

project 1 - multiple styles, same message

objectives This project explores visual messaging - including composition, visual hierarchy, typography, image choice and treatment, and color - to reach a target. Remember the basics you have continued to study and apply 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, plus any punctuation.). Get your head around these categories, targets, products. What is being created out there already? Research what is being done by competitors and the message and its strategy.

required elements

- **Words:** Headline must be listed at least once on each ad. No other text is allowed unless approved by professor. Any typefaces are allowed. You may also render the type in any ad(s) by hand! Do not use the same typeface for each composition. Make sure the typeface and its placement make sense per your composition. Don't let the photo do all the work. (This project used to allow ONLY typography with absolutely no illustration or photography.)

- > Though anybody who loves Modernism's Swiss Style could argue to use Helvetica for every ad to make a message timeless and universal, please do not do this. Make each of these seven ads completely different from each other and be able to explain your design choices. The choices may be “loud” or they may be subtle. This is about strategy as much as design. **Know why you make your design choices.**

- > Consider size of type, remembering that not all words need to be the same size or share the same baseline within a headline.

- > Baselines don't need to be horizontal.

- > The headline could be HUGE and all typographic or it could small and placed in a secondary role to the image.

- > Remember leading and tracking/kerning - default is boring.

- > **Remember that typography is as much about space as it is shape.**

- **Image(s):** Photography should be used, but it is not required. If you choose not to use a photo, have a good reason to make this choice.

- > **The only photos allowed** have been supplied via the shared folder linked on nikkiarnell.net.

- > HOWEVER, you should do something to these photos, whether that be a tighter crop, change in color - subtle or extreme, combining multiple photos, etc.

- > **To not do anything at all to the supplied photos will require explanation.**

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- specs¹
- Imagine each will be placed in a color magazine appropriate to the target market.
 - **8in w x 10.5in h** so that student can print color with optional full bleed on a letter-sized sheet and cut down appropriately if desired.
 - Color allowed, but not required. **CMYK², 150 DPI PDF** file.
 - Rendering text in vector is preferred. You may also hand-render 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.
 - Use Photoshop for all image manipulation. InDesign and Illustrator should be avoided when you have Photoshop to do this.
 - You will need a multi-page PDF “book” when finished. The final book must be created in InDesign; however, you have choices about which program to build each ad.
 - > Building the ads in InDesign will save steps. It is naturally multi-page and has typographic capabilities almost as good as Illustrator. However, some students feel more comfortable with Illustrator. Always remember that InDesign never travels alone (links).
 - > If using Illustrator and you use multiple artboards, you will need to check “Show Import Options” when placing each file in InDesign for your final book. Then you can select which artboard should be placed. If you like using separate files for each layout in Illustrator, just File : Place. Also be sure to Embed vs. Link your images in Illustrator.

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.

1. **Target:** Male, 27-34, disposable income available though not “rich”, college educated, about to propose to first spouse. For this ad, have the spouse be 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 a computer or specific game.
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 two 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.

¹ “Specs” means layout specifications 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 speculative work, which is work done for free, in hopes of getting paid for it (=avoid it).

² 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.

steps and schedule

- 1 **Mon Jan 22nd:** *Review Exercise 1. Lecture/Discussion: Branding vs. Campaign vs. Ad. Do Exercise 2 in class. Begin Project 1.*
Begin project. Start 3 Pinterest pages.
 - Title page: “**3443 Proj1 TYPE**”: 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. Imagery should be avoided. Hand-rendered type is also ok. At least **20** pins. Avoid repeating any pins on any other page for this project.
 - Title page: “**3443 Proj1 IMAGE**”: Find intriguing ways to treat, crop, blend, place, etc. images. At least **20** pins. Avoid repeating any pins on any other page for this project.
 - Title page: “**3443 Proj1 LAYOUT**”: How can type and image work together? How is visual hierarchy controlled? Can placing text behind part of an image add dimension? Explore! At least **20** pins. Avoid repeating any pins on any other page for this projectComment to a Facebook post from professor with a line of text that states “Project 1”. Then reply to your own comment 3 times, each with a pinterest page. (Example will be supplied on FB post.) .
- 2 **Wed Jan 24th:** Pins due on Facebook page by start of class. View others’ pages and see what inspires you. *Also review Exercise 2 at the start of class. Lecture: Advertising as Occupation, Creative Process, Historical Overview; Marketing Terms, Advertising’s Role, Consumers and Target Markets.* Begin sketches (see next) for Project 1 with any leftover class time.
- 3 **Mon Jan 29th: DUE at the start of class** > At least 5 thumbnail sketches for each of the 7 headline styles. Yes, that’s **35** thumbnails. Print (or draw similar) the sheet **THUMBNAILS_PROJ1_3443SPG18.PDF**. No computer thumbnails will be accepted, though you may use them to trace when creating your sketches. After sketches chosen/approved in groups, **start working!** Create the artwork as explained under “specs”.

Project 4 will begin this week either Mon or Wed, depending on client’s availability.
- 4 **Wed Jan 31st:** *Classtime will be spent doing Exercise 3: AIDA (Action • Interest • Desire • Action) in Action, Exercise 4: Strategies and Tactics; Introduction to the Creative Tree, and Exercise 5: Failing Fast in Fun.*
In other words, **you must work outside of scheduled class time!**
- 5 **Week of Feb 5th:** *Lecture: Strategy, Features & Benefits, Assembling the Facts (Copy Platform/Creative Brief); Issues in the Changing Marketplace*
Project 1 work days and midway critiques.
- 6 Sometime before the project is due, create 7 pages that each lists a target/product in 11-14pt. type. These will be on the left opposite its ad in spreads. Also create a cover that states:
Multiple Styles, Same Message
Advertising Design Spring 2017
Your Name

Be sure the pages and the cover have a consistent look that does not fight with the ads. Create a multi-page PDF “book” that has a cover, then spreads with the explanation on the left and the ad on the right.

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- 7 When finished, upload to **issuu.com** under a Basic (free) plan.
- 8 **Mon Feb 12th, DUE beginning of class:** Post a link to your issuu page to Facebook when asked on this day. (*If Issuu decides to be problematic, I will have you post the PDF to Facebook.*) Please be aware that you would need to do this via InDesign. This is why you will need to build the book InDesign.
Critique.
Also begin Project 2: Preliminary research; Evaluations: Strategies & Tactics, Features & Benefits, AIDA, Brief Critique.
- 9 **Wed Feb 14th:** Continue **Critique.** *Lecture: Concepting, Design; Copywriting, Headlines, Subheads and Preheads, Taglines. Review Project 2 research.*

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Pins show thoughtful research/
- Pins are the correct number on time.
- 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
- Tracking/Kerning
- Images treated in aesthetically pleasing and strategic manner.
- Focal Point(s) and/or Visual Tension explored.
- Book file built correctly.
- 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).