project 3 A&B - growing the big idea **SECOND EDITION**

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.

proj 3 & 4 overview

One marketing goal of the Foundation of Arts in Jonesboro* has been chosen for students to creatively solve. Project 3 first asks each student to formulate a Big Idea and pull it out to a print campaign of three ads and then grow it on social media. **IF THE BIG IDEA IS TOO NARROW OR TOO SPECIFIC, IT WILL BECOME INCREASINGLY DIFFICULT AS YOU TRY TO GROW THE PIECES.**

Project 4 is TBD. In the meantime, this project is split into 2 project grades: 3A for print and 3B for social media.

problem

- The **marketing goal** for the FOA is to acquire donations, as the FOA is a non-profit entity and must survive by meager course fees and fundraising.
- The **target audience** is people with at least some disposable income in the region FOA serves who may or may not be aware of this important community institution.
- The FOA and its present audience is active mainly on **Facebook** and **Instagram, usually repeating the posts on the two.** Though repeating the exact same post on muultiple platforms is not usually preferred, this is what they do and request. Though they also have accounts on Twitter and YouTube, they are not used often and shouldn't count on being asked to do so.

required

TAGLINE AND LOGO:
- Vector logo is supplied online. Do not use anything else.
- 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
- Instagram, Twitter, Facebook icons

research
step 1

See FOA_Research.PDF. Research further for more information about the specific goal, FOA, and its target markets. Consider all of the exercises and problem-solving that will be assigned on Wednesday (step 2) and be ready to complete on your own in class. Fully understand the client and the problem **before arriving to class on Wed Mar 4**.

All of the following will be completed **in class Wed Mar 4**. Use post-it notes (provided) for all of the following. Photograph them for documentation of work >> *see what is due for final work at end of project! All of this will also help you in Project 4.*

>> We will also have a **Skype/FaceTime phonecall with client** for the first time!

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.
  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. (And if you've gotten to "So they can lead a happy life", back up one.)

s t e p 3   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. First, there will be only exercises to start thinking in class.

Now that your brain is full of information, but also ready to start executing creative, start Step 4!

> What one comes up FIRST – the Big Idea, the headlines, or the visuals – 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 executions within the campaign should be easy to formulate.

s t e p 4   **HEADLINES AND SKETCHES** - **25 IDEAS**

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: **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 Mar 11

Professor will briefly discuss with students, but not necessarily pick only four of these. Some headlines may need to be developed further or some may be too redundant. These four headlines should support four completely separate Big Ideas.

Work day provided.

Our world went crazy right about here.

s t e p 5   **4 BEST IDEAS** **-** 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.** Create computer layouts of your developed **top four ideas** to the following specs/tips:

• **8 in. w x 10.5 in. h,** full bleed optional.
• **Headlines 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.
• Images may be FPO, but typography must be final level. **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.

Create one multi-page PDF. Name this file **YOUR LAST NAME_Proj3_Step5**.PDF***.**

• Place this in the **PROJECT 3** folder for this class.
• **DUE**   ~~**Mon Mar 30**~~ **Wed Apr 1, 8:45am**
• **Also post PDF to thread** on Slack by **9am** that will be started by Prof. Nikki. Be ready to discuss in Slack.

• 1 ad will be picked and student should move on to the next step.

If only a PDF is specified, student may either supply only a PDF or a packaged InDesign file with a PDF contained within the folder.

step 6

BEST AD PICKED = BIG IDEA
CREATE +2 MORE ADS FOR PRINT CAMPAIGN

One campaign Big Idea will be picked/discussed from your four ads.
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 three times, 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 to the level of final art**, but talk to Prof Nikki before you purchase anything.
  > 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*. Place in your **PROJECT 3** folder on Google Drive for this class.
- **DUE** ~~Wed Apr 1~~. ~~Fri Apr 3, noon~~ **Mon Apr 6, 8:45am**
- **Also post PDF to thread** on Slack by **9am** that will be started by Prof. Nikki.
  Be ready to discuss in Slack. Prof. Nikki will reply individually to student with any suggestions for further revisions.

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

> *Wed Apr 8: Lecture about Social Media and Creating Content for Instagram.*
> Lecture will be available by Tuesday, April 7th. **Student should watch and have at least one question/comment.** Group video conversation online using a group **Zoom**.
> See Slack for directions about how to join.

step 7

KEEP REVISING PRINT AS YOU BEGIN SOCIAL MEDIA

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_Step7.PDF*. Place in your **PROJECT 3** folder on Google Drive for this class.

- **DUE** ~~Wed Apr 8~~ **Wed Apr 15, 8:45am**
- **Also post PDF to thread** on Slack by **9am** that will be started by Prof. Nikki.
  Be ready to discuss in Slack. Prof. Nikki will reply individually to student with any suggestions for further revisions. Student should continue to revise work to be perfect, individually asking Prof. Nikki for feedback if necessary.

step 8

INSTAGRAM

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 post about your product/brand/service in Instagram. Remember that you want to sound authentic, but you must also fall under the Big Idea.
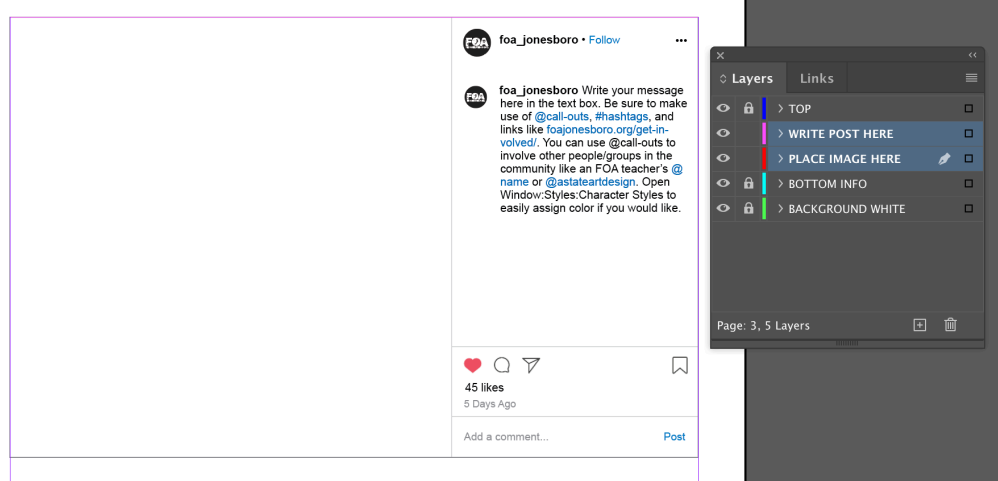
- First, be comfortable in Instagram if you are not already! Then research what FOA presently does, which obviously pulls from its Facebook posts. You should be wordy like they are because their followers like that, but also use **website link(s)**, **trending issues** that are relevant, **#conversations**, **@call-outs**, images, and videos.
- Create visual and verbal content for **at least 15 different rough 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.
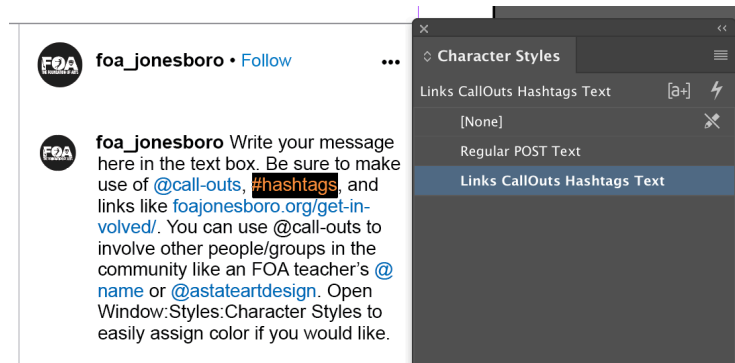
see next page

If only a PDF is specified, student may either supply only a PDF or a packaged InDesign file with a PDF contained within the folder.

Use the InDesign **Instagram_POSTS_TEMPLATE** packaged file by this project sheet on webpage for this course. File : Save As **YOUR LAST NAME_Proj3_Step8**.INDD.
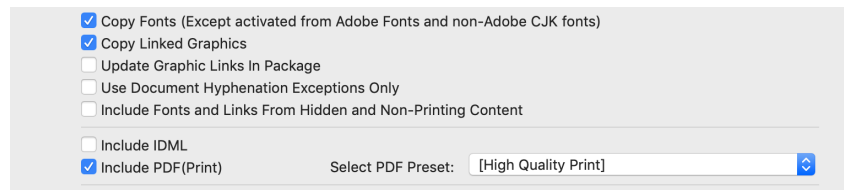
- First, <u>relink all images</u> in the packaged file for a complete template.
- Open the Layers palette (Window : Layers). You will only work with the unlocked layers to input an image and text.

- Use the premade Character Style (Window : Styles : Character Styles) to easily format text for any call-out, hashtag, or link.

- When complete, File : Package with Fonts, Links, and PDF. Place in your **PROJECT 3** folder on Google Drive for this class.

- **DUE   ~~Wed Mon Apr 6~~ Mon Apr 13, 8:45am**
- **Also post PDF to thread** on Slack by **9am** that will be started by Prof. Nikki. Be ready to discuss in Slack. Your **10 best posts** will be picked to revise or use as is.
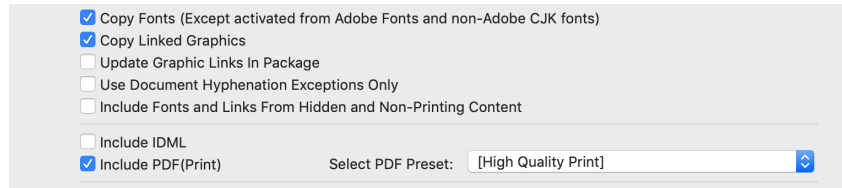
Open **YOUR LAST NAME_Proj3_Step8**.INDD ^^^ and File : Save As **YOUR LAST NAME_Proj3_Step9**.INDD.
- Reformat so that only the 10 best, possible revised posts are visible.
- You may need to unlock layers to delete them by clicking the padlock icon in the Layers palette.

see next page

step 9 (cont.) • Remove any unused pages using the Pages palette (Window : Pages).
• When complete, File : Package again with Fonts, Links, and PDF. Place in your **PROJECT 3** folder on Google Drive for this class.

☑ Copy Fonts (Except activated from Adobe Fonts and non-Adobe CJK fonts)
☑ Copy Linked Graphics
☐ Update Graphic Links In Package
☐ Use Document Hyphenation Exceptions Only
☐ Include Fonts and Links From Hidden and Non-Printing Content

☐ Include IDML
☑ Include PDF(Print)   Select PDF Preset: [High Quality Print]

• **DUE   ~~Wed Mon Apr 13~~ Mon Apr 20, 8:45am**
• **Also post PDF to thread** on Slack by **9am** that will be started by Prof. Nikki.

step 10 Make any revisions after critique. Midway critique available (not required) Wed Apr 22.

what is due All final work (see below) **DUE Mon Apr 27, 8:45am**.

Arrange the following in a multi-page document using InDesign.
> The document should be created as Letter-sized (8.5 x 11 inches).
> Save the file as **YOUR LAST NAME_Proj3_FIN.**INDD.

The document should contain the following. For the most efficient file build, just move pages between documents in InDesign and place any Illustrator files in an image box.
• Photo and written documentation from steps 1-2.
• 3 final ads created in either InDesign or Illustrator.
   (Remember, all ads should be 8 inches x 10.5 inches.)
• InDesign template file containing 10 final Instagram mock-ups posts.
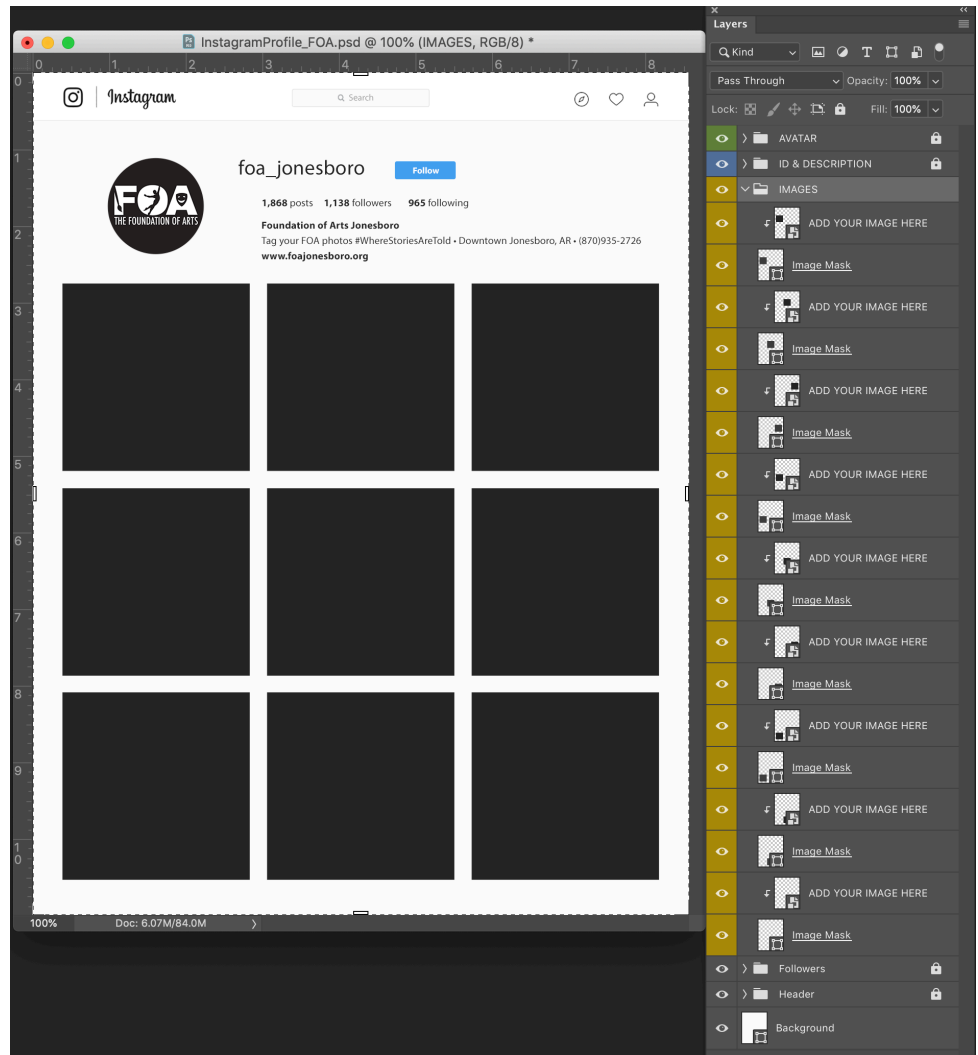• *Extra Credit page also included if created.*

When complete, File : Package again with Fonts, Links, and PDF. Place in your **PROJECT 3** folder on Google Drive for this class. **Also post PDF to thread** on Slack by **9am** that will be started by Prof. Nikki.

evaluation You will be graded on the following:
• Directions were followed accurately with absolutely no errors.
• All work for all steps completed.
• 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.
• Social media posts display understanding of medium and platform.
• Social media posts express campaign.
• Social media posts do not violate brand.
• No misspellings.
• Final file functions correctly.
• Final file contains all required materials.
• Final file is named correctly.
• Ambition - How much did you challenge yourself? Did you plan your time well?
• Participation in critique.

Using the **InstagramProfile_FOA.**PSD file, place all of the images from 9 of your 10 posts into the boxes. Save as **YOUR LAST NAME_InstagramProfile_FOA**.PSD.

Place the Photoshop file in your **PROJECT 3** folder on Google Drive for this class.

Also add another page to **YOUR LAST NAME_Proj3_FIN.**INDD. Add an image box the full size of the page and input this Photoshop file.