

Media Power

Project Objective:

You will demonstrate your understanding and awareness of the technical, moral, economic, social, aesthetic, environmental, and cultural values that impact on design decisions and apply this understanding to design issues. To do this you will do two things:

- write a paper which assesses an ad or ad campaign, and
- create your own ad or ad campaign.



Image from *Adbusters.org*

PART I

Objective:

We aim to analyze the communicative and manipulative properties of an ad or spoof-ad. We want to identify those factors that marketing agencies use to persuade an audience and assess the impact of these strategies on society, economy, the environment, and design.

Formal guidelines:

This assignment is to be done making evident a sanctified concern for organization, neatness, unity of ideas and clarity. The document is to be:

- clearly titled, labeled, and dated
- free of grammatical and spelling errors,
- be no less than 1000 words and no more than 1500 words.
- typed (12pt double spaced Times New Roman, Palatino, or Arial) or neatly hand-written double spaced with black ink.
- Include a title page with a title specific to your ad. The date, your name, and cycle should also be included
- Number your pages, ideally starting on page 2.
- If your paper is thin, please do not write on both sides of the paper.
- INCLUDE a DRAWING or other 2D sample of ad researched.

Evaluation: (out of 50 marks)

Style / formal qualities (5)

Function (5)

Form (10)

Content (10)

Interpretation (10)

Implications (5)

Including references (5)

Assignment choices: (Choose only 1 (one) of the following options)

1. Follow a print ad or TV commercial series (e.g. the GAP or VW bug series) and respond in detail to the categories and questions below.
2. Visit a website or select a magazine such as, www.shift.com or Adbusters of www.adbusters.org. Adbusters and Shift publish ad campaigns that are often spoofs of a famous ad series and/or corporation. With this resource select a spoof respond in detail to the categories and questions below.

ANSWER THESE QUESTIONS THEN SUMMARIZE THEM IN AN ESSAY FORMAT.
SUBTITLES ARE RECOMMENDED.

| | |
|------------------------------|--|
| FUNCTION (Introduction) | <p>Like a thesis statement, what you state here should be supported by the information you present and discuss in this paper.</p> <ul style="list-style-type: none">• What are your general thoughts about this ad?• What does this ad aim to achieve or communicate?• What do you think this ad is really saying? |
| FORM (Body p1) | <ul style="list-style-type: none">• If a TV ad, identify the elements and principles of design at play and discuss how these properties interact. How many different frames appear in each 30 second commercial;• If a print ad, Describe the composition and aesthetic devices in the ad in terms of the elements and principles of design;• If a TV ad, identify and/or describe the musical theme (artist, style of music, standard audience...) and its impact;• If a spoof ad, how does this spoof use and compare to the aesthetic devices used by the original company or ad campaign being spoofed; |
| CONTENT (Body p2) | <ul style="list-style-type: none">• If a TV commercial, describe the contents and events occurring within the commercials;• Where applicable, note the order of the series and elaborate on how this order effects the intent of the commercials;• Identify the central theme in the campaign;• Who is the target audience? |
| INTERPRETATION (Body p3) | <ul style="list-style-type: none">• Discuss how <i>branding</i> is accomplished in this series, establishing how the overall character of this series represents a company or product;• Describe the relationship between the ads form, content and the product being sold;• Does the ad have credibility? Does it make false or sound assertions? Discuss;• What ethical issues are exposed, raised, or ignored by this ad? (E.g. advertising to children) |
| IMPLICATIONS (Conclusion) | <ul style="list-style-type: none">• How might the success of these ads impact on us technically, morally, economically, socially, aesthetically, environmentally, and/or culturally (e.g. McDonalds advertising to children is said to contribute to an obese society)? |
| INCLUDE | <ul style="list-style-type: none">• A visual reference. Either a copy of a print ad or a coloured story board of a TV ad; and,• Cite your references in footnotes and a bibliography (where, specifically, did your ad and any other information come from?) |

PART II

Objective:

You and a design team of 2 or 3 people are to create spoof ad or ad campaign that is convincing, engaging, and credible with a critical audience.

Evaluation: (out of 50 marks)

Proposal and Design brief: (5)

Journals: (10) (design process, reflections, sketches)

Product: (25) (success? Including team notes)

Feedback strategy: (5) (planning, organization, thought, convincing?)

Personal Reflection & Self and Peer Evaluation (5)

Assignment:

Using aesthetic principles and elements effectively, as a design team of between 2 and 3 people, chose one of the following:

1. Create and design an advertisement or advertisement campaign which helps an industry or corporation's marketing to be more truthful. This may be a print ad, web site or TV ad campaign. Your ad should critically and responsibly respond to an issue of personal significance. Use VIDEO, WEB DESIGN, PAGEMAKER, and PHOTOSHOP.
2. Take your commentary on the ad campaign (Part I) and turn it in to a visual essay, critiquing the commercial, pointing out to an audience how the commercial works to convince them to buy a product or adopt an idea. This could be done as video, Flash essay, or a web site which takes images and footage from the commercial series, and through text point to areas of the footage which provides evidence to support your argument. Back up all points with references and or examples. Use VIDEO OR WEB DESIGN.
3. Using FLASH, Create an interactive Shockwave ad, interactive art work, web site, or essay on a social, political, or environmental issue of personal importance. Use aesthetic principles and devices to capture and retain your audience's attention and to inform them. Use StatsCan or other data collecting resources to find facts to back your arguments.

You will have the time and support to learn and make use of any of the following tools on a first come / first serve basis. Remember, we learn best, not through rote lessons, but through well chosen and thoughtful questions. Use your time and resources effectively.

- Video cameras and editing tools (iMovie and Avid Cinema)
- Digital cameras and a scanner
- Adobe Photoshop, Pagemaker, Pagemill and Illustrator
- Macromedia Dreamweaver and Fireworks; Flash and Freehand
- MS Word (only for text editing, NOT for creating your visual project)

Find a VERY handy resource for creating your Ad at:

<http://www.adbusters.org/spoofads/printad>

Journals:

- **Each individual** is to maintain a **daily journal** which records and outlines all design ideas both verbal and non-verbal, inquires and decisions, reflections, and insights. Your journals shall demonstrate that a design process was used and that you performed a particular function in your team. Keep a **record your contributions** and the contributions of each team member -- also tracking the days you and your peers were present and absent.
- **AS A TEAM** you are to produce and keep a **record of your design process** in the form of **sketches and notes**.

Proposal and Design Brief — The team is to collectively:

Make a clear **written proposal** which spells out exactly what you plan on doing. This proposal should act as a guide for you to remain organized, on track, and on schedule. Towards making this proposal you should brainstorm with your peers on the theme you would like to explore. What do you think you want to say?

Your Design Brief should result from a explorative design process, such as IDEATE:

Identify the problem, kernel, or objective.

Describe: Through research elaborate on the nature or properties of the problem.

Explore: Through a scientific or artistic method, play with or *explore* the properties and behaviours of the problem towards creating a solution.

Alternatives: Don't stop with your first solution, see if there are alternative possibilities

Test: try your solution out in its intended forum.

Evaluate: To what extent was your solution a solution? Identify new problems.

For your Design Brief you will submit within the next two classes:

1. A TYPED proposal where the team clarifies:

- Who is in your design team?
- What exactly do you hope to accomplish / communicate with your design
- Describe what your design might look like?
- What is your plan for HOW you will go about creating your design?
- What will each team member be doing?
- What theme will your design work with?
- How do you plan on *branding* your idea (e.g. Pepsi uses pop icons to brand itself as the soda of the Next Generation)
- What tools (software) you plan to use and the teams' proficiency to use these tools. What materials will you need and how do you plan on acquiring them?
- What do you hope to learn through this project?
- What research you will need to do to establish credibility? Without credibility you have no authority!
- Who or what factors describe your target audience? Finances, culture, religion, age, sex, race, sexual orientation, politics, etc...

ALSO INCLUDE WITH YOUR BRIEF

2. Calendar: A clear schedule and plan of what each of you plan to accomplish by the deadline. This can be written directly on a calendar. Mac's Ical may help you with this.

3. A Community Planning sheet which helps you identify the nature of your target audience and the rest of the community that may be effected by your ad (e.g. who will you offend and attract?)

Presentation / Questionnaire:

The goal of presenting your project is to gain feedback from your peers. To do this you will need to:

- Establish a context for which your ad is to be placed in. This can be done by placing it in an appropriate magazine or by giving your audience a quick written blurb explaining who your intended audience is and, ideally, how you would reach them;
- Develop a simple questionnaire which uses questions to gain the feedback you desire from your peers. Essentially, you want to discover how functional your design is at engaging an audience and effectively getting your message across.

Reflection:

When all is said and done, reflect upon, and respond to, your designs, your process and the questionnaires. Write a short paper (500 words) which sums up your design and illuminate what you would do differently if you were further develop this design.