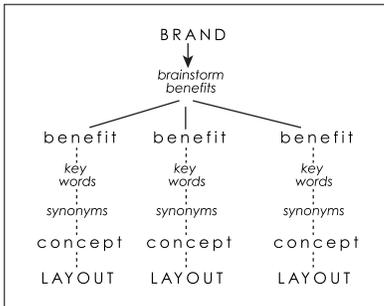


project 3 - growing the big idea

**objectives** Graphic designers and art directors both need to be able to write a good headline. 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. There is not *just one* way to do this, but you (as a student and as a professional) can find *your* perfect way.

**problem**



Using the client and preliminary research from **Exercise 6** (if you would like to do a different client, please see me ASAP), you will refine ONE concept. Many of you thought of three individual Big Ideas, which means your ideas will not stick together as a campaign. Once this one concept is refined, you will come up with headlines and visuals for 3 ads within one campaign under this one Big Idea (a.k.a “the One Thing”). While doing this, Twitter posts that also fall under this campaign but read within the medium will further prove the strength and flexibility of your one Big Idea. If it is too narrow or too specific, it will become increasingly difficult as you try to grow the pieces. If student chooses to further test his/her abilities and the strength/flexibility of the Big Idea, more pieces may be created that fall under the campaign.

**part 1  
big idea**

**STEP 1:** In class with group and professor, choose your strongest concept/ad and discuss how this may become a Big Idea. Also provide the logo and tagline already used by the product/brand. None of your ads may use the tagline as the headline, yet all of your ads must include the logo and tagline. *\*Body copy is optional. If student chooses to use it, one can use Placeholder Copy or actually write all or part of it.* **Fri, Mar 11th**

**part 2:  
print campaign**

**STEP 2:** Create headlines, using one or more of the means discussed in class that could be for ads in a campaign under this one big idea. Remember that this does not mean that they needs to be exact copies, like all the same words with one word different - that’s juvenile copywriting. PUSH YOURSELF and USE the different methods so you improve your skills. In other words, don’t just start writing **You will be asked to show evidence of this method(s) that you used to create the headlines.** You may also 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.

- For your one big idea, I need to see **at least 25 strong headlines** with or without quick sketches or layout ideas next to them. Think of these as verbal thumbnail sketches. I also need to see proof of your process(es)

**DUE Mon, Mar 14th, 10am.**

**STEP 3:** Now think about the visual (if there is one beyond amazing typography). It must continue under the campaign - think consistency in style, photography, focus, idea, etc. but not the exact same thing over and over again. It must also avoid being see-and-say - push yourself past this. However, it must also not be such an abstract connection that nobody would get but you. It must also not “just be pretty”. And remember typography should never ever be an afterthought. **You must be an excellent designer in tandem with a great idea person at every step.** Create rough computer layouts of your **top 6 ideas**; 8in w x 10.5in h, full bleed optional. Digital files **DUE Fri, Mar 18th, 10am.**

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**STEP 4: 3 ads** will be picked from your 6 rough layouts. Student should revise and create final art for all of these using either Illustrator or InDesign. Same specs, but realize you must pull all bleeds or I will consider this an improperly prepared file. Notice the specs are slightly less than letter, which will allow one to print to letter with pulled bleeds and crop marks. **Progressive Critique available on Mon, Mar 28th, Wed Mar 30th, Fri, Apr 1st.** (Due on April 6th - see “final work”)

*Note: Social Media portion of this will begin on Monday March 28th.*

*We will also begin Project 4 on Fri, Apr 1st.*

part 3:  
social media

**STEP 5:** Now that you have a good grasp of your Big Idea brought to life and with multiple rounds of headlines already written, consider great ways to Tweet about your product/brand/service in this medium. Remember that you want to sound authentic, but you must also fall under the Big Idea (which, of course, falls under the positioning of the Brand).

Write **at least 20 different rough ideas for a Twitter feed**, understanding that a social media specialist would not always have tweets that are planned and would also connect the feed with other social media platforms, depending on the target market and virtual vs. location-centered community. Consider including website links, trending issues that are relevant, #conversations, @call-outs or .@call-outs, images, and videos. These 20+ written ideas with pasted visuals and/or links can be either written VERY neatly with taped information OR rendered in InDesign. **DUE Mon, Mar 28th, 10am.**

**STEP 6:** Your **10 best Tweets** will be picked to revise or use as is. Using supplied Twitter template, create an avatar and cover photo for your brand and input your Tweets as one would see in a feed.

- *Note:* I considered having all of you create Twitter accounts for your products, but that will begin to mess with copyrights and may be pulled by Twitter. I also considered having each of you post from your own account with a random hashtag like #art3443 at the end so we could easily see all of the posts live in the medium; however, most of you really don't want to litter your feed with this and you would need to change the avatar in your shot anyway for this project.
- *In conclusion:* I realize I'm asking you to try to encapsulate the living medium that is social media into a few print examples, which is narrow-minded and doesn't allow the full realization of the power of Twitter. However, this sort of print archive of your skills will live just fine in a portfolio.

**Digital Files of mock-up DUE Fri, Apr 1st, 10am.**

*We will begin Project 4 on this day also.*

part 4 :  
what else?

**OPTIONAL STEP (extra credit):** Grow the idea even further. If you have a strong Big Idea for this campaign, it should be easy. Create any of the following or present other ideas. **Remember that these must live under and express pieces of the campaign and not just the brand.** You may also coordinate things like merchandise or events with your social media posts.

- Merchandise, including t-shirts, hats, mugs, etc.
- TV ad storyboard
- Radio ad script
- Events, including races, donations, parties, etc. that would make sense for your campaign that lives under the brand's position
- Anything else?

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final work

**PDF file:** Arrange the following in a multi-page PDF exported from InDesign:

- Typed (revised) Exercise 6 information
- State the BI
- Typed (revised) Exercise 6 information
- State the BIG IDEA of your campaign on its own sheet next to the existing logo and tagline.
- 3 final ads with a .5 stroke around the edge. No crop marks and no pulled bleeds.
- 10 tweets
- Any more extra credit pieces shown, preferably using a mockup file

Once created, check it on Preview or Acrobat on another computer to be sure it is correct.

**Mounted printed work:** Prepare each of your 3 print ads, separate from the InDesign document explained above. These original 3 ads should have pulled bleeds and NO black outline around the artboard. Print with crop marks and bleeds and cut down to size. Also cut down your Twitter mockup(s) and any other mockups you may have. Mount all of this to one or more black mounting boards (NOT foam core) and display in an aesthetically pleasing fashion with at least 1 inch margin around the edge. Write your name in white on the bottom right corner of each board (I have a white gel pen or pencil if you do not have one available).

**PDF and mounted work DUE Wed, Apr 6th, 10am.**

evaluation

You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Exercise 6 is completed and revised if necessary to the level of what is needed for this project.
- Quality of Big Idea.
- Proof of process for headline ideation.
- Quality of different headlines, showing comprehension of campaign creative under a Big Idea and responding to a brand.
- Quality of complementary nature of visual (if applicable) to verbal message
- Typographical treatment
- Layout quality > clear understanding of visual hierarchy to control the read.
- Layout quality > clear understand of shape's relation to space.
- Consistency - but not repetition - across campaign executions.
- Twitter posts display understanding of medium.
- Twitter posts express campaign.
- PDF file of is complete and had all required materials.
- Mounted work has perfect craft and all required materials.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critique.