

project 1 - multiple styles, same message

**objectives** This project explores the voices of type and its visual messaging to reach a target, as well as reinforcement of good typography using a set canvas space. Remember the basics you have been learning since Design 1 here at A-State: color, placement, shape and space, the use of WHITE SPACE, visual tension when shapes meet or are cropped off the page, focal points and flow of text, etc. Consider all of this and see how *subtle changes* can better sell a certain product to a target market.

**problem** See the list below that assigns a target market and a product for 7 separate typographic layouts all saying the same thing: “**Do Not Overthink This**” (capitalization does not need to be like this - you may use all caps or all lowercase, etc.). Get your head around these categories, targets, products. What is being done? Assuming there are few ads existing that are solely typography (or typography, product shot, logo), instead research what is being done by competitors and the message and its strategy. Attempt to convey these similar messages/strategies in your typography.

- specs**<sup>1</sup>
- **TYPOGRAPHY ONLY.** No image (photography or illustration) allowed unless it is a key part of typography.  
Note: Though anybody who loves Modernism could argue to use Helvetica for every ad, please do not do this. Make each of these 7 typographic treatments completely different from each other and be able to explain your design choices. The choices may be “loud” or they may be subtle. You could do 7 beautifully rendered pieces of typography that in no way “see-and-say” that may seem almost interchangeable amongst the targets as long as you can explain why you chose to do something.
  - Background textures may be used, but should not be a “crutch” for inadequate typography. Imagine this going in a color magazine appropriate to the target market. **8”w x 10.5”h**<sup>2</sup> so that student can print color with bleeds on a letter-sized sheet and cut down appropriately.
  - Color allowed, but not required. **CMYK**<sup>3</sup>, **150 DPI PDF** file.
  - Render in vector is preferred. You can also create these in hand-rendered text and scan into Photoshop. Photoshop should be avoided to create type; however, it is possible to use. Please discuss with Prof. Nikki first to make sure that Photoshop (raster) is the best answer.
  - Create the final PDF(s) pages by (1) using multiple artboards in Illustrator and save to separate PDFs or (2) Place all images into an InDesign document that exports to a multi-page PDF.

**targets/products** Unless otherwise indicated, assume all of the following are American. No actual brand is listed below, as I do not want you to have to adhere to a campaign presently running. However, if you want to look like the top brand in that category (like Target or Apple for fashion or technology), this is fine. Explain it when discussing your choices.

<sup>1</sup> “Specs” means layout **s**pecifications and is a term used in the printing and design industries. A designer should acquire specs from a printer (or other vendor) when building a final file. FYI, “spec work” in the design industry *also* means **s**peculative work, which is work done for free, in hopes of getting paid for it (=avoid it).

<sup>2</sup> Double hash marks = inches. Single hash mark = feet. This is a standard in the industry and elsewhere.

<sup>3</sup> Though this project will live on Issuu.com and should therefore be rendered in RGB for screen, you may want to print these pieces someday and CMYK is more fitting.

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targets/products  
(cont.)

1. **Target:** Male, 27-34, disposable income available though not “rich”, college educated, about to propose to first spouse (female).  
**Product:** Diamond ring from well-known national chain of jewelers
2. **Target:** Female or male, 14-18, limited income due to age, purchaser of product.  
**Product:** Top gaming system. Not computer.
3. **Target:** Female or male, 36-42, disposable income available, avid gardener.  
**Product:** Soil premixed for gardening. Can be vegetable or flower specific, but for something that can be harvested. Not for lawn.
4. **Target:** Male, 18-24, disposable income available, average (stereotyped) amount of responsibility and partying for this age group and gender.  
**Product:** Las Vegas Tourism.
5. **Target:** *Primary Target:* Female, 47-54, *Secondary Target:* Male (husband of female), disposable income available, parents of 2 grown children no longer at home.  
**Product:** Guided tours to Europe (pick specific area)
6. **Target:** Primary Target: Male 48-56, upper class level of income (= “rich”), retired  
**Product:** High quality kitchen tool or appliance (knives, grill, pans, etc. - you choose).
7. **Target:** Pick another target. Be specific.  
**Product:** Pick the product. Don’t pick a brand.

schedule

**FRI Jan 29th:** Begin project. Start a Pinterest page (title up to you) and start looking for great typography, wherever you may find it. You are not looking for fonts, though typefaces will obviously be part of the typographic hunt. Try to avoid typographic messages that rely on images. Comment to Facebook Post (to come) with this Pinterest page **DUE by end of class**. Then look at each others pages and see what inspires you.

*MON Feb 1st: Lecture on Marketing Terms, Advertising’s Role, Consumers and Target Markets*

**WED Feb 3rd, 10am:** 6 thumbnail sketches using (or copying) the sheet **THUMBNAILS\_PROJ1\_3443SPG15.PDF** for each of the 7 headline styles. Yes, that’s **42** thumbnails. You may use the computer or do by hand. After sketches chosen/approved in groups, **start working!** Create the artwork as explained under “specs”.

**Week of February 8th:** Classtime will be spent doing *Exercise 3: AIDA (Action • Interest • Desire • Action) in Action* and *Exercise 4: Strategies and Tactics*; Introduction to the Creative Tree; and a lecture about *Strategy, Features & Benefits, Assembling the Facts (Copy Platform/ Creative Brief), Issues in the Changing Marketplace*. In other words, **you must work outside of scheduled class time!** Also sometime this week will be a **Progressive Critique**.

*(see next page for continued schedule)*

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schedule  
(cont.)

When finished, upload to **issuu.com**.

- The first page (cover) should say the following:  
*Multiple Styles, Same Message*  
*Advertising Design Spring 2015*  
*(Your Name)*
- On the spreads following, the left side should be white with the explanation of Target/Product in 11-14pt. type. Make this small, but legible, and consistent throughout the entire book.
- The right side will hold the art you have created.

**MON Feb 15th, 10am DUE:** Post your issuu page\* to Facebook when asked on this day. If Issuu decides to be problematic, I will have you post to Facebook. Please be aware that you would need to do this via InDesign. Therefore, build from InDesign in the beginning or be ready to place all art from Illustrator into InDesign.

evaluation

You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- All thumbnail sketches completed to spec.
- Design choices explained logically and eloquently.
- Typography explores shape in relation to space on the entire page available.
- Leading
- Kerning
- Focal Point(s) and/or Visual Tension explored.
- Issuu.com upload correct.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critique.

extra credit

Provide a hard copy of this book. Paginate and print in spreads to tabloid-sized sheet. Cut down to correct size. Saddle-stitch bind (or better).