PROP AGAN DA

CAMPAIGN WILL INCLUDE:

1. poster (18 x 24)
2. leaflet (NO TRI-FOLD)
3. card/postcard
4. print ad
5. outdoor ad

SUBMISSIONS

2 boards & mockups
_____
-PDF of process book
-Packaged folder for each piece
(including PDFs)
-PDF of gallery boards (what you print)
*(use your last name to name your folder & a clear organized
system to name individual pieces)*

ASSIGNMENT:

Design a propaganda campaign for an issue you are passionate about, however, it cannot be an already established cause—you must make it up!

Propaganda is the spread of ideas, information, or rumors to deliberately help or harm a person, group, movement, institution or nation. Propaganda in its most basic sense presents information in order to influence its audience. It often presents facts selectively to encourage a particular synthesis, or gives loaded messages in order to produce an emotional, rather than rational, response to the information presented.

Make the campaign as authentic as possible, include information about the organization, presenting the material and a web address where the viewer can go for more information.

Be sure that you don't get carried away with all of the graphic trickery that's possible in these programs, but be sure to utilize them as needed to create the perfect propaganda campaign.

TO DO:

1. Research propaganda campaigns to give yourself a reference as to how a message can be framed to be more persuasive (almost disingenuously so...).

2. Choose a cause/problem and approach it from a one-sided point of view (either pro or con). You may use linguistic trickery and informal logical fallacies (misleading or unsound arguments) to make your case.

3. Develop a profile of the target audience (archetypes not stereotypes...be authentic). Use that profile as a tool to communicate the expectations of your audience—it is important to understand the target audience and their predispositions. It's also important to use appropriate visual language to communicate with that audience (it may be appropriate to act as a double-agent by presenting something they are supposed to agree with using a language they don't approve of...).

4. Begin developing potential conceptual approaches consistent with your cause and its audience.

5. Use the design process to take your concept to a fully developed design solution, starting with the poster first.

6. Think about the purpose of each component and what content should be included (poster, leaflet, print ad, outdoor ad, card/postcard)

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OBJECTIVES

• expand your knowledge of InDesign, Photoshop and Illustrator software
• develop the ability to research
• transition one concept into multiple applications while maintaining a consistent visual language
• encourage self-reliance and in doing so build self-confidence
• realize that learning is a constant process and at no time will you ever know it all, nor can you be taught everything you will ever need to know

SPECS & DELIVERABLES:

physical pieces (4)
Mocked up leaflet & card
2 18x24 boards (flush mounted on foamcore)

1st board
• 1 poster, 18 x 24,

2nd board (please label each)
• leaflet (photo of mockup)
• card/postcard (photo of mockup)
• print ad (ad & mockup photo)
• outdoor ad (ad & mockup photo)

digital pieces
PDF of gallery boards (what you printed)
Packaged folder for each piece (lincluding PDFs)
PDF of process book

CAMPAIGN WILL INCLUDE:

1. poster (18 x 24)
2. leaflet (NO TRI-FOLD)
3. card/postcard
4. print ad
5. outdoor ad

W 10.31	M 11.05	M 11.12	M 11.26	M 12.10
DUE @ beginning: **Pr. 02 Book Cover** **Assignment: Pr. 03** **Propaganda**	group critique:: concept, thumbnails, research work period *(what is your message? who are you talking to? what do you want them to do?)*	group critique:: roughs of poster work period short discussion	work period	**DUE @ noon** **in my office:** **Project 3** **Propaganda**
		W 11.14 **NO CLASS: NASAD**	**W 11.28** group critique:: PRINTED tight roughs of everything work period	
	W 11.07 REFINED concept, thumbnails, research & mood board work period *(what is your message? who are you talking to? what do you want them to do?)*	**M 11.19** group critique:: tight rough of poster; roughs of others components	**M 12.03** work period	
		W 11.21 **NO CLASS: THANKSGIVING!!**	**W 12.05** group critique:: progress (digital tight roughs of everything) work period	

PROPAGANDA

NAME:

MAX POINTS

BASICS: (did you do it?)
followed specs/directions on all submissions

□ 10

PROCESS: (how did you do it?)
Has the design process been utilized effectively? Are all the stages of the design process shown? *neat & well-designed; successfully curated all process work; included notes; all major categories are included (1. concept brief; 2. research; 3. ideation/brainstorming/lists/sketches; 4. inspiration mood-board/images/notes/articles; 5. roughs; 6. finals) and sufficient information within each to accomplish a successful solution*

□ 10

CONCEPT: (what did you do?)
Is this concept well-developed? Is the concept clear–clearly explained/written? Does the concept make sense? Is there evidence of creative exploration, originality and development of the conceptual approach? (not the most obvious idea)

□ 10

DESIGN: (AESTHETICS) (what did you do?)
Is the design interesting and unexpected? (overall composition: color, typography, balance, hierarchy, style, etc.)

POSTER	□	10
LEAFLET	□	10
CARD/POSTCARD	□	10
PRINT AD	□	10
OUTDOOR AD	□	10

EXECUTION: (does it make sense? & does it look good?) □ 10
Does the design solution reflect the conceptual intent effectively? (Clarity of message throughout design.) Is the conceptual approach clear enough to provide sufficient context to evaluate the success of the design solution? Is the solution experimental in regards to techniques used & technical skills? (quality of execution) Is the campaign consistent while providing variety throughout the pieces?

CRAFT: □ 10
Was quality and neatness considered in producing both digital files and physical mock-up? (all those details; using the programs effectively; using the right program for the right job)

TOTAL □ 100