

project 3 - growing the big idea

objectives 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.

problem Individual marketing goals of the Foundation of Arts in Jonesboro* will be chosen by each student. (There is no need to have each goal covered, so the choice is completely up to each student.) In class, each student will:

- announce their chosen goal (from below) of the FOA.
- identify problems and answer strategy and tactics.
- list features and then "So What?" until actual benefits are found.

Individuals will then formulate a **Big Idea** and create all work under their campaign.

- Once this one concept is refined, you will come up with headlines and visuals for **three 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 THE BIG IDEA 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 for extra credit.

research See FOA_Research.PDF.

required TAGLINE AND LOGO:

- Logo is supplied online.
- Tagline to be used is: **Supporting the Arts in Northeast Arkansas.** "Find the Artist in You" should not be used as a tagline. Those exact words can also not be used as one of your final headlines.
- foajonesboro.org

goals Each student should pick a specific marketing goal for FOA.

It is ok if multiple students may pick one goal.

- **GROUP A** : Create awareness for the season's performances and event calendar. Obtain followers on social media and encourage purchase of tickets.
- **GROUP B** : Create awareness and call-to-action for enrollment for the art classes available at FOA. In other words, get people enrolled in the classes.

see next page

* Though this project is not actually for FOA, the group really does exist in Jonesboro.

** FOA is much more active on Facebook and many designers prefer Instagram. However, if you learn to write for Twitter, Facebook and Instagram will be easy for you as visual communicators.

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- goals (cont.)
- **GROUP C** : Create a desire to become involved in the many aspects of theatre performance at the FOA. These include performers as well as those who help behind the scenes. There are many opportunities available.
 - **GROUP D** : Encourage community support of FOA, specifically financial even in the guise of involvement. In other words, when one attends a performance, class, etc. and pays for this, then the funds go back to the community. Also sponsorship by businesses and individuals is encouraged.

step 1 Research further for more information about the specific goal assigned, FOA, and its target markets. Fully understand the client and the problem **before arriving to class on Mon Oct 21**.

step 2 All of the following will be completed **in class Mon Oct 21**. Use post-it notes (provided) for all of the following. Photograph them for documentation of work.

PROBLEM/TASK:

Consider a Problem/Task relationship for your assigned goal by understanding the FOA as it presently stands (explained further in class). “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.

For example:

If the problem is that people don’t know that FOA offers ceramics classes, the real problem is *why* don’t they know. What is the real problem(s)? Is it a lack of advertising in the area? If advertising exists, is it in the wrong media? Once the problem is clearly identified, the fix is obvious.

A.I.D.A.:

- What action do you want the consumer to take? Go beyond awareness of the FOA. Is it to go to a website? To call a phone number? If it is to sign up for a class or donate money, the action also needs to include how this could be done.

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 install an FOA app on their phones for notifications, 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 2.
- For each of these 2 strategies, consider multiple tactics to achieve this.

step 2 (cont.)

For example:

Your goal is to increase involvement of the community in performance theatre. If a strategy is to reach out to high school theatre departments in the area, then a strategy could be to send an invitation to the opening night of the latest FOA performance with free V.I.P. front row seats.

FEATURES/BENEFITS:

Make a list of the Features and Benefits of the specific FOA product/service. The features and benefits of the overall organization FOA can also be explored, but that is not the campaign you are creating. **You are not advertising the entire FOA. It is assumed that the target market already knows that the FOA exists**, though the market may not know the specifics.

- First think of the features of your specific product/service of the FOA.
- Distill this to three features.
- Then for each feature, do multiple steps of “**So What?**” until you get to a solid benefit. If it doesn’t correspond to an emotional reaction, you’re still at a feature.

(Individual):

Begin headlines and sketches (*see below*). With all of this information, students will split up and begin to create their own ideas for ad campaigns. Whether one comes up with the Big Idea, the headlines, or the visuals first depends on the person and her/his creative process as it relates to the subject. However, once headlines and visual are refined, be sure they all respond to the same Big Idea. Remember that if the Big Idea truly is big enough, multiple ideas should be easy to formulate.

step 3 **HEADLINES AND SKETCHES**

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.

25 IDEAS

- Note: **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.
- 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.*

DUE [Wed Oct 23](#)

step 4 Now refine the visuals (if they exist beyond amazing typography). **You must be an excellent designer in tandem with a great idea person at every step.**

Either create computer layouts or *very tight* color sketches of your **top six ideas**.

6 BEST IDEAS

- **8 in. w x 10.5 in. h**, full bleed optional.
- **Headline must be included. Tagline and logo must be included.**
- They must continue under the campaign - think consistency in style, photography, focus, idea, etc., but not the exact same thing over and over again.
- 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.
- 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.
- Typography should never ever be an afterthought.
- If created in computer, have one multi-page PDF made from your separate files. Name this file **YOUR LAST NAME_Proj3_Step4.PDF**. Place this in the Project 3 folder for this class. If created by hand, bring in the work. **DUE [Mon Oct 28](#)**.

**BEST = BIG IDEA
+2 MORE ADS FOR
CAMPAIGN**

- step 5 A campaign will be picked/discussed from your six ads **in class Mon Oct 28**. It is likely that only one ad will be extended out to a campaign, but having created the other ads in previous steps will better inform your creative decisions.
- You must then create a **two more ads for a full campaign of three print ads**.
 - This means new headlines and visuals that should all relate to your first ad to create a cohesive campaign. This does not mean using the same exact headline and changing out the visual, nor does it mean the exact same visual with two new headlines. Consistency, but not copying. CAMPAIGN.
 - **All of these must be created on the computer.** Whether you use InDesign or Illustrator, create a multi-page PDF of your **three ads** to turn in. Name the file **YOUR LAST NAME_Proj3_Step5.PDF** and place in Project 3 folder. **DUE Mon Nov 4**. Critique.

Wed Oct 30: Lecture about Social Media and Writing for Twitter

- step 6 Student should make any revisions and create final work for this campaign of **three print ads** using either Illustrator or InDesign for layout (Photoshop only for support files). Whether you use InDesign or Illustrator, create a multi-page PDF of your **three ads** to turn in. Name the file **YOUR LAST NAME_Proj3_Step6.PDF** and place in Project 3 folder. **DUE Mon Nov 11**. Critique.

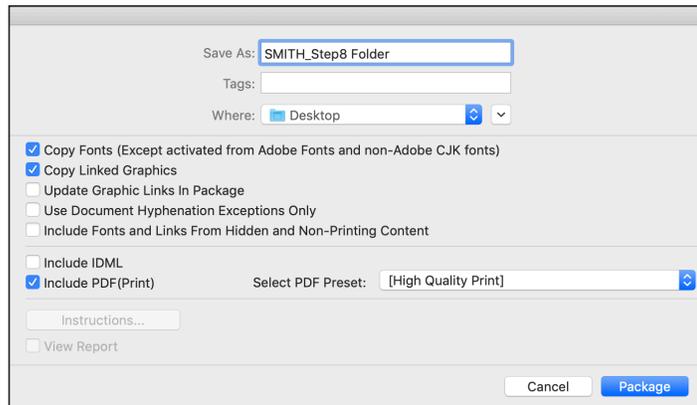
**NOTE ALL DUE DATES.
STEPS ARE NOT
NECESSARILY LISTED IN
ORDER BY DATES.**

- step 7 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.
- 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.
 - You have a maximum of 280 characters.
 - You must include the following at least once: **website link(s)**, **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 Wed Nov 6.**

TWITTER

- step 8 Your **10 best Tweets** will be picked to revise or use as is.
- Using supplied Twitter templates, create an avatar and cover photo for your brand and input your Tweets as one would see in a feed. *See Social Media lecture to review:*
 1. Download **TwitterMobilePROFILE_Step8A.psd** (and save as whatever you'd like). Required customization: Cover Photo, Profile Photo, @Username, Location, Website, one tweet.
 2. Download **TwitterMobilePROFILE_Step8B.psd** (and save as whatever you'd like). Required customization: Profile Photo, account name and @Username. Do this first, as this will stay the same on all tweets. Then create multiple files for your 10 chosen tweets. They do not all need photos, so you will adjust the vertical size of your files. *see next page*

- step 8 (cont.)
3. Download **Step8.INDD** and resave as **YOUR LAST NAME_Step8.INDD**.
 4. File : Package your InDesign file as shown. Place folder in PROJECT 3 folder.



Digital Files of mock-up DUE Wed Nov 13.

optional step 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. Some ideas:

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

See Prof. Arnell if you do this to receive directions how to hand this in.

step 9 All final work (see below) **DUE Mon Dec 4.**

possible NEXT steps *This project may end up being a version of what Project 4 usually does. Though not technically a pitch, nor a competition, presenting this work to the FOA as an actual client is likely going to happen with the remaining week of class.*

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

- Photo and written documentation from steps 1-2.
- 3 final ads with a .5 inch stroke of 50% black around the edge. No crop marks and no pulled bleeds.
- Step8 InDesign file (3 pages) containing Twitter home page and 10 separate tweet mock-ups.
- Any more extra credit pieces shown, preferably using a mock-up file
- Save as **YOUR LAST NAME_Proj3_FIN.PDF** and place in PROJECT 3 folder.

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

Mounted printed work: Prepare each of your three print ads to print, which will be slightly different than the PDF that is due.

- These original three ads should have pulled bleeds (if any color is at the edge).
- NO black outline around the artboard.
- Print with crop marks and bleeds and cut down to size.
- Print Step 8 InDesign file. You may paste the full-size sheets or cut out each mock-up separately (preferred).

see next page

what is due (cont.)

- Print any extra work if created.
- Mount all of this to one or more black mounting boards (NOT foam core) and display in an aesthetically pleasing fashion with at least one 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).

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Preparation for and participation in Step 2.
- Documentation of group work in Step 2.
- Documentation of process for headline ideation.
- Quality of Big Idea.
- 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.
- Twitter posts display understanding of medium and platform.
- Twitter posts express campaign.
- Twitter posts do not violate brand.
- No misspellings.
- PDF file functions correctly.
- PDF contains all required materials.
- PDF is named correctly.
- 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.

More added to rubric if additional steps added. Project sheet will be updated digitally and changes announced in class and on Slack.