Activity 4-2: Media Power Design

Project Objective:

You and a design team of 1, 2 or 3 people are to **create a design for an ad that persuades an audience.**

Assignment:

Using aesthetic principles and elements effectively, as a design team of between 1 and 3 people, to create a print ad, ad campaign or video.

In this specific task, **choose a concept or tool that we use (an extension of us) and design an ad that focuses on one of the laws of media**. For Example, you could take an iPod and make an ad bringing our attention to the fact that it takes an old fashion kitchen party and makes it portable – "an iPod is a kitchen party on the road". Imagine an ad showing how ridiculous it would be to move everyone with their instruments out of the kitchen and load them in your car to highlight how using an ipod would be much easier to bring a party with you.

Use branding to help your idea connect with an audience. For example, people can appreciate how bottled water hurts our planet, mounds of water bottles shaped like a planet will help brand that idea. Then you could show a reusable one in the light of keeping the planet (more) clutter free.

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)
*   Digital cameras and a scanner
*   Adobe Photoshop and InDesign
*   Macromedia Dreamweaver and Fireworks, Flash, and Freehand

Find a VERY handy resource for creating your Ad at:
http://www.adbusters.org/spoofads/printad

Name _____Period_____Date_____

Activity 4-2: Media Power Design

ALSO KEEP:

Journals:

1. **Though you may be working in a group, you are assessed individually. Therefore, it is VITAL that each individual** maintains 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**.

Design Brief:

Using **Activity 4-3, create a Design Brief** that outlines your design ideas and plan for creating your design.

Also include a **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. Apple's *iCal* or *Microsoft Outlook* may help you with this.

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. Refer to **Activity 4-4: Design Reflection.**

Name _____Period_____Date_____

Activity 4-3: Design Brief

Our design team consists of : _____

The concept or tool we are focusing on is _____

We are focusing on how the object (choose one)

       Enhances our lives in that it   _____

       Obsoleces   _____

       Reverses into   _____

       Recalls the idea of   _____

We want to communicate this message because: _____

_____

Our design can be described to look or consist of: _____

_____

_____

_____

This design will be made through the use of: *(please circle)*
- Video   OTHER:
  - camera
  - editing tools (iMovie)
- Web design tools
- Flash
- Photoshop & inDesign
- Adobe Illustrator or Macromedia Freehand
- Sound editing tools (e.g. Garageband)
- 3D design tools (e.g. architectural CAD)

The target audience can be described as (be specific of age range, gender, community,

social or political bias): _____

_____

     Art 3: Multimedia Art & Design by Paul Syme © 2005, published by *TEACHINGpoint*
as part of the *Expert Systems for Teachers™* Series

Name _____Period_____Date_____

Activity 4-3: Design Brief

We need to convince our audience that: _____

_____

_____

We hope to BRAND our design by leading our audience to think of: _____

_____

We hope to accomplish this branding by: _____

_____

This design would best fit in with (which type of magazine or TV show):

_____

To establish our authority over this issue, ensuring that we have our facts straight, we will refer to these specific sources (specific URL, book or article… e.g.: Google is NOT a source). This may also consist of specific examples of your content:

1.   _____

2.   _____

3.   _____

Please add a sketch or any other notes to help someone visualize your idea.