

competition for a real client

OVERVIEW

RUBRIC

CREATIVE BRIEF

STEPS

- 1 [WORKSHOP 1](#)
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- 3 [THE BIG IDEA](#)
- 4 [LEGS](#)
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SCHEDULE

overview

Both graphic designers and art directors need to be able to create a campaign Big Idea, and then express individual executions under this umbrella via strong headlines and visuals. Basic copywriting skills also aid in creation of engaging social media that complements a campaign's consistent theme while always reinforcing the brand's position.

Multiple lectures and exercises in the class have offered ways to go about this, from researching and fully understanding the objectives to brainstorming multiple ideas and using different processes to get to your perfect headline/concept/visual. There is not just one way to do this, but you (as a student and as a professional) can find your perfect way.

One marketing goal of Jonesboro Public Library in Jonesboro has been chosen for students to creatively solve. Project 4 first asks each student to work in an assigned team to formulate a Big Idea and pull it out to a print campaign of three ads and then grow it on social media and legs.

If the Big Idea is too narrow or specific, it will become increasingly difficult as you try to grow the pieces.

Again the process of ad creation is explored – each step building off of its predecessor – **the skill of multi-step problem solving that requires integrity and focus is also reinforced.** Students will also work together as a team to create an amazing campaign!

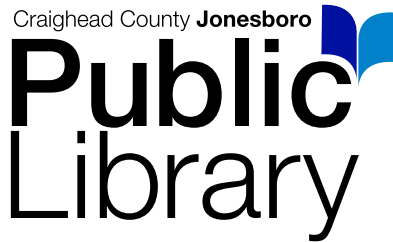
OVERALL

- Each student should put **100% effort** into each step of this project, as one builds on the next. To put insufficient effort in any step will become evident in the project's completion.

RUBRIC:

- Directions were followed accurately with absolutely no errors.
- All work for all steps completed.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in all workshops and critiques.
- Quality of Big Idea.
- Big Idea answers client marketing objective.
- Quality of different headlines, showing comprehension of campaign creative under a Big Idea and responding to brand.
- Quality of complementary nature of visual (if applicable) to verbal message.
- Typographic treatment.
- Layout quality > clear understanding of visual hierarchy to control the read.
- Layout quality > clear understanding of shape's relation to space.
- Consistency - but not repetition - across campaign executions.
- Social media posts display understanding of medium and platform.
- Social media posts express campaign.
- Social media posts do not violate brand.
- *Additional ideas to grow campaign reinforcing Big Idea and its objective.*
- No misspellings on anything turned in as final.
- Final Leave-Behind file functions correctly.
- Final Leave-Behind file contains all required materials.
- Final Leave-Behind file is named correctly.
- Team participation to project.
 - *Evaluations from team members.*
- Ability to delegate and take direction well to perform as part of an efficient team.
- Participation in successful client pitch.

creative brief



Craighead County Jonesboro Public Library

Though Craighead County is an entire set of libraries, this project will concentrate on the main branch in Jonesboro. The budget cuts will cause some of the branches to close, so these should not be pushed.

Contact

- Chrissy Holbrook, Marketing Manager; [LinkedIn](#)

Physical Address:

- [315 W Oak Ave.](#)
[Jonesboro, AR 72401](#)
- Phone: 870-935-5133; Fax: 870-935-7987
- HOURS: Monday - Friday 9am - 7pm; Saturday 9am - 5pm; Sunday 1pm - 5pm

Online Presence

- <https://www.libraryinjonesboro.org>
- **Facebook:** <https://www.facebook.com/ccjpl> (@ccjpl)
- **Instagram:** <https://www.instagram.com/ccjpl/> (@ccjpl)
 - *YouTube account is ancient, but it does exist. Last post was almost a decade ago.*
<https://www.youtube.com/publiclibrary1> (@publiclibrary1)
 - *Twitter account is no longer active.*
 - *LinkedIn is active, but has nothing on it.* <https://www.linkedin.com/company/craighead-county-jonesboro-public-library/about/>

Other important information of which you should be aware:

- <https://www.library.arkansas.gov/facilities/craighead-county-jonesboro-public-library/>
- <https://encyclopediaofarkansas.net/entries/craighead-county-jonesboro-public-library-15588/>
- <https://www.kait8.com/2021/10/15/following-controversy-library-removing-books-childrens-section/>

- https://www.jonesborosun.com/news/libraries-losing-directors-over-controversies/article_821ded60-f96c-5c0e-aef4-82788d7b8931.html
- <https://arktimes.com/arkansas-blog/2022/11/09/jonesboro-area-voters-approve-effort-to-defund-public-library>
- <https://videoliberalian.com/articles/news/arkansas-library-faces-closure-in-general-election/>
- <https://www.jonesboro.org>

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

- Increase library usage in all aspects for the target market. To do this, we must increase awareness and reposition the library’s purpose and usefulness in the target market’s mind.

To whom are we talking?

- See [Customer Persona](#), which solidifies the target via personification of statistical research.
- The target market is found within the sizable low-income family population of Jonesboro, Arkansas. To be more specific, we will target mothers of at least two children from a single-income household. The father of the children is present, but he is the one working. Though she would like to work more than her part-time job, she must stay home most days with her children because child care is far too expensive. She does love and appreciate the time with her children. She just wishes there was a way to do more with less money, as they are always strapped for cash.
- More information regarding these terms and choices:
 - “Low-income” >> “In Little Rock in 2021, for example, the income limit for a family of four is \$28,150 for very low-income households and \$45,050 for low-income households.” (In 2019, \$25,926 income for family of four designated living below the poverty line.) > [source](#)
 - The vast majority of “poor” families by family type are female, no husband present. See even more information about Jonesboro here: <https://www.city-data.com/poverty/poverty-Jonesboro-Arkansas.html>
 - Census information for Jonesboro from 2022: <https://www.census.gov/quickfacts/fact/table/jonesborocityarkansas/PST045222>

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

- Even though the library is completely free, it seems like it is not.
- The library will fine the user money for anything that is late.
- The library keeps records of all past users and will still levy a fine unpaid.
- There is only stuff for children at the library – or, at least, anything that’s good.

- The only tangible books are old and out of date.
- The library only has books.
- She does not feel welcome at the library – especially not when she brings her children with her.
- Because of all of the above, the library is not worth her time and effort to drive to and then sit in a quiet place with just books. It's especially not worth it to bring her kids and receive only glares from fellow patrons and library workers.

What do we want them to think?

- The library really truly is free. (Technically, it's funded by taxes and therefore not truly free; however, it is free in this explanation.)
 - Library membership is free to anyone living in Craighead County. It is also free to students enrolled at A-State, even if their legal residence is outside of the county.
 - The library no longer charges fees for material turned in late, which also extends to past fees. The only charge would be for a book (or other material) that had to be replaced because it was lost or extremely damaged.
- There are plenty of items and activities for both children and adults. AND that these are easily visible on social media and websites.
 - *There is free wifi at the library if one does not have easy access to internet.*
- There are many activities for the entire family.
 - *For example, the library presently tries to publicize a grown-up and child story time (not necessarily parent and kid).*
- [Libby](#), an audio-book app similar to Audible, is available free. Libby also has access to the entire Arkansas collection of audio-books. There are still only so many “copies” of books in the system, but you can be alerted when the book becomes available.
 - *At present, the library is weeding out all physical audio-books that are C.D., etc.*
- There are plenty of movies and TV shows on DVD still available at the library, which is important to anyone who cannot afford streaming and all that it entails.
- The library is a community center. Its entire point is serve the community.

Reinforce Position or Reposition?

REPOSITION >> The definition of what the library does and can do for her needs to be introduced/reinforced. WELCOME her – and her children – and give her a reason to come in.

Why should they think this?

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

TO COMPLETE BY STUDENTS AFTER RESEARCHING AND VISITING LIBRARY:

After researching, students will find emotional benefits from the features listed above.

Continue "So What?" until it becomes generic. Back up on and you'll have your emotional benefit.

- **Feature #1:**
- **Benefit:**
 - **So What?**
 - **So What?**
 - **So What?**
 - **(Etc.)**
- **Real Benefit:**

Remember, there are multiple features and possibly multiple benefits to the target audience from that feature. Keep doing So What until it is really a true benefit which with you can work.

To begin, from client when asked about feature:

Like table-top game day for families >> free fun >> every second Saturday of each month.

See socials for the many examples.

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 library is here FOR YOU and your family. Therefore, all that the library contains –and does – to be a strong community center is here FOR YOU. Please join us.

Competition (and Not Competition)

- Those who do not support the library as a community center that serves the entire community.
- Bookstores >> Barnes & Noble specifically, which will be back in business soon in Jonesboro after the tornado destroyed the one in the mall. The "camping" available by books at B&N is a big pull, but the library is free. Client: "It's hard to compete with free." ☺
 - The library is working on a coffee shop aspect brought into the library after a survey provided much feedback that people thought the library was a sterile environment and not a place where someone would want to sit down and read a book.
 - Though there are plenty of places to read a book already, the library is working on finding a way to incorporate a coffee shop. In the meantime, adjusting any view that there is no place to sit and read could be recognized.

***And who is not (and may not be) Competition**

- A-State Library is NOT COMPETITION. In fact, it is a partnership. A-State has the non-fiction, while Jonesboro has the much better selection for fiction.

And see note about how A-State Jonesboro students can all acquire a Craighead County library card membership for free.

- Coffee shops are not presently competition. In fact, they should instead be considered a partnerships. *For target market, that might imply disposable income she does not have.*
- Churches are not competition, but could be a partnership. More research is necessary.

Is there a call-to-action that is necessary?

TBD from client. In the meantime, consider creating a campaign tagline/hashtag/etc.

And/or consider the required website and socials as part of a call-to-action.

Logo, Tagline, Branding Requirements:

See supplied logos and visual guidelines pinned to Slack #grfx3603_proj4.

- **Logo**

- **Website**

- **Facebook** and **Instagram** icons   >>@CCJPL might be helpful or it may be confusing



**Michelle
Jones**

AGE:

24

GENDER*:

F

EDUCATION:

High School

GEOGRAPHIC INFORMATION:

GREW UP > CITY, STATE, COUNTRY:

Jonesboro, AR, USA

PRESENT > CITY, STATE, COUNTRY:

Jonesboro, AR, USA

RENT OR OWN HOME?

Rent, hoping to buy a home someday soon

COMMUNITY INFORMATION:

RELATIONSHIP STATUS:

Married

CHILDREN/DEPENDENTS?

2 children: boys, ages 5 and 9

COMMUNITY INVOLVEMENT?

Only through her church

DISPOSABLE INCOME?

No, Single-Income for Household of 4

WHAT THREE WORDS WOULD THEY USE TO DESCRIBE THEMSELVES?

WHAT ARE THEIR KEY NEEDS?

BUSY • STRONG • LOVING >>> *and, of course, MOM!*

WHAT MOTIVATES THEM?

She is all about her family. She is married and used to work, but now her husband is the only one with a full-time job because day care is too expensive. She is often lacking in time and energy because she must care for her two young children while working a part-time job here and there. Though not deeply religious, she attends church every Sunday with her family. The emotional and childcare support are both dear to her; plus, she was raised in the church.

HOW CAN THESE NEEDS (PREVIOUS) BE MET?

She wants an educational and safe place for her and her family to easily go to that is open and welcoming during the hours she needs and is completely free. *FYI: She could not drop her kids off alone if they are younger than 3rd grade.*

CAN YOUR PRODUCT OR SERVICE HELP THEM MEET THEIR NEEDS?

Yes! The only drawback *might* be closing times of 5pm on weekends and 7pm on weekdays; however, most times she would stop by would be during the daytime.

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

The customer needs to know all that is available for both her and her family, that she is very welcome, and that it is really truly free. It's even free if she has old late charges on items.

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

That nothing this good is really free. That her kids will be a problem because they are loud and will be bored with books.

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

The library is full of old, crusty books in a place that is outdated and too quiet even if she were to visit alone. She certainly couldn't visit with her children who are loud when they are bored – and, of course, they will be bored in the library because there is nothing for them to do. She has thought about stopping by before, but just the time and effort to walk in and be glared at by people in the library is not worth it.

STEP 1 workshop 1

In this first workshop, students will be divided into two teams. All work from this point forward is created by teams. Be sure to participate fully as a team. Team members will evaluate each other at the end of this project and professor will observe throughout.

RESEARCH + EVALUATION + BRAINSTORM

Then teams will be guided through the Creative Brief and all goals of the project. Students should begin in-depth research while in class and exchange contact information for the large amount of work that will need to be delegated and completed outside of class time.

- Research online. Research reviews. Research competition that hasn't been considered.
RESEARCH!
- *More research after class: Go to the library as a team and/or individually with a camera and way to take notes! Be careful of taking pictures of people you do not know, especially children. Be respectful.*

The following will be completed in class during the workshop.

PROBLEM/TASK

Consider a Problem/Task relationship for the marketing objective by understanding Jonesboro Public Library as it presently stands in the minds of the target market. "Try to be honest about where your brand is at the moment and how it is really seen. You can't change perceptions if you don't know where your issues lie."

- In order to reach the goal, what is/are the problem(s)? If there are many, concentrate on one.
- What is the main task to remedy this problem? You will have many, but attempt to come up with the main task you must achieve to fix the problem.
- **Keep this simple. Also discuss to be sure we (and the client) are all on the same page.**

FEATURES/BENEFITS

- Make a list of the Features of the Jonesboro Public Library per its objective and audience.
- First think of the features of your specific product/service of Jonesboro Public Library.
- Distill this to three features.
- Then for each feature, do multiple steps of **SO WHAT?** until you get to a solid emotional benefit. If it doesn't correspond to an emotional reaction, you're not there yet.
(And if you've gotten to "So they can lead a happy life", back up one.)
- *In class, the Creative Brief will be adjusted under the "Why Should They Think This?" section.*

ACTION

- What **action(s)** do you want the consumer to take? Go beyond just awareness. Is it to go to a website? To call a phone number? If it is to visit the location? Is it to share with others?
- Consider what gets the attention, engages interest, and causes a desire for this product or service? How can you funnel your target market to the desired action listed above?

For example:

If the action desired is to get the community to follow the Jonesboro Public Library on Instagram, how will you get people to really want to do this?

STRATEGIES/TACTICS

- **Remember the strategy is to go down the river, while the tactic is to take a boat.**
- Considering the task(s) of remedying the problem(s) you've identified and the action you want the consumer to take, formulate some strategies beyond creating print advertisements. Consider events, online promotions, and anything else that makes sense in reaching the target market.
- Once you have a list of strategies, narrow this down to a few.
- For each of these strategies, consider multiple tactics to achieve this.

For example:

Your goal is to make Jonesboro Public Library a destination for young families to meet up. If a strategy is to reach out to people who are within a certain area near downtown Jonesboro, a tactic could be to do a geofilter on Snapchat. It could also be used by those who are actually at Jonesboro Public Library, but the fact it even appears to those already in the area will have return.

BRAINSTORM

Begin headlines and sketches by brainstorming first. You will be asked to show evidence of the method(s) that you used to create the headlines. You will have Post-It notes.

You can mind-map. You can write emails to your grandparents. Et Cetera.

DUE > WHAT • WHEN • WHERE

DUE for discussion in class at **8:15am** on **Thurs Nov 9**:

On #grfx3603_proj4 channel, upload **TEAM-NAME_ Workshop1_Proj4.PDF** in the thread to the post asking for it.

Any revisions **DUE** by **8:00am** on **Tues Nov 14** by posting again. Do not replace earlier file.

FROM NOW ON, TEAMS WORK SEPARATELY.

HEADLINES + SKETCHES ROUND 1

- With more information, the team will continue to be guided through multiple rounds of ideation to creatively solve for the objective.
- Conceive of headlines and campaign ideas using Post-It notes and any other methods supplied in class.
- Be careful. A Big Idea THEME line might be conceived here, but then create separate headlines. Don't just pull one line across a campaign. A tagline already exists and cannot be replaced.
- As a group, draw quick sketches next to your headlines if you would like, as this may help you considerably if you are used to thinking only visually to solve problems.
- *Note: All of your print ads to display your Big Idea must include the logo, website, and socials.*
- *Body copy is optional. If student chooses to use it, one can use Placeholder Copy or actually write all or part of it.*

Create at least 25 strong headlines with quick sketches or layout ideas next to them.

25 is the ABSOLUTE MINIMUM. It is suggested you do more.

Professor will discuss with students. Some headlines may need to be developed further or some may be too redundant. **NOTE: These three ideas/headlines must support three completely separate Big Ideas for this stage.**

DUE > WHAT • WHEN • WHERE

DUE for discussion with professor in class at **8:15am** on **Thurs Nov 16**

HEADLINES + SKETCHES ROUND 2

3 (completely separate campaign ideas) **of Round 1 will be picked.** Now refine the visuals (if they exist beyond amazing typography). Each of the 3 should be designed by somebody different on the team. Delegate work fairly amongst team members.

Digital VERY TIGHT “sketches” will be completed for these. >>

- 8 in. w x 10.5 in. h, full bleed optional.
- Headlines must be included. Tagline and logo must be included.
- Avoid see-and-say (for example, “He’s as big as a house” with a picture of a person the size of a house.). Push yourself past this.
- Images may be FPO.
- Typography should never be an afterthought.
- Ads must also not be such an abstract connection that nobody would get the message but you.
- It must not just be “pretty.” Style cannot override the message.
- **Remember your objective and target audience!!!**

- **In addition, each of the 3 will contain rough ideas** (headlines and/or sketches) **to extend each to 2 other print ads/socials.** This will test the ability to pull the ad out to a campaign, its first test of Big Idea strength.
- They must continue under the campaign - think consistency in style, photography, focus, idea, etc., but not the exact same thing over and over again.

DUE > WHAT • WHEN • WHERE

DUE for discussion with professor in class at **8:15am** on **Tues Nov 28**

1 will be picked for each team.

Therefore, there are two competing ideas to solve the same marketing problem.

CAMPAIGN - PRINT

Students should make any revisions and create final work for this campaign of 3 print ads using either Illustrator or InDesign for layout (Photoshop only for support files).

- 8 x 10.5 inches (or other suggested options per media research)
- See all required information.
- Review all of the client information and specs again. DO NOT overlook any of it.

Know it like your job/grade depends on it.

KEEP REVISING PRINT AS YOU BEGIN SOCIAL MEDIA. Delegate work fairly amongst team members, considering what else needs to be completed in the following steps.

SOCIAL MEDIA**DISCUSSION**

The class will review Social Media and creating content on Instagram/Facebook that continue the campaign in relation to readings and Project 1 exercises. The library already understands how to use social media to create mini-identities and campaigns for every event. This social media should reflect and reinforce the CONCEPT of the campaign developed for print. It can also be a container for events, but this is not necessary. Socials are targeted to everyone.

FACEBOOK + INSTAGRAM

>> DO NOT create fake accounts for Jonesboro Public Library.

Create visual and verbal content for at least 10 different final ideas for Instagram posts. Use FPO (For Placement Only) images for this first round if you need to suggest an image or style you'd like to create. Videos or animated content will always get attention! **Remember you are still expressing your campaign Big Idea to answer the objective**, but using social media's power. This means you are doing more than just showing pictures or repeating headlines. Really consider the strategy and how social media has a much further reach than print if used well.

CAPTIONS

As [this article](#) states, "In a nutshell, you can't afford to leave your captions as an afterthought. While creating beautiful content for your feed is ultra important, if you want to get more

engagement on your posts, and maybe even reach new audiences, **writing good Instagram captions that drive engagement is a great strategy.**"

Consider Using >>

- #conversations, #trending issues, [#justusehashtagsplease](#)
- @call-outs (or [@shout-outs](#))
- Weblinks only on Facebook, but not Instagram.
 - There are just no easy, dependable, aesthetically pleasing ways to do this on Instagram. Still.
 - You can shorten long URLs many ways. [TinyURL](#) is a great one.
- Photos, obviously. Videos if you can figure out how to show them (see links) on the mock-ups.

Consider even more ways >>

- how to engage followers?
- how to grow followers?
- how to get a post to be shared or even go viral?

PHOTOSHOP MOCK-UP FILES

Use the supplied Photoshop files to show them in mobile mock-ups.

- Be sure you show hyperlinks using the Swatch palette.
- There are ways to [place movie files in Photoshop!](#) Experiment if you'd like!

Begin with these two files first. Create a minimum of 10 posts, each with a caption.

You may choose to only use 1 image with a caption or multiple images. Rename these files however it makes sense to you and your team.

File coming. Professor has to find one that reflects the most recent visuals.

DUE > WHAT • WHEN • WHERE

Work will be **DUE** for discussion with professor in class every day at **8:15am** from this point on.

+ EVERYTHING ELSE!

What other elements can grow this campaign? **The more a group can show, the stronger the Big Idea is and the more easily the client can view it as THE ANSWER.** Below are just ideas to get started! There is no minimum.

- **Merchandise -**

T-shirt, hat, bumper sticker, and cup that fall within the campaign's Big Idea. Do not just make more merchandise with the Jonesboro Public Library logo on it, because that doesn't illustrate your campaign. Remember your target market. Think thoroughly how one can argue the budget spent on these pieces!

Prof. Nikki also has many mock-up files to share. **Adobe Dimension** is also available to use!

- **Direct Mail -**

Create a postcard (research sizes for mailing), as a cheap option. Remember, this is how to extend your campaign. This postcard (or series of postcards) can be mailed or left on tables at nearby businesses that agree to help promote!

- **App -**

Create at least a navigation map of an app that does something like Virtual Reality for a scavenger hunt or even just a map; however, make sure it ties into your campaign and doesn't just have the logo on it. Wanna be really crazy? Make the app really work on something like XD.

- **Environmental Graphics -**

Vinyl banners that follow your campaign's Big Idea. Where do you see these around town? Start observing. Consider cross promotions like with The Forum, A-State, the library, etc.

- **What Else?**

Talk to Prof. Nikki with any crazy ideas! :)

the leave-behind

Create a document using InDesign to display the final campaign as a “**Leave-Behind**” after the pitch is given. This is where all final teams’ work will be turned in to both the client and professor.

- The document should be created as Letter-sized (8.5 x 11 inches).
- Save the file as **TEAM-NAME_ Leave-Behind**.INDD.

The document should contain the following:

- **Cover Page** that states a campaign tagline or message and **students’ names**.
- Page that clearly states the **Big Idea** and **how it answers** to marketing objective and speaks to the target audience.
- **3 final ads** created in either InDesign or Illustrator.
Remember, all ads should be 8 inches x 10.5 inches, so they should fit on the page with a .25 inch margin.
- **Social Media Mock-Ups:** Flattened Photoshop files containing 10 final Facebook and Instagram mock-ups of posts with captions and other requirements from this section.
- All the extra **Legs** to grow the campaign! At least place images. It is suggested to explain briefly what something is if necessary.
- **On the last page:** Thank the client for allowing your group to create work for them. For this message, type or scan in team members’ handwriting. Also include the following typed:

Group grants copyright of this creative material to Jonesboro Public Library; however, we would appreciate any credit if the client earns recognition for the campaign. Our team members would be pleased if the Jonesboro Public Library contacted us to retrieve digital files of work shown and/or future work with this campaign. Internships and resumé-worthy work are extremely valuable to us as we begin our careers in a competitive creative field.

Then list each team member’s name and contact information.

Hyperlink anything that is necessary. (Type : Hyperlinks & Cross-References : New Hyperlink).

When complete, **File : Package** with Fonts and Links. Also File : Export to an **Interactive PDF**.

DUE > WHAT • WHEN • WHERE

Each student place their team's work in his/her/their PROJECT 4 folder on Google for this class. Slack post will be TBD on day this is due. Teams are still competing!

DUE by **11:59pm** on **Fri Dec 8**.

STEP 6 the pitch

Students will receive a lecture/discussion about how to best pitch an idea to the client. These include simple things people often forget like eye contact and introducing all team members whether or not they actually present. Students often will dress in a color-coordinating scheme or wear t-shirts with campaign slogans – anything to further push the team effort.

The pitch will likely be on campus in a room where students will have access to an AppleTV that hooks up to a laptop, so slides (or other) must be created.

Sometimes students have created merchandise, like a t-shirt, mug, or bumper sticker, or a full-sized poster they pitched for the campaign and left with the client to keep and consider further opportunities. It works!

Each group will have **20 minutes** to pitch and no more. To have much less than 20 minutes may show nerves or inadequate information.

If all goes as planned, this pitch will take place during the scheduled final time for this class:

If you have class:	Then your final exam will be:	
7:30 am MTWR or MTWRF 8:00 am TR, T or R	T, Dec 12	8:00 am -10:00 am

Exact time and location TBD.

DUE > WHAT • WHEN • WHERE

Each team will place the final presentation slides on Prof. Nikki's computer.

DUE by **8:00am** on **Tues Dec 12**.

STEP 7 evaluations

EVALUATIONS OF TEAM MEMBERS AND SELF

This is part of your grade, so please do not forget to complete this!

Set aside *at least* 45 minutes to do this.

Fill out and Submit [this Google Form](#).

DUE by Thurs Dec 14 11:59pm.

For all of the following, also see within each Steps what is due and when. **Team members MUST WORK OUTSIDE OF CLASS for the rest of the semester or the work will not be finished.**

WEEK OF NOV 6

TUES NOV 7

- [Proj 3 Round 2 DUE.](#)
- Project 4 teams assigned. Review Project Sheet and Creative Brief. Begin researching.

THURS NOV 9

- [Proj 3 Round 3 DUE + Social Media DUE.](#)
- **Workshop 1:** Work **DUE** in class (or revised by next class).

WEEK OF NOV 13

TUES NOV 14

- [Proj 3 Final Campaign DUE.](#)
- Client in to speak to class at 9am.
- **Workshop 2:** Begin Headlines + Sketches

THURS NOV 16

- [Proj 3 Behance DUE.](#)
- **Workshop 2 (cont.):** Headlines + Sketches RD 1 **DUE**. 3 picked for each team. Begin RD 2.

WEEK OF NOV 20

Fall Break

WEEK OF NOV 27

TUES NOV 28

- Digital "Sketches" RD 2 **DUE**. Final idea picked and Big Idea extensions discussed.
- **LECTURE/DISCUSSION:** Social Media and Interaction

THURS NOV 30

- Social Media progress discussed.
- **LECTURE/DISCUSSION:** Legs
- Progressive Critiques

WEEK OF DEC 4

TUES DEC 5

- Instagram/Facebook 10 (minimum) posts with captions **DUE** in Slack. Discuss in class.
- Progressive Critiques
- **LECTURE/DISCUSSION:** The Pitch and the Leave-Behind

THURS DEC 7

- W.I.P. critiques
- Pitch introductions worked on in class
- Discuss Final Work (Leave-Behind) due

FRI DEC 8

- Final Work (Leave-Behind) interactive PDF **DUE** in Slack by midnight.

WEEK OF DEC 11

TUES DEC 12 **8-10 AM**

- *This is the [scheduled time](#) for this class's final*
- Final Pitch at location TBD.

THURS DEC 14

- Complete [Evaluation Form](#) by 11:59pm on this day.