

project 4 overview

learning objectives

- **Each project, lecture, and exercise has prepared students for this final project.** You will work for a real client and think Big Idea to convey a targeted message under a Big Idea while staying true to an existing brand's positioning and group's ideals.
- 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 show students the extremely competitive nature of the business.
- The final presentation also challenges students to present to an actual client.

client **Metal Museum**

Formerly called the National Ornamental Metal Museum

374 Metal Museum Dr, Memphis, TN 38106

<https://www.metalmuseum.org/>

Contacts: Kim Ward, Marketing Manager; kimward@metalmuseum.org

Kevin Burge, Repair & Restoration Specialist; burge@metalmuseum.org

James Vanderpool, Foundry Operations Manager; vanderpool@metalmuseum.org

client objective

The Metal Museum does many things, but the client specifically picked the problem of publicizing to the region (and nation) about the museum's repairs and restorations, including casting missing or broken parts. Though there is a large number of old churches that have used the museum for repairs and restorations, this campaign should focus on residential. Here are a few examples:

- *Casting missing or broken parts:* There is a family living in midtown Memphis with a home built in 1912. The home has an antique doorknob that lost an important piece that can't be easily replaced by any 2019 pre-made materials. Instead of ordering a new lock mechanism (and ruining an antique), the family could have a piece reconstructed at the museum.
- *Restoration:* A man finds a small metal box in his great-grandfather's attic. He thinks it is from the 1700s when his family came to America from Italy. There is an engraving within the dirty old box, but it is almost illegible. He could have the box carefully sandblasted and/or polished to uncover its secrets. The tiny dent in the top of the box could be fixed too.
- *Repair:* A woman would like to give her daughter – who is graduating from high school – the same necklace she received from her mother for the same occasion. However, the necklace clasp broke years ago. She would like the small jewelry clasp repaired in a way that stays true to the heirloom's original design.

Actual stories supplied by client:

- *Casting missing or broken parts; Restoration:* The hands from a statuette were broken and missing. Sherri created two new hands, cast them in metal, soldered them, and then matched the patina to the original piece.
- Sherri Jaudé, Metalsmith and Volunteer at Repair Day
- *Restoration:* "The story of how it came to be in that condition was that it was the only item they were able to salvage from the wreckage of a tornado," he said. "The woman who brought it in had lost her brother in the tornado and wanted us to do whatever we could to fix it. Bill Price and several of his (Memphis College of Art) students worked on it for a couple days. In the end it was miraculous how well they were able to fix something in such bad condition."
- Kevin Burgeons, Metal Museum Repair & Restoration Specialist

- **Multiple steps will be taken to challenge students at every step of the creative process in order to find the best answer.** Students are split into their usual assigned groups. From this point on, the four groups 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.*
- **Part A:** Each group begins with research and more research and written conclusions from this research. Then ideas for multiple campaigns of print ads, each under its own Big Idea. These will be presented via multiple sets of 3 print ads shown to Prof. Nikki (your Creative Director) only.
- **Part B:** After any revisions have been completed, groups each figure out how to solve the full creative problem using their Big Idea. Multiple elements and tactics must be developed that together will create a comprehensive creative plan. These include showing how *your Big Idea* would specifically work in the following: Direct Mail, Web, Social Media, Merchandise, Guerrilla Marketing, Events, App Design, Environmental Graphics, Collateral (Brochure and other items TBD), and any other ideas to implement.
- **Pitch:** The four teams will then pitch their ideas to the actual client and provide a multi-page PDF of all information. ALL OF THIS with the desired end result of successfully selling a product/service while reinforcing brand loyalty and doing so via brilliantly executed creative.

See [here](#) for more about what the Metal Museum offers for reparations. Though the museum's annual Repair Days is a significant event, it gets enough pull on its own. It can be mentioned, but it should not be the focus – and be sure that by mentioning that it doesn't become a distraction to the timeliness of your message.

Also research other metal museums and restoration. UNDERSTAND THE PROBLEM. Understand the features and emotional benefits. Figure out what the AIDA could be. Use Project 4 research worksheet to help guide you.

From client's PowerPoint presentation (slide available online) and preliminary meeting:

FOCUS:

Repairs

- Welding of bronze, steel, aluminum, and cast iron
- Dent removal and bend straightening
- Patina matching and faux-finishing
- Polishing and waxing
- Minor enamel or jewelry repair
- Statuary repair
- Copper pot re-tinning

Restoration of objects

Casting missing or broken parts

ISSUES TO ADDRESS

- Reproductions aren't "sexy"
- Before and after photos are unoriginal and uninspired
- Subject matter can be overly technical

POSSIBLE ITERATIONS *(see requirements in Part B)*

- New web landing page for repairs
- Social media campaign
- Print advertising
- Brochure

project overview
(cont.)

TARGET AUDIENCE

- 20-65+
- People with sentimentality (who aren't concerned with price) > at least some disposable income
- People who care about craftsmanship
- People who want to breathe new life into old things

INSIGHT

- Avoid the split picture showing before and after. That's been done a million times and shows no emotional benefit. You *may* turn in a campaign idea like this, but be absolutely sure there is something more significant than just a picture.
- Almost all work brought in has a story behind it, even if it's as utilitarian as fixing an antique door to upgrade home value in a rental.
If you choose to do something like this, attempt to get real stories. However, I don't want all 4 groups asking the museum this repeatedly because no one's got time for that. See my samples on this project sheet and understand the following:
 - *If the ad showed this as like a real testimonial and no small legal line explained it was not real, there would be major legal problems. (There aren't many ethics in advertising, but there are some.)*
>> However, you are just selling in ideas to the client. You could explain they could use your template as a way to put in stories.
 - *Perhaps instead, the ad is about the piece of metalwork instead of a person and its stories are implied in a non-testimonial format.*
 - *Or something completely different! Maybe it's about the history of the place and the repairs through the decades.*
- There are lots of ideas and even more creative ways to express them. I will make sure each group has a significantly different bit of creative – at least in how the strategy is expressed if it is all similar –to show the client.

required

- Metal Museum logo Open *MM Logo & Brand* PDF in [Illustrator](#) and it will be vector. View : Outlines to see.
- Follow *all* brand guidelines, from visual treatment of logo to tone.
- Website
- Social media handles on which the museum is active.
Instagram and Twitter: @metalmuseum; Facebook: @memphismetalmuseum

optional

- 374 Metal Museum Dr, Memphis, TN 38106
- (901)774-6380
- Tues-Sat:10A-5PM; Sun: 12pm (or Noon)-5PM

materials

- You may build these files in either Illustrator or InDesign. Page layout or any large amount of type meant to be read as copy cannot be executed in Photoshop.
- App prototypes should be built in Adobe XD. A web page could use XD, a CSM, or other options, including hand coding.
- Mockups created in Photoshop are almost always the best way to show work to a client. They are especially popular right now. There are plenty of free (neither money, nor data) mock-ups out there. Please see Prof. Nikki before spending money on these.
- Presentations can be completed in any number of programs (PowerPoint, KeyNote, Spark, Prezi, etc.) and the leave-behind is often taken directly from these slides.
- 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.

materials
(cont.)

- Client mentioned they need more high-quality photos of the museum. Take advantage of this situation if you have already taken Photography! Cameras are available to borrow from the department. **Metalwork is not going on 24/7** and the area where this occurs is hazardous if you get too close. If you want significant photoshoot opportunities, the client suggested you call ahead to one of the contacts.

evaluation

You will be evaluated and graded on the following:

- Directions were followed accurately with absolutely no errors.
- Branding follows guidelines supplied by client, reinforcing brand equity.
- Campaign is dynamic and memorable to the target demographic.
- Additional legs of campaign complement Big Idea.
- Clear **call to action** somewhere on the communication.

It is obvious what each communication is asking the target to do. In other words, this is not just letting people know that these services exist. How does the person do something about it?

- Cleanliness and presentation.
- Ambition - How much did you challenge yourself?
- Team participation to project.
- Ability to delegate and take direction well to perform as an efficient team.
- Participation in successful client pitch.

Team members will provide evaluations of each other privately to professor midway through the project and at the its conclusion. These will be completed via assessment forms that specifically ask about team participation to project and one's ability to delegate and take direction well to perform as an efficient team. These will help in deciding final project grade.

PRELIMINARY EVALUATION

TEAM: A, B, C, or D?

GROUP MEMBER'S NAME: *Write student's first and last name here*

- XX • Ambition - How much did this person challenge him/herself?
- XX • Reliability – When asked to do something, did this person 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:

Write answer here

PRELIMINARY PARTICIPATION GRADE : *X < Replace with letter grade*

FINAL EVALUATION

TEAM: A, B, C, or D?

GROUP MEMBER'S NAME: *Write student's first and last name here*

- XX • Ambition - How much did this person challenge him/herself?
- XX • Reliability – When asked to do something, did this person 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.
- XX • Participation in successful client pitch.

COMMENTS:

Write answer here

FINAL PARTICIPATION GRADE : *X < Replace with letter grade*

schedule

Sun Mar 31:

Preliminary Project Sheet made available for review. Begin research.

Mon Apr 8:

Kim Ward to class. Presentation and Q&A with informed questions.

Wed Apr 10:

Group research and brainstorm with provided form in class after Project 3 discussion.

Mon Apr 8:

Kim Ward to class. Presentation and Q&A with informed questions.

Mon Apr 15:

Project 3 DUE, no critique. Answer any questions about Project 4 sheet.

Brief discussion: *How Good Teams Work and*

Read/Skim *copy/paste URLs if links don't work :*

10 Commandments for Working on a Team

<https://www.inc.com/john-brandon/10-commandments-for-working-on-a-team.html>

5 Ways to be a Good Team Player

<https://www.monster.com/career-advice/article/5-ways-to-be-a-good-team-player-hot-jobs>

schedule (cont.)

Wed Apr 17:

Project 4A Round 1: 9-page **Group**[A, B ,C, or D]_Proj4A_Rd1_SPG19.PDF DUE. Submit to Dropbox. Each group will **present to professor in AA211** according to TBD scheduled portion of class time.

This is the only time student must be present on this class day.

Read/Skim copy/paste URLs if links don't work :

How to Integrate Your Advertising across All Media Channels

<https://2060digital.com/blog/integrate-advertising-across-media-channels/>

6 Effective Ways to Extend Campaign Themes Across Multiple Mediums

<https://www.martechadvisor.com/articles/ads/6-effective-ways-to-extend-campaign-themes-across-multiple-mediums/>

The Different Types of Advertising Methods Available to You

<https://www.thebalancesmb.com/different-types-of-advertising-methods-38548>

5 Ways to Perfect Your Pitch

<https://thenextweb.com/insider/2015/11/12/top-creative-pitching-tips-creative-agencies/>

Perfect the Pitch Process: A 7-Step Method

<https://blog.hubspot.com/agency/perfect-pitch-process>

Mon Apr 22:

Project 4A Round 2: 3-page **Group**[A, B ,C, or D]_Proj4A_Rd2_SPG19.PDF DUE. Submit to Dropbox. Each group will **present to professor in AA211** according to TBD scheduled portion of class time. Also discuss advertising across other mediums and what is required for Part B of project.

This is the only time student must be present on this class day.

Also by 11:59pm on this day:

Preliminary Evaluations DUE (sheet explains online submission process)

Mon Apr 29:

Pitch to professor in classroom. *Information to come about exact arrival of each group so that no creative work is viewed will be discussed.*

Group's 20-minute presentation is the only time student must be present on this class day.

Wed May 1, 8-10am

Pitch to client during scheduled final in classroom.

Also by 11:59pm on this day:

Final Evaluations DUE (sheet explains online submission process)

project 4 : **part A** - concepting the campaign

step 1 **Always begin with research.**

Project 4 research worksheet supplied online and in class to guide students. Nothing is due from this; however, realize this must eventually be used when selling in your strategy to the client. You never show up and just say, “Isn’t this compelling?” You set up your argument with factual information so that your creative then answers it. Then the way it looks should be great *because you’re designers*.

step 2 **Brainstorm for your Big Ideas and create their ads.**

- Consider using methods you learned in Visual Thinking like mind mapping or the sticky note exercise in this class. 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.
- For each Big Idea, the group must come up with 3 separate headlines (and 3 separate images) that are all consistent under a campaign’s Big Idea.

step 3 **Present at least 3 separate Big Ideas in print campaigns.**

- Each campaign must contain 3 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 (or your own) photos. Be aware that I will question you how you will acquire real photos.
- **Size:** I suggest you keep these at Letter-size (**8.5 x 11 inches**).
- Check spelling.
- Present as **9-page** PDF named **Group[A, B ,C, or D]_Proj4A_Rd1_SPG19.PDF**.

See Schedule for the following:

- Submit to Dropbox *GRFX3603 Proj4A Round 1 PDF*:
<https://www.dropbox.com/request/xjtSZmZj11zCbcUnRzft> >
- Pitch to professor (creative director) in office for privacy.
Present your ideas backed up by strategy with reasoning so that your ads answer objectives well.

step 3 **Revise chosen campaign and perfect!**

- Gather all of your elements and build **3 final ads** in the computer.
- Take professional photographs or have a price for stock photos.
- Check spelling.
- Midway Critique to check progress **available any time** outside of class via Facebook message to Prof. Nikki or an office hours visit.
- Create a **3-page** PDF named **Group[A, B ,C, or D]_Proj4A_Rd2_SPG19.PDF**.
- Print in grayscale (color optional) at full size.
- **Also begin considering Part B of this project because professor will ask!**

See Schedule for the following:

- Submit to Dropbox *GRFX3603 Proj4A Round 2 PDF*:
<https://www.dropbox.com/request/NKnAkg9HLDvDwnQsqS7z> >
- Pitch to professor (creative director) in office for privacy.
Present your ideas backed up by strategy with reasoning so that your ads answer objectives well.

project 4 : **part B** - growing the big idea

- problem** Now it is time to grow your campaign and its Big Idea into a comprehensive marketing system beyond the 3 print ads. 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. See nikkiarnell.net : Links : [Creative Marketing](#).
- 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. (*WARNING! Be sure it is not something that is already being done by the client. If you show the client something they already do, it will appear you have done no research and trust in your abilities instantly disappears.*) After each first doing a private creative pitch to the professor, the teams will then pitch their ideas to the client all in the same room. Client will leave with digital files (or printed work if group wants) of work presented.
- required** For all of the 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.

Social Media Campaign -

Minimum: Using templates, create at least 5 posts on each platform (Twitter, Instagram, and Facebook) that relate to your Big Idea. Do not have them repeat, but display 15 (3 platforms x 5 posts each) different total messages that all relate to your Big Idea. Use #hashtags, @call-outs, images, and videos when applicable, understanding the Instagram and Facebook are public business pages that have Followers vs. Friends.
More: A social media plan for 1 week, displaying all 3 platforms. All media should work with awareness of others in a complementary manner.

New Web Landing Page for Repairs -

Minimum: Appropriating the present look and feel of client's website mixed with the your Big Idea's creative, create a comp of this page using InDesign's Interactive PDF platform to call out to links that will work when selected. [Type : Hyperlinks & Cross-References : New Hyperlink; File : Export (Format : Adobe PDF (Interactive))]
More: Create a working CMS site that actually works in the medium. Do not be concerned with a domain name at this point. I suggest using something like Wix or Weebly, but do not use a free site with ads.

Collateral: Brochure -

Minimum: Create a brochure for one (or all) of the objectives using your Big Ideas visuals and tone. Create in whatever dimension makes sense with awareness of how it will be used and any set size or cost to mail. Do not just give a cover to the brochure. You may use "lorem ipsum" or InDesign's Placeholder Text, pull text from website, or write your own!
More: Create a series of brochures or brochures.

suggested The more you do and show how your successful Big Idea is, the more likely it is that you will win the competition. Again, the following show a breadth of effort for each.

Direct Mail -

Minimum: Create at least one postcard (research sizes for mailing), as this is the cheapest option. If you want these to be a price promotion or event, 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.

App -

Minimum: Create at least a navigation map of an app that does something specifically for repairs and restorations. You would also create the app icon that would display on one's mobile device and a mock-up to of the app's opening screen. 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 on XD.

Environmental Graphics -

Minimum: Vinyl banners that follow your campaign's **Big Idea** (research on specs for banners that would fit on the museum's campus and/or in its buildings.).

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

Merchandise -

Minimum: T-shirt, hat, bumper sticker, and cup that fall within the campaign's **Big Idea**. Do not just make more merchandise with the logo on it.

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. I suggest creating *at least 3* ingenious, cheap (free is better), lasting ways to communicate about the museum's repairs and restorations. The possibilities are endless! See nikkiarnell.net [link](#) for more information on how/why guerrilla marketing exists.

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

Why no radio or TV? -

I have provided very little guidance in these mediums.

More: Give it a try! The client explained the presence on NPR is ongoing; however advertising is not the same as most radio ads you hear.

presentation Groups will pitch to professor first and then to the client. *See Schedule for lectures about this and due dates.* Use everything you can to your advantage to be the winning team!

leave-behind Each group must create one multi-page packaged InDesign document and its (Interactive if you have links) PDF that contains all of your elements and research. This will likely resemble (or be) the slides for the pitch to the client.
Name this file **Group[A, B ,C, or D]_Proj4A_FIN_SPG19**.

On the **last page** of the work:

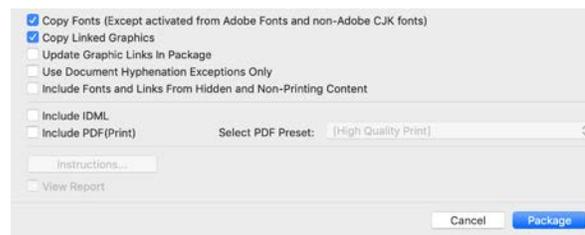
- Thank the client for allowing your group to create work for them. For this message, type or scan in team members' handwriting.
- Also include the following typed:
 - *Group grants copyright of this creative material to the non-profit entity of Metal Museum; however, we would appreciate any credit if museum earns recognition for the campaign. Our team members would be pleased if the museum contacted us to retrieve digital files of work shown and/or future work with this campaign. Internships and resumé-worthy work are extremely valuable to us as we begin our careers in a competitive creative field.*
- Then list each team member's name and contact information.

Size:

Suggested size is 8.5 x 11 inches horizontal or vertical with .25 inch margins. Even though groups do not need to print this, the client may want to. To use a weird size would make this harder to do.

Files DUE: See Schedule

File : Package as shown below. If no Interactive Links are contained within document, also select PDF (High Quality Print).



If file contains Interactive Links, also File : Export (Format : Adobe PDF (Interactive)) and place within the packaged folder created above.



Submit to Dropbox *GRFX3603 Proj4 Final PDF*:

<https://www.dropbox.com/request/23ShlhHddnenHLA7qvLv>