

Graphics For Design

Assignment 1

Create A Marketing Campaign For A New Product Line

Students will be placed into random teams of 5

A hat containing pieces of paper that have company names written on them. Another hat will be passed containing pieces of paper with products or services written on them.

Each team will have one company and one product/service line to promote.

Part 1 - Core research and brainstorming:

Look at the company, and fill out a simple design brief about the company. Start to brainstorm what that company's product line or service would look like. Make sure you keep in mind their core audience and the company's equity.

Part 2 - Brainstorm your central concept:

What is your **concept** for the campaign - how will this line of products or services meet the needs of the audience? Does the audience need to be comforted? Or should they be made to feel insecure? Do you want your audience to laugh? Or do you want them to be serious about the line? Do you want to hit impulses, or do you want to touch their thoughtful side?

Part 3 - Brainstorm Strategy and Output Methods

Where and how will you reach your target market(s)? Just list every possibility at first, and then prioritize, based on the company and their market. Consider:

Web Site

Social Media (figure out which ones you need)

Print Ads

Billboards and Kiosks

Transit Ads

Direct Mail

Blogging Platforms

Ambient Marketing (unusual surfaces, floors, trees, fences, etc)

"Ambush" Marketing (in-person contact with potential users)

"Street" Marketing (distribute flyers, road shows, events, etc)

Grassroots Marketing (one-by one, peer to peer)

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Assignment 1 (cont)

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Part 4 - Present Your Team's Idea:

The final deliverable is a short (3-5 minute digital presentation) that outline's the brief as well as your team's concept and strategy

Every member of the team will have to present some aspect of the solution, meaning everyone will speak.

Notes:

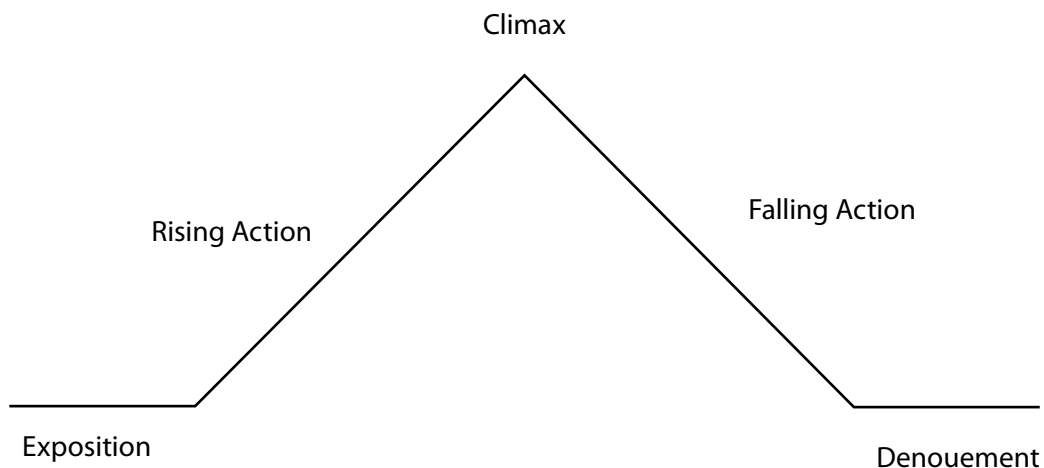
You are presenting your ideas, you don't need to have a polished campaign. This is about understanding companies, brands, and marketing approaches. Different ideas are effective for different audiences and markets. Be creative, have fun and pour your "design chops" into making a very good, short presentation. Think of this as an ad for this new line.

Telling a Story

Using some form of dramatic structure, tell the story of your discovery of the designer. Freytag's Pyramid is a classic structure.

Exposition - Introduction, where you learn who the characters are and why they are here. Try to get through this necessary part of the story quickly. You need to get to the tension of rising action and conflict. But, unless we know something about the characters, we'll never care about whatever conflicts they are facing. Ex: Shakespeare's *Romeo and Juliet* begins with a Prologue told by a Narrator. This short introduction lays out the enmity of the two families, which let's the play move right into a conflict in the streets between the two houses.

Rising Action - This is where you build tension, show conflict, and build to the climax. In *R&J*, the families keep up with increasingly violent skirmishes while the two teenagers fall in love. This play contains many small climaxes — small street battles, *R&J* spend the night together, the friar marries them, Tybalt goes after Romeo, Mercutio is fatally wounded. But most agree that the true climax comes when Romeo murders Tybalt.



Climax - This is the pivotal moment in the story where everything changes, it's the true pivot point in the tale, often changing the tone of the story. After the death of Tybalt, the story of *R&J* moves from youthful sensuality to a really dark tale of war, politics and death.

Falling Action - This section of the story leads to the conclusion. A lot can happen - in *R&J* the families go into all-out war, Juliet commits fake suicide, Romeo then kills himself, and Juliet genuinely takes her life.

Denouement - The conclusion. In *R&J*, their bereaved parents make a tentative peace, and a Prince, acting like the initial narrator, gives a brief conclusion to the play.