Name   Teacher Edition

_____Period_____Date_____
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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. Each individual will be responsible to produce an ad to demonstrate the effective application of:

Form:
- Principles of design to steer the eye,
- Font selection to communicate and express,
- Using elements of art to create a mood or emotional response
- Simplicity and clarity
- Technical excellence / follow through

Content:
- Innovative idea
- Clear and direct communication
- Branding

Assignment:

You may create an ad that promotes an idea or event OR take an existing ad or marketing strategy and spoof it (with intent to inform or to better a community, NOT to be belligerent). For example, you may challenge how toys promote specific gender identities.

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. Or you could present a reusable bottle as a vacuum sucking up plastic bottles and leaving a clean planet behind. The reusable bottle is thus branded as an elixir or cleanser for the planet.

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.

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** that 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.**

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Activity 4-3: Design Brief

Our design team consists of :_____

Explain what your design is communicating and a reason why you want to share it.

_____

_____

What is your tagline?

_____

What elements should be part of your design to communicate this message (e.g.,

pictures, elements of art used to create mood)? _____

_____

_____

This design will be made through the use of: *(please circle)*
- Video   OTHER:
     o camera
     o editing tools (iMovie)
- Adobe Flash (animation)
- Photoshop & inDesign (take your own photos)
- Adobe Illustrator (draw your own forms)
- Grab images from the internet (WARNING:
  COPYRIGHT laws must be respected, if you can
  shoot it yourself, do so.)

If we had a design client, it would be:

_____

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

social or political bias):_____

_____

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Branding is used to make associations of a concept with our product in an audience's mind (e.g. Tiger Woods + Nike). In our design, hope to BRAND the idea of _____ by having our audience associate it with:

_____

We hope to accomplish this branding by (describe how your branding strategy will be applied):_____

_____

_____

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):

4. _____

5. _____

6. _____

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

BONUS: Predict the impact of your design -- do a **tetrad** on your idea. Your communication objective is the enhancement, then what will the reverse be, what will be obsolesced and what will be recalled? Stay in one context.

Enhance:	Reverse:
Recalled / Release:	Obsolesce: