

FOR IMMEDIATE RELEASE – 7 May 20

Headline:

Department of Art + Design Students Create Advertising Campaigns for the Foundation of Arts in Jonesboro.

Summary:

Graphic Design majors create comprehensive ad campaigns to obtain donations for the local Foundation of Arts. This project is coursework for their GRFX-3603 Advertising Design class in the Dept. of Art + Design for a BFA in Graphic Design.

Details:

SEE WORK HERE: <http://www.nikkiarnell.net/foa-campaigns.html>

Throughout this past semester, a small group of graphic design majors enrolled in GRFX-3603 Advertising Design developed their marketing and advertising awareness to be able to talk the talk and walk the walk of an art director in the advertising field.

These students are talented designers at least halfway through a Bachelor of Fine Arts in Graphic Design degree, which demands intense study. Those who are great at typography and layout also understand things like color, shape vs. space, composition, and subtleties in sub-cultural interpretations. Classes like painting, sculpture, photography, and art history teach these things and bring awareness that is then capitalized on in Advertising Design class when applied to business and strategic selling. Coursework can be seen here: <http://www.nikkiarnell.net/grfx-3603-spg20.html>

Students began this project at midterms, just before all classwork shifted to online. During the first weeks of April, they gathered for their first in-depth research workshop that culminated in a conference call with FOA Executive Director, Kristi Pulliam. Students then continued to meet virtually as a class and communicate in the online Slack and Zoom environments. Twice a week, students posted completed work and then typed up thorough critique – and encouragement – for each other.

Each student developed her/his own campaign Big Idea to deliver a strategic message to a target audience that would work over multiple platforms and through a series of print advertisements, social media posts, and even merchandise. If the idea weren't "big" enough, this would become increasingly difficult to grow; therefore, the time spent developing this portion of the project was not one to be taken lightly. Adding to this heap of challenges, this Big Idea had to answer the objective of asking for donations, which is always the most difficult – but always necessary – task when it comes to the arts.

But they did it. And they did it extraordinarily well.

Please see all of this impressive work here: <http://www.nikkiarnell.net/foa-campaigns.html>. As explained on the page, there is nothing to download. Each presentation of work will show on its own page, thanks to Adobe Spark Page. Though the work can be viewed on a phone, it is best shown on a computer screen.

This is not the only time Advertising Design students created work for the Foundation of Arts, but creating campaigns asking only for donations (vs. theatre performances, art classes, or overall brand awareness) is a first. The Dept. of Art + Design continues to be grateful for all of the opportunities the beloved Foundation of Arts provides for the community and our students.

About the professor:

This course is taught by Prof. Nikki Arnell. She spent her years pre-academia in the trenches of advertising as an art director for major brands and continues her studies in cultural awareness and its connection to the arts and other forms of communication. Her multiple conference presentations on the subject culminated in the 2019 article "Increasing Cultural Awareness For Effective Global Communication Via Graphic Design Practice And Instruction" in the *International Journal of Design in Society, Vol. 13*. She continues to be an

invited speaker in multiple chapters of the American Advertising Federation across the country. Ms. Arnell was also delighted to judge the district Addy awards this past January for the Lexington, Kentucky AAF chapter, a duty she has previously performed for chapters in Gulfport/Biloxi (Mississippi), Pensacola (Florida), and Shreveport-Bossier (Louisiana).

Students' Hometowns:

- Autumn Harris: Nashville, Arkansas
- Lauren Rose: Pocahontus, Arkansas
- Sara Liepe: Jonesboro, Arkansas
- Beth Ann Shadwick: DeWitt, Arkansas
- Kayli Lumpkins: Cabot, Arkansas
- Ashlyn Garrett: Heber Springs, Arkansas
- Lauren Bunting: Cabot, Arkansas
- Tammy Wackerly: Hot Springs, Arkansas
- Jill Lewis: Jonesboro, Arkansas
- Yubin Lim: Seoul, South Korea

About:

Arkansas State University's Department of Art + Design offers courses in studio art, graphic and digital design, art history, and art education. The department strives to make the arts more approachable and accessible to everyone in the community it serves.

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