# Media Power Design

## Project Objective:

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

Image from *Adbusters.org*

## Evaluation: (out of 100 marks)

Proposal and Design brief: (10) (project plan or outline, defining your audience)
Journals & sketches: (10) (design process, daily personal journal, reflections, sketches)
Product: (60) (Composition, images & text, technical skills, creativity, effort)
Feedback strategy: (10) (planning, organization, thought, convincing?)
Personal Reflection (10)

## 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. *Font, colour, arrangement, and image choices should be critically considered. No plagiarism or libel permitted.*

2. 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 inDesign)
•        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:

1.  **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 of your contributions** and the contributions of each team member -- also track the days you and your peers were present and absent.
2.  **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.