project, though all answer the same objective:

understand how to target an audience.

- **PART 1** involves researching all aspects of the product/service. A creative brief – including a target market, emotional benefits of features, and agreement on a strategy – will be created next as a class.

- **PART 2** Then create! Each student will use the multiple concepting techniques discussed in class so far, as well as any others they have from classes like Ideation. As much as possible will be done together, as this class proves to work well with each other (yay!). Final execution of each ad will be completed individually.

The plan is not for these to live in a cohesive campaign, but that might change!

- **BEHANCE** will track the process, so keep all work! Within this Behance page will also be a brief explanation how one's work answers the Creative Brief supplied.

Keep all working files, images of any sketches or scribbles of any kind, etc. in your Google Drive Project 2 shared folder or create your own working files folder. It will all be part of your **Behance Page**.

- **Directions were followed accurately with absolutely no errors.**

Read all directions carefully. Ask questions before turning anything in if you have them. This includes having correct grammar and spelling on your final Behance page.

- **All elements turned in and completed on time.**

This means a minimum of what is required (for example, number of sketches) is completed to the level asked when it is due. Anything less than this is mediocre.

- **Ambition - How much did you challenge yourself? Did you plan your time well?**

At no time in the process did you seem fine with mediocre. Nothing seems rushed or low priority. If you are struggling with creativity, you talk to the professor before the next item is due.

- **Participation in critiques.**

Participate fully in every meeting where the class discusses work by asking questions and taking notes.

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- **Creativity and innovation shown in the final work via a strong concept that answers marketing objectives.**

- Exceptional (CR):

The advertisement demonstrates a highly creative and innovative approach, supporting the strategy listed on the creative brief in a powerful and unique manner. In other words, this isn't just about marketing formula, but displays award-winning strategic creativity.

- Basic (1/2 CR):

The advertisement lacks significant creativity or innovation, with room for improvement.

- Inadequate (NoCR):

The advertisement shows no creativity or innovation.

- **Clarity of message to the target market that supports the strategy of the creative brief.**
 - Exceptional (CR):
The message (whether visual and/OR verbal) effectively communicates the product or service's emotional benefits to the target market.
 - Basic (1/2 CR):
The message is somewhat unclear or lacks focus, requiring improvements. For example, if the message doesn't respond to the target market and instead, just talks to everyone, then this would be basic.
 - Inadequate (NoCR):
The message is entirely unclear or absent. This coffee shop does not have enough brand equity to just throw up a logo or an abstract picture of coffee. There must be some message that is reaching specifically to the target market.

- **Visual Appeal and Design - typography, color, hierarchy, imagery, composition.**
 - Exceptional (CR):
The advertisement is visually appealing, with excellent design, layout, and use of color and imagery. The hierarchy is clear and supports the coffee shop's brand and tone in a manner that will engage the target market.
 - Basic (1/2 CR):
The advertisement's design is passable but could be significantly improved.
 - Inadequate (NoCR):
The advertisement lacks visual appeal and has noticeable design flaws.

- **Target Audience Engagement is successful.**
 - Exceptional (CR):
The advertisement effectively engages the intended target audience, translating their needs and interests to how the coffee shop's features will provide these benefits. These benefits answer the creative brief's marketing objective.
 - Basic (1/2 CR):
The advertisement shows limited understanding of the target audience and needs refinement.
 - Inadequate (NoCR):
The advertisement fails to connect with the target audience.

- **Explanation on Behance of all work throughout the process displays clear understanding of how advertising concepts, strong copywriting, and powerful design all directly answer the marketing objectives set forth in the creative brief.**
 - Exceptional (CR):
All explanations on the Behance page clearly and professionally show how your creative work answers the problem set forth in the creative brief.
 - Basic (1/2 CR):
The explanation shows limited understanding of how the creative brief informed creative choices throughout the process. This could be because the work didn't actually strategically answer the brief OR it could be that the explanation is poorly written.
 - Inadequate (NoCR):
The explanation shows little to no awareness of strategic creativity called for in this project. The work either does not answer the marketing objective of the brief or the explanation shows no awareness of how to connect the two. (If it is the second, it likely that grades are higher in other rubric points.)

creative brief

(Hypothetical) **Client: Story Coffee House**

- 801 S Gee St, Jonesboro, AR 72401
- Located adjacent to [Verb Bookstore](#)
- storycoffeehouse.com
- Instagram [@story_coffeehouse](#)
- Hours: Open 7am - 3pm Monday to Friday; 8am - 4pm Saturday & Sunday

What do we want to accomplish? *What is the Marketing Objective?*

- Want to get the target market to depend on this coffee shop as their GO-TO trusted, everyone -knows-her-name, delicious place. It's HER place in town.

To whom are we talking?

- [See Customer Persona >> Tiffany Bank](#)

What do they think now? *What is the current position?*

- She loves it, but she doesn't feel like she can bring her loud, rambunctious children.
- She feels the coffee shop is too quiet, though people are talking.
- She also doesn't see many children with families.
- She believes the bookstore is not part of the coffee shop.
- [She does not know there is an outdoor area, and certainly no idea that it is for dogs too.]

What do we want them to think?

- She should feel comfortable bringing her children and know they are welcome.
- Her children can be safe and appreciated while she chills out on her "coffee break."
- There is also an outdoor area to sit that is for dogs and people because dogs are also part of the family.
- The connected bookstore has children's books and story time.
- There are lots of community activities – many repeated weekly or monthly – held at either the coffee shop or the adjacent bookstore.
- People in Jonesboro with whom Tiffany Bank wants to associated with will appreciate her support of both a local coffeeshop that also supports local artists AND a local bookstore.

» **Reinforce Position or Reposition?**

Reposition because she presently thinks the opposite.

Why should they think this?

What are features and benefits (preferably emotional benefits) to the target market?

- The staff is welcoming and remembers customers' names > helpful, community-minded.
- The coffee is high-quality, tasty, and affordable for what it is. (It is not cheap, but neither is it overpriced.)
- The bookstore and coffee shop are mutually beneficial to each other. This is part of their business models and continually combine their efforts to attract customers.
- The staff and owners make an effort to support the Jonesboro community from the inside by increasing educated awareness of the outside world.
- Dogs are very welcome.
- There is nothing that suggests kids are NOT welcome.
- Their socials showcase local artists' work for sale in the coffeeshop. Socials also show delicious coffee and other products.
- Socials do show small children, though not many at present. Same with dogs.
- *Room for improvement: More children. More dogs. Increase diversity in photos.*

What is our message? *What is "the one thing"? (The one thing ≠ The Big Idea, though obviously the latter should take into account the former.) Also, possibly consider the tone.*

- This is your community-based (and community-supporting) coffee shop for that (daily?) escape for you and your children (maybe dogs too?)
- Also delicious coffee, clean, great service, great vibe, local artists' work for sale all make for a great way to share life (curated) on your socials.

Competition

- Other locally owned coffeeshops
- Only the in-person Shadraq's is a competitor
- IV Kings is definitely competition
- Starbucks is not a direct competitor - too large, corporate chain with massive brand equity
- The Edge >> no, too close to campus (and open?)

Deliverables and Formats (if available)

Do not worry about for this project.

Budget and Timeline

Do not worry about either for this project.

CUSTOMER PERSONA

See next page.

PROJECT REQUIREMENTS

1 ad required of each student for final

- These ads do not need to be under a Big Idea
- These ads do not need to be a campaign (but extra credit if pulled out to one)
- These ads do not need additional legs (but extra credit if described/executed)



TIFFANY BANK

AGE:
25-30

GENDER*:
Female

EDUCATION:
Achieved Bachelor's degree

GEOGRAPHIC INFORMATION:
GREW UP > CITY, STATE, COUNTRY:
Jonesboro, AR

PRESENT > CITY, STATE, COUNTRY:
Jonesboro, AR

RENT OR OWN HOME?
Own

COMMUNITY INFORMATION:
RELATIONSHIP STATUS:
Married

CHILDREN/DEPENDENTS?
2

COMMUNITY INVOLVEMENT?
PTA; Book Club; Yoga Classes

DISPOSABLE INCOME?
Yes, Middle-Class

EMPLOYMENT
Works for local bank + full-time mom

WHAT THREE WORDS WOULD THEY USE TO DESCRIBE THEMSELVES?
WHAT ARE THEIR KEY NEEDS?

HARD-WORKING • BUSY • ENERGETIC

WHAT MOTIVATES THEM? ANSWER HERE. WHAT MAKES THEM WANT TO WAKE UP EACH MORNING? RELIGION? MONEY? FAMILY?

Family. The well-being of her family. Especially the crafted appearance of her perfect family.

HOW CAN THESE NEEDS (PREVIOUS) BE MET?

As few obstacle as possible in her day. Enough money in her savings account. Dependable and trustworthy child care.

CAN YOUR PRODUCT OR SERVICE HELP THEM MEET THEIR NEEDS?

Yes > ENERGY from coffee. Familiar safe haven to sit and relax for a bit.

WHAT AREAS REGARDING THE PRODUCT/SERVICE COULD BE IMPROVED TO BETTER SERVE THIS CUSTOMER?

Possibly have a children's reading hour or a place for kids to play that gives parents a break. Spacious parking lot. Strong wifi. Comfortable seating - and lots of it.

WHAT ARE THE MAIN CONCERNS AND WORRIES OF THIS TARGET PERSONA?

Too busy to get coffee.

WHAT ARE THEY LOOKING FOR IN PRODUCTS AND SERVICES LIKE YOURS?

Something hot, fresh, and full of energy. Fast, friendly service. Dependable, good-tasting coffee. Baked goods, like fresh cookies, for both the energy and the treat of it. (And can trick the kids that a treat will be exchanged for good behavior.)

WHY WOULD THE USER PERSONA NEED TO BUY YOUR PRODUCT/SERVICE?

Homemade, dependable, and good service. They know her by name. She trusts them and the product.

WHAT IS THEIR PRESENT OPINION OF YOUR PRODUCT/SERVICE AND COMPANY?

She LOVES it because the dependable service and products that always taste the same (good!!) in her price range. More than Starbucks because she's different and supports the local business.

Multiple ideation techniques learned in class so far, as well as informed dialogue between students and professor will allow for a fun, exciting, frustrating, productive time to formulate ideas.

This work will be completed individually.

DUE > WHAT • WHEN • WHERE

DUE for discussion in class at **8:15am** on **Thurs Sept 21**:

SKETCHES: At least 20 sketches.

These can be rough, but not so rough that it's just scribbles in a box.

They will be in your process book, so don't make your process look like you've never taken an art class.

HEADLINES: At least 20 strong headlines and proof of process.

As long as that math happens, however one wishes to show these (together or separate - or a mixture of the two) is acceptable.

All of these must be done by hand. Digital outputs will not be accepted, unless from Fresco/Procreate.

step 2

TIGHT SKETCHES

After multiple class discussions about individuals' work, student will take their best work directed by professor and create tighter sketches.

- These should be created in a rectangle approximately **4.25 x 5.5 inches** (50% of letter size) **or larger**.
- Color is not necessary, but encouraged.
- **Headlines** must be included on this work, rendered as if it were created on the computer with awareness to hierarchy, shape (letterforms), and space.

Note: If one does not feel they can draw well enough to properly display their idea, it is ok to trace over a rough comp created in Photoshop. The typography can also be rendered on the computer, printed, and then traced over, making slight adjustments if necessary.

DUE > WHAT • WHEN • WHERE

DUE for discussion in class at **8:15am** on **Tues Sept 26**:

SKETCHES: 3 (minimum) tight sketches, each piece with a headline.

See specs above.

All of these must be done by hand. Digital outputs will not be accepted, unless from Fresco/Procreate.

ROUNDS OF FINAL ARTWORK

ROUND 1

After even more class discussions about individuals' work, student will take their best work directed by professor and render it digitally as final art.

- These should be built on a traditional printed page size of **8.5 x 11 inches**. Bleed is optional.
- **Color** is necessary unless grayscale is a design choice.
- All raster images must be at least **150 DPI** at **100%**.
- **Required:**
 - » Story Coffeehouse Logo
 - » Website, Instagram Handle

DUE > WHAT • WHEN • WHERE

Final-level art. (Print these in LIB-340 before class begins!)

DUE for discussion in class at **8:15am** on **Thurs Sept 28**

ROUND 2

Ask questions, rethink, try more things, make things perfect! We will also start discussing if each person's ad could be pulled to a campaign, as well as what would be great legs (and a reminder of what "legs" are!). Conversations about how social media could best reflect the ad (and maybe campaign!) will also occur. *Rendering any of these will be considered extra credit.*

DUE > WHAT • WHEN • WHERE

(Print all work in LIB-340 before class begins!)

DUE for discussion in class at **8:15am** on **Tues Oct 3**

We will also begin Behance on this day.

ROUND 3

All final artwork due. Print in color on LIB-340 all elements in addition to your required 1 ad.

In class, be ready to informally explain* exactly how your ad answers the Creative Brief.

**Reading off of a sheet of paper that contains your main points is fine. This is not a formal presentation.*

DUE > WHAT • WHEN • WHERE

Final-level art. (Print these in LIB-340 before class begins!)

DUE for discussion in class at **8:15am** on **Thurs Oct 5**

Students will begin their own Behance page if they have not in previous classes.

[See directions here](#)

(<https://help.behance.net/hc/en-us/articles/204484934-Guide-Sign-Up-For-Behance>).

1. Go to Behance.net.
2. Click Sign Up With Email. This social portfolio site is part of Adobe, so you must sign in with the same **Adobe ID you use for campus access**. If you don't, you may end up creating multiple accounts and confuse access.
3. You'll be asked to fill out a few fields - including your name, email address, etc.
4. *Later: Follow some of our Curated Galleries to start building up your For You Feed with great work.*
5. **You will create your first Project** (or a new project if you already have a page for A-State classwork using this account), which is the documentation of your process for Project 2.
 - » Name the Behance page something that explains this project, but do not label it Project 2. The name can be literal (Ad for Story Coffeehouse) or something more creative that reflects your ideas.

For the following, use the **SUBHEADS**, then explain. Show at least the **required images**, but use more if it helps to create a strong narrative of your process.

- **NAME:** Your name.
- **SUMMARY:**

Minimum of one paragraph summarizing the project and its objectives.
Screenshot the Creative Brief, but Photoshop it in a way that makes it one long page.
Also add the screenshot of the Customer Persona, Tina Bank.
- **RESEARCH & IDEATION:** Minimum of one paragraph explaining your research and how it informed your ideas. When showing each of the following, briefly describe the technique.
 - » **SHOW** or rewrite/type your So What? Features and Benefits pages.

- » **SHOW** or rewrite/type your Message What Matters
- » **SHOW** or rewrite/type your 1-in-10 and/or Keep On Going
- **SKETCHES:** Minimum of one paragraph per round of sketches explaining your process for sketching out your ideas and any discoveries as your final idea began to form. Include information about how multiple discussions and critiques informed this. Remember you are solving to the Creative Brief, so keep coming back to that. Tell the viewer a story!
 - » **SHOW** your initial sketches and scribbled ideas. Include any written notes, marks, etc.
 - » **SHOW** any revised sketches or notes that will inform your explanation.
- **FINAL WORK:** Minimum of one paragraph per round of critiques explaining your process for the execution of your final work. Include information about how multiple discussions and critiques informed this. Remember you are solving to the Creative Brief, so keep coming back to that. Tell the viewer a story!
 - » **SHOW** work from Round 1. Include any marks or revisions from crits.
 - » **SHOW** work from Round 2. Include any marks or revisions from crits. Include any other elements that are beginning to form, even if in a rough stage. This could include scribbled ideas about campaigns, logos, socials, etc.
 - » **SHOW** work from Round 3. Include any marks or revisions from crits. Include other elements in their finalized stages or clear explanation of what they would be.
- **WHY THIS AD WORKS:** Minimum of one paragraph explaining exactly how this final ad (and any of its finalized elements) are the best answer to the Creative Brief. Have confidence in your work. SELL IT!
- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Discuss any changes to your mindset or expectations of advertising and creativity to solve a problem

Always check your grammar and spelling using Grammarly, Quillbot, or similar. Improper grammar and misspellings greatly reduce your project grade!

DUE > WHAT • WHEN • WHERE

Paste in URL of your entire Behance page. Professor will find the project.

DUE by **8:15am** on **Tues Oct 10**.