



Project Details:

Name:

Campaign

Dimensions:

Up to you

Due:

12/17

Required:

- Three different concepts
- 9 pieces total
- Research
- Three different ways of delivering the information
- Only need the fronts of all the information

Company Campaign 420pts

PROJECT DESCRIPTION

Project: Create 3 different campaign's for a company that will be chosen at random. The company has come to you and ask you to create 3 different campaign ideas. With in each campaign there needs to be 3 separate designs. The designs to be thought of in relation to the company that was selected.

The designs in the campaign can be anything as long as it makes sense to company. Examples of the designs: poster, website, t-shirt, promo item, brochure cover, etc

The 3 campaigns you have a specific marketing direction. The first marketing campaign will be your choice, the second will be a viral campaign and the third will be a guerilla campaign.

Design: The design needs to capture the audience you are selling to. Keep in mind the company and what they stand for

Size: To be determined by your concept

Required:

- Three different concepts
- 9 pieces total
- Research
- Three different ways of delivering the information
- Only need the fronts of all the information

SCHEDULE

Week one (11/19): Bring in concepts/sketches/photos/illustrations based on the observations that you made.

Week two (11/26): NO CLASS THANKSGIVING

Week three (12/3): Have more advanced comps ready to show in Photoshop.

Week four (12/10): Have at least one - two campaign close to complete

Week five (12/17): Bring in final printed project for final critique
Have project cut to the edge and ready for presentation.
Bring in final project for final critique in **digital format and printed format and .psd's on the server; To be graded/project 4**