

Collaborative Campaign

Each group will be creating a campaign/brand for the Graphic Design program here at MVHS. Since you all have taken three levels of the class you should be very familiar with the format and instructional practices of Mrs. Van Doorn. The purpose of the campaign is to have tools that will help promote the class to all age levels of high school, including incoming freshmen. You will pitch your campaign to the teacher and the one that represents my brand best will be used the following year for promotional purposes.

Criteria: The campaign must include the following and should be consistent looking creating a brand.

1. Logo: Design large scale, on a 12" x 12" so it can be used for multiple things. (50pts)
2. Banner: 1ft x 3ft or 4ft horizontal (25pts)
3. Sign: 17" x 22" vertical (25pts)
4. Postcard/Flyer: 8 ½ x 5 ½ H or 8 ½ x 11 V (25pts)
5. Video Commercial: 30-45 seconds (100pts)
6. Pitch Final Campaign: (25pts)

Set Up: If you design in photoshop, all items must be created in 300 resolution. I prefer adobe illustrator for things like this so they can be scaled larger without any loss in quality. You can combine the two programs.

Collaboration: You must work as a team. All members take a role, assign/volunteer for certain tasks. Bounce ideas off one another. Be considerate, listen, tactfully decline an idea, give reason, step in when it is your turn, step back when it is not. As a team and individually, be responsible and complete things when an idea/design is scheduled to be finished, otherwise you let the team down and you won't have a voice in the overall outcome. Take account who is involved and who is not. You will be scoring each other at the end of the collaborative project. Along the way, each person is to keep records of research, communication, ideas, designs, all in your art journal. Those will be turned in for a grade as well, like all previous projects.

Grading:

- Your team will get points throughout the project for presentation of ideas and progress checks.
- The final campaign is worth 250pts. Each team member will receive the same score for the campaign.
- In addition, you will receive an individual grade, scored by the students in your team.
- There may be additional items I will request along the way that could result in scoring as well.

Schedule:

March 12-13

Teacher presents collaboration project, teams are created

March 16-25

The first DUE DATE will be for a general ideas and/or branding for the campaign, this should include verbiage, slogan, color choice, overall look and possibly logo examples and video commercial ideas. You will have 15 minutes to present your campaign ideas as a team to the teacher by March 25.

March 26-27

Make revisions or begin creating artwork for approved campaign ideas/branding

March 30-April 3:

SPRING BREAK

April 6-10

Create artwork for approved campaign ideas/branding.

April 10:

Progress check will be scored (end of 12 weeks)

April 13-28:

Continue creating campaign pieces

April 29-30:

Pitch your final campaign to the teacher and other teams.

Throughout the process, keep the teacher informed. Schedule meetings to discuss changes and/or new ideas.