

project 4A - concepting the campaign

objective Each project, lecture, and exercise has prepared students for this final project(s). You will work for a real client and think Big Idea to convey targeted messages under a campaign while staying true to an existing brand's positioning and group's ideals.

problem Pushing design completely into the realm of communication for profit, this will also (re-) introduce students to having creative ownership of art that must speak of someone else's goals (client) to somebody other than yourself (audience). By working in competition, this project will also teach students this nature of the business. The final presentation also challenges students to present to an actual client.

There is also the challenge of understanding and reaching a primary (and possibly secondary) target. Try to reach everyone and you will reach no one. All messages and expressions will also support a single Big Idea because when you try to say everything, you will say nothing. At all times, remember that you defend your creative with the strategy backed by research. As long as you can explain the "why", the "how" should be the obvious answer.

clients **8am:** Convince enrolled A-State students who are not art majors to take Drawing 1.
11am: Publicize ongoing film series based in the Dept. of Art + Design with an audience of the immediately surrounding community and A-State students.

overview

- **Multiple steps will be taken to challenge students at every step of the creative process in order to find the best answer.** First, students will be split into two groups in each class. From this point on, you are in competition with each other, so be careful what you share with those not in your group. *You must also equally delegate responsibilities within each group. Team evaluations will affect your final grade.*
- Each group begins with research and more research. Then written conclusions from this research. Then ideas for multiple campaigns of print ads, each under its own Big Idea. Finally, a finalize campaign under a solid strategy. These will be presented to Prof. Nikki (your Creative Director) only.
- After any revisions have been completed, Part B continues to challenge the groups to figure out how to solve the full creative problem. Multiple elements and tactics must be developed that together will create a comprehensive creative plan. The four teams will then pitch their ideas to the actual client. ALL OF THIS with the desired end result of successfully selling a product/service while reinforcing brand loyalty and doing this via brilliantly executed creative.

materials

- ART3443 sketchbook (remember you must have this and use it only for this class)
- You may build these files in either Illustrator or InDesign. Page layout or any type meant to be read as copy cannot be executed in Photoshop. Web or apps can be built in any of the program, but a live site is more likely to be used. A website easily managed later by the client who knows no code would be perfect.
- Any other necessary material for comps. Photography should be taken by students if possible. If stock photography is used, it is understood by the client (but FYI, not a later awards committee) that it is FPO. Assume that anything you find online is neither high enough resolution, nor copyright-free.

required info Required information on all ads and any other materials where space is available.

- Logo and tagline of the university and/or department
Vector logos and A-State Brand Guidelines will be provided. For the first round of creative presented to me, do not let brand guidelines block you from any ideas!
- 11am only: Required logo and optional tagline for the film series
- Website
*Find a way to easily share this on the existing department site!
11am only: Optional different website for film series*
- Phone Number
- Social Media Icons and Usernames
Feel free to stack icons with one username if that is available

 @username1
 @username2
 @username3

   @username

steps **STEP 1:** Come up with a name for your group. Get to know your group and individual strengths. Become a strong team!

STEP 2: RESEARCH:

- Read and complete the **ART_3443_(8 or 11 am)_Proj4_RESEARCH.docx** sheet. Information includes:
 - > Client contact information
 - > Marketing Objective *and But why are we really doing this?*
 - > Problem/Task
 - > Unique Selling Proposition
 - > Target Audience(s)
 - > Competition
 - > Features and Benefits (*3 each*)
 - > Additional Information
- Read and complete the **ART_3443_Proj4_SocialMediaResearch.indd**.
- **Find and summarize further research both visually and verbally:** Aside from the typewritten research sheets, consider photoshoots, ideas from other similar institutions, award-winning ads for similar businesses across the world in genre, colors and type ideas, or overall mood boards. Use all of the skills you acquired in Visual Thinking and exercises in this class. Use all of these while forming your ideas.

Compile the two forms and required further research in a multi-page PDF document entitled **Proj4_Research_SPG18_(GroupName).PDF**.

Supply file and print (black and white ok, but color preferred) and spiral bind.

DUE Wed Apr 4th *Remember that you can/should start on the next section before you hand this in!*

Almost every day between these deadlines will be a work day, though you must still show up to class for attendance to be taken. If you or your group (Part B) would like to meet off campus during class time, please speak with Prof. Arnell to find an easy way to show proof of your work. This is not intended to treat you like children. I've been doing this for awhile and my experience shows I need to keep all groups in check and on schedule.

STEP 3: IDEAS! Brainstorm. Consider using methods you learned in Visual Thinking like mind mapping or the sticky note exercise in this class (Exercise 5). Remember to think verbally and visually. Think within the brand. Come up with many headlines and many visuals. If you get stuck, try some of the word associations to spark your process. **DO NOT** just put a simple visual and have a tagline do all of the work.

steps (cont.) **Present at least 3 separate campaigns, each with 6 ads of different (but related) headlines and different (but related) visuals.** Complete in the computer with superb typography, logo, greeked lines for body copy if needed, and FPO photos. Be aware that I will question you how you will acquire real photos.

Think of these as final in all ways aside from the photo. The class has proven to me that when I ask for anything other than a final ad, I get mediocre crap. And we don't have time for mediocre crap.

DUE ~~Wed Apr 11th~~ Mon Apr 16th, start of class. Present as one multi-page PDF of ads.

STEP 4: REVISE Gather all of your elements and build **3 FINAL ads** in the computer. Take professional photographs or have a price for stock photos.

If you would like Prof. Nikki to check at any time of creative worth before you bother the client with a photoshoot, this is encouraged.

Have a proofreader check all copy and pre-press. To show your idea to the creative director (professor), you will do so digitally.

Size: I suggest you keep it to letter-size. Larger than this is a poster or a newspaper full-page. The smaller area also forces you to keep your messaging concise.

Midway Critique to check progress **available any time** online or FaceTime.

FINAL 3 (minimum) ADS to pitch concept. ~~printed and mounted on black board(s) in an aesthetically pleasing manner~~ Save this multi-page PDF as **Proj4_Step4Ads_SPG18_(GroupName).PDF** **DUE ~~Mon Apr 16th~~ Wed Apr 18th**, start of class.

Once the idea has been cemented via these 3 ads, students will **proceed to Project 4B**, which pulls your campaign out to things like direct mail, web presence (adding anything to what she already has), app, social media usage, environmental graphics, collateral: brochure, collateral: visual identity system, merchandise, events, and/or guerrilla marketing. All of these would need research for what she is or has done in these media, understanding that each of these reinforces your CAMPAIGN and not just more of the FOA identity alone.

To give you an idea of the schedule after this first round of presentations, assuming client agrees to meeting time:

evaluation At the end of Project 4, you will be evaluated and graded (see rubric on last page). This includes the overall:

- Team participation to project.
- Ability to delegate and take direction well to perform as an efficient team.

These pre-evaluation sheets will be provided after Step 3 so that students are truly involved from the beginning when finishing up Project 3. Similar sheets will be provided again at the project's conclusion.

ART3443 Spring 2018 • Project 4 Group **PRE-Evaluations**
YOUR NAME:
TEAM:

For each of the following evaluations, you will provide:

1. The name of the student on your team.
2. A rough rubric per project objectives regarding participation and presentation, which you will rate each line on a 100% scale. *Remove the XX% and make it a number like 93% for a low A.*
3. Comment more in the space provided.
Please provide at least 3 sentences and no more than one page.
4. Supply a final grade.
Instead of percentages, you may include a + or - to grades to be more specific.

This grade is only in regards to student participation and will not affect the overall creative. **You do not need to fill out a sheet for yourself.**

These sheets will not be shared with anybody. Even if comments are shared with a student, no names or even a visible form will be available for viewing.

EVALUATION 1

GROUP MEMBER'S NAME:

XX% • Ambition - How much did you challenge yourself? Did you plan your time well?

XX% • Reliability - When asked to do something, did you do it on time and correctly?

XX% • Team participation to project.

XX% • Ability to delegate and take direction well to perform as an efficient team.

COMMENTS:

FINAL PARTICIPATION GRADE:

project 4B - growing the big idea

- problem** Now it is time to grow your campaign and its Big Idea into a comprehensive marketing system. At all times, attempt to push your campaign's message and not just the logo and name of the company. This is a message and not simply reinforcing brand awareness.
- objectives** Upon presenting the final 3 print ads of Part A, Part B continues to challenge students to figure out how to solve the full creative problem. Multiple elements must be developed that together will create a comprehensive creative plan. **Delegate pieces to team members or this campaign will never be completed on time.** The teams will then pitch their ideas to the client. Remember that this is a competition.
- elements** You must do your best on all of the minimum requirements FIRST. To push yourselves and your ideas further, see suggestions under More. Remember that everything must fall under your Big Idea of your campaign or you will waste your client's time and money. See <http://www.nikkiarnell.net/creative-marketing.html> for more information.
Note: This has been revised. Please review.

1) **Direct Mail -**

Minimum: At least one postcard (see sizes online), as this is the cheapest option. What is their competition doing? Are there cool ways to combine this medium with social media? If you want these to be an area that can be customized for shows or special events, then have an area that is a template. But think bigger than that! Think how it can connect the entire campaign!

More: Create a campaign of postcards or an entirely different (cooler) direct mail piece! be aware of the price to mail things (for example, though square envelopes are cool, they are much more expensive to mail).

2) **Web Presence -**

Minimum: Create page comps, web banners, and other elements that are part of your campaign in this platform.

More: Create a working site using something that the client can easily manipulate for future use that uses her ideas wrapped up in your campaign. Do not be concerned with a domain name at this point. I suggest using something like wix.

8am: This working page shows the client interaction that can then be handed off to the student in charge of the department's page. Interactive comps are much easier to follow without direction than a static page.

11am: It's very possible that the page created will actually be used by the department. It is imperative the site is built within a CMS like Wix for future use.

For both: to not do More on this item will greatly reduce the odds of the group winning.

4) **Social Media -**

Minimum: A social media plan for 1 month (see **SocMed_Content_Calendar.pdf**). Also create a few examples of this in action via mock-up posts that express your campaign and message beneficial to the client. All media should work with awareness of others in a complementary manner.

More: More. **More. MORE.** But be sure everything supports your strategy and answers your research.

elements
(cont.)

Merchandise -

Minimum: Tshirt, hat, bumper sticker, and cup that fall within the campaign.

More: More! Research the many many possibilities and most are extremely easy to quickly render for pitch purposes. These are great to reinforce your idea as long as it can be argued that your target market can and will use these. Remember your target market(s). Think thoroughly how one can argue the budget spent on these pieces!

Guerrilla Marketing -

Minimum: Go crazy with this!!! But be sure you understand the target market, the service, and the community. Come up with *at least 3* ingenious, cheap (free is better), lasting ways to communicate about the client. The possibilities are endless!

See the provided link on previous page for more information on how/why guerrilla marketing exists. Remember that events can be considered guerrilla marketing too.

More: More. **More. MORE.** But be sure everything supports your strategy and answers your research.

All of the following are optional:

App -

Minimum: You must create at least a navigation map of an app and its icon.

Remember that everything must be consistent to your overall Big Idea, in visual, verbal, and overall concept. Think how this can reinforce your design while complementing another medium. THINK BIG.

More: Make it work!

Environmental Graphics -

Minimum: Vinyl banners that follow your **campaign** (research on specs for banners that would fit into the shop's windows, etc.). These could go outside or inside buildings on campus or in the community. These could be ongoing or be specific to events.

More: What else can you do? Window signs? Bumper stickers? Some of this may fall into Guerrilla Marketing, depending on its temporality.

Collateral: Brochure -

Minimum: Create a brochure in whatever dimension makes sense (be aware of how it will be used and any set size or cost to mail if you choose to do so). Don't just give a cover to the brochure. You can use "lorem ipsum" or InDesign's Placeholder Text for the body copy. Remember to make this fit within your creative!

More: Create a series of brochures or brochures for specialized things..

Why no radio or TV? -

Radio and TV are expensive to produce and use skills not covered in this class.

More: Give it a try! Community radio could be cheap or free if you know the right people!

leave-behind

ONE Multi-page packaged InDesign document and its PDF that contains all of your elements. The Leave-Behind must be built to 8.5"w x 11"h, no bleeds (.25in. margin), full-color. A copyright warning to include small within the document will be provided.

I will compile all of these into one document to provide an e-catalog for the client(s) after the pitch.

client pitch

To pitch your idea, you will have access to electronic delivery; however, you may want to show printed pieces for the client to better envision the final piece(s). This is up to you.

materials

- ART3443 sketchbook (remember you must have this and use it only for this class)
- You may build these files in either Illustrator or InDesign. Page layout or any type meant to be read as copy cannot be executed in Photoshop.
- Any other necessary material for comps. Photography should be taken by students if possible. If stock photography is used, it is understood by the client (but FYI, not a later awards committee) that it is FPO. *Note: It is MUCH better to use actual photography if possible. If you have taken Photography for the Graphic Designer, this should be easy.*

steps

PRELIMINARY STEP

Project 4A: **FINAL 3 (minimum) ADS to pitch concept:** printed and mounted on black board(s) in an aesthetically pleasing manner **DUE ~~Mon-Apr-16th~~ Wed Apr 18th**, start of class.

STEP 1: RESEARCH

Where do you need to do more research per the market or target demographic? Next, see what is out there for the requested “legs” (see nikkiarnell.net : [creative marketing](#)). There is nothing due for this, but remember, RESEARCH IS YOUR FRIEND.

STEP 2: IDEAS, STRATEGIES & TACTICS

Think strategies and tactics within your campaign (beyond what you did in the initial research sheet). Brainstorm on your own and in your groups. Remember to think verbally and visually. Think within the brand. Have an immediate call to action, as well as a continued reinforcement of brand loyalty. How can you get your target market to further your campaign via word of mouth? Focus group your findings to those who are in the target audience if possible. Also consider how you will accomplish your great ideas under timeline.

Create a typed document of (at least) 20 Strategies and Tactics under campaign using all of the required elements at least once. Also for each of these 20, a computer rendering or very tight color sketch illustrating the tactic. Discussed and evaluated for use in campaign.

DUE ~~Wed-Apr-18th~~ Mon Apr 23rd

Also DISCUSSION about a Social Media Plan (see [SocMed_Content_Calendar.pdf](#)).

STEP 3: REVISE Get it done! *Remember that all photographs should either be professionally taken by you or you supply the cost for the stock photo (understanding that it is likely that preference would be given to a campaign that is as free as possible!)*

Perhaps each team member executes a piece. Perhaps you work as a team on each all the way through. Figure it out. Have a proofreader check all copy and pre-press, and be sure this proofreader is a team member who is not too close to the work or even a person outside of the entire process.

Wed Apr 25th ~~Mon-Apr-23rd~~: Lecture about how to do a CREATIVE PITCH

STEP 4: FINAL ART

Pitch to Prof. Nikki (as if to client): Mon Apr 30th (last day of classes)

Groups will not be able to see competition. 20 minutes each to pitch.

Location TBD, but will be either a room in the HSS building or the Delta Center.

Note: There are no excuses for files that do not show perfectly, even for this pre-pitch and CERTAINLY for the final presentation to client. Check to be sure the presentation will be flawless on the equipment. Prepare and practice your pitch until it is perfect.

STEP 5: MAKE IT PERFECT!

Revise anything suggested and keep refining your pitch until it is PERFECT.

You only get one try. You will present in proper attire and attitude to (at least) Dr. Baker.

The room will hopefully be the same one in which you pre-pitched on April 30th.

final pitch **All four teams will present at one meeting. Each group will have 20 minutes to pitch. Pitch to client on campus: Time TBD, but probably Friday, May 4th.**
You will all be able to watch each other, but there can be NO talking or any distractions during this time.

evaluations *You will be evaluated and graded on the following by **your team members and the professor**:*

- Directions were followed accurately with absolutely no errors.
- Branding between all pieces read as a consistent system, reinforcing brand equity.
- Campaign is dynamic and memorable to the target demographic.
- Additional legs of campaign complement Big Idea.
- Social media plan complete.
- Clear call to action.
- Cleanliness and presentation.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- **Team participation to project.**
- **Ability to delegate and take direction well to perform as an efficient team.**
- Participation in successful client pitch.

You will also evaluate and be evaluated by your team members again.

ART-3443 Spring 2018 • Project 4 Group Evaluations

YOUR NAME:

TEAM:

For each of the following evaluations, you will provide:

1. The name of the student on your team.
2. A rough rubric per project objectives regarding participation and presentation, which you will rate each line on a 100% scale. *Remove the XX% and make it a number like 93% for a low A.*
90-100%: A
80-90%: B
70-80%: C
60-70%: D
below 60%: F
3. Comment more in the space provided. Please be as clear as possible in both positive and negative comments, pointing out specific incidents. **Please provide at least 3 sentences and no more than one page.**
4. Supply a final grade.
Instead of percentages, you may include a + or - to grades to be more specific.

This grade is only in regards to student participation and will not affect the overall creative. **You do not need to fill out a sheet for yourself.**

These sheets will not be shared with anybody. Even if comments are shared with a student, no names or even a visible form will be available for viewing.

Also please see last page for further comments regarding this project.

EVALUATION 1

GROUP MEMBER'S NAME:

XX% • Ambition - How much did you challenge yourself? Did you plan your time well?

XX% • Reliability – When asked to do something, did you do it on time and correctly?

XX% • Team participation to project.

XX% • Ability to delegate and take direction well to perform as an efficient team.

COMMENTS:

FINAL PARTICIPATION GRADE: