

PROJECT 3: OUTDOOR ADVERTISING CAMPAIGN

Upon completion of your Exercise 7 and 8 you should have at minimum one billboard design in three layouts for your company. For Project 3 you will be refining and correcting those concepts or you can start all over, should you feel it necessary. In addition, you will need to create a minimum of one additional size/type outdoor advertising piece.

SPECIFICATIONS:

Using Illustrator, create a minimum of two (your billboard and at least a second of your choice) outdoor advertising layouts. Select from another format provided from the template resources suggested. Beyond the billboard you may choose a different venue or market to work within (i.e. car, bus or train signage.) You should be consistent with use of your company branding, style and the overall message through all pieces, although the venue/audience may require a different approach. In either case, research should indicate that the design solutions and content is appropriate for your company, audience and location.

PRESENTATION:

Mount each piece on black illustration/presentation board.

CRITIQUE:

Use a printed copy of your creative brief in preparing for your critique presentation. Speak on the following points during your presentation: Creative brief, company information and quick description, audience, research influence, goal or desired results, your design strategy, fonts utilized, imagery utilized, types of boards used in campaign and why. Add during critique: a comment that was made during your presentation that you found beneficial and one comment made by you about someone else's presentation.

FOLDER AND FILES FOR DROP:

Utilizing good design principles and technically correct production, save the files in a folder named your LastName, FirstInitial P3. Name files appropriately so they are recognizable in a name of your choice. Also include all linked imagery regardless of whether you embedded or linked your image files in Illustrator. If you have used fonts not available in the Graphics lab you must also include these fonts in a fonts folder.

Upon completion and on the due date/time put a copy of your folder with required files in your Instructor's Drop-box. If any portion of the project is late – files not ready and dated before due date or mounted for presentation/critique – the entire project will be regarded and as late.

Name folder: LastName, FirstInitial P3, Illustrator EPS files, Image files, fonts outside of lab fonts.

GRADING CONSIDERATIONS:

Creative Process	Creative Brief, utilization of research and creative resources	10
Subject	Appropriate choice of subject and purpose for company and audience	15
Design solution	Hierarchy, balance, flow, use of elements, unity and creativity	15
Color/Imagery	Appropriate choice, model, resolution	20
Typography	Font choice, use of family, point size, leading, alignment Correct information included	15
Software	Setup, document color mode, bleed (if used)	10
Critique	Appropriate support and verbal explanation of concept / methods	5
Presentation	Professional presentation mock up	5
Files	Folder / file names and extensions, supporting files included	5
Late deduction	10 points deduction if accepted	