

Image Use In Graphic Design I Project Four

Advertising/Conceptual Imagery

For this final project, you will create an advertisement for "Buy Nothing Day". You will conceive, plan and execute a magazine advertisement that combines original photography with type and graphic form.

Process

1. As you are creating your advertisements, you are actually fulfilling multiple roles:

Art Director Works to develop the image related aspects of the ad concept and supervises the production of the advertisement. The Art Director typically works closely with the Copywriter.

Copywriter Writes the main text for the ad and works closely with the Art Director in integrating the copy and visuals. The Copywriter, in many instances, will communicate directly with the client to determine the information that needs to be conveyed.

Designer/Production Artist Depending on the complexity of the project or the size of the agency, one or more artists may work under the Art Director to implement the Concept of the ad. The freedom of the Designer to make aesthetic decisions varies. If there is a separate Production Artist, this person will complete the final work to get the ad ready for print production.

Photographer(s) One or more Photographers will be employed to shoot the various elements required to complete the ad concept. The Photographer will have the expertise and equipment to fulfil the vision of the Art Director. Photo sessions are almost always completed with the Art Director or Junior Designer present.

Stylist One or more individuals may be employed by the Art Director to dress the scene, products, or human subjects. Stylists are often employed to bring appropriate artifacts to the shoot, based on the concept as it has been explained by the Art Director. The Stylist is especially important when food is being photographed.

2. Conceptualize a photographic solution to the problem

- Choose a statistic from the article, "21 Surprising Statistics That Reveal How Much Stuff We Actually Own" (link on class homepage) to serve as the main text for your advertisement
- Develop original photographic imagery. Carefully plan out photoshoots using models, locations, props. Use Photoshop to further develop the concept. Avoid "manufacturing" an image that is better composed in the camera. Take care to photograph multiple concepts, perspectives, orientation, etc. Solicit the assistance of your classmates in concept development, photography, photo styling, modeling, etc.
- Explore the two-page magazine spread. Consider relationship of elements to the gutter and the left (verso) to right (recto)

3. Explore the "Dual Life of Graphic Form"

- Handouts and lectures provide a background on visual rhetoric, semiotics, semantics
- Advertising relies heavily on the power of persuasion. Explore rhetoric in developing your concepts
- Most successful solutions will have clearly identifiable rhetoric and meaning
- Strong compositions clarify and enhance meaning through carefully applied form, color, type, etc.

3. Research/Project Development

- Conduct Primary and Secondary Research. Brainstorm. Include research notes and documentation in your workbook. Investigate "Stuff Facts" both visually and verbally. Create "mood/style" boards, exploring color, typography, image manipulation, etc. Don't rely only on examples of other design/advertisements. Look for elements that you can incorporate into your problem solutions.
- Thumbnail sketches. Create quick preliminary sketches to further generate ideas and potential solutions to the problem. Concentrate on visuals and their formal relationships. Test multiple layouts for each idea. Make layouts as distinct from each other as possible.
- Choice/Refinement. Choose the most successful thumbnails and refine. Develop more detailed drawings/storyboards to guide image acquisition. Consider your models/settings/props/point of view
- Comprehensives. Perfect the advertisements in critique. Complete digital comprehensives, experimenting and working towards final.

Final Presentation

You will create a single advertisement for "Buy Nothing Day".

- Advertisement will be a two page spread. Document is 10" tall by 16" wide.
- Use Adobe Illustrator and Photoshop to complete project
- Advertisement is trimmed and mounted on black mat board with a 1" border on the top and sides and 1.5" along the bottom.
- Work must be covered with a stiff paper cover flap.
- Affix a label to the back of the work, in the bottom left hand corner, as indicated below.

Your Name Art 336 Assignment Four

Schedule

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| April 9 | Project Introduction.
Homework: Research. Brainstorm. Create Thumbnail Sketches. |
| April 11 | Due Today: Research, sketches.
Individual and Group Critiques. Work Day.
Homework: Prepare full-scale drawings, collages, images, etc. to show your progress and direction for group critique. |
| April 16 | Class Cancelled |
| April 18 | Class Cancelled |
| April 23 | Due Today: Full-scale drawings, collages, images, etc. for group critique. |
| April 25 | Work Day.
Homework: Complete full-scale, digital color comps of ads, trimmed, and ready for critique at the start of class. |
| April 30 | Due Today: Digital comprehensives of ads for Group Critique. |
| May 2 | Work Day |
| May 7 | Work Day |
| May 9 | Due Today: Project Four. Submit along with all work completed this semester. Workbooks for all projects must also be submitted. Submit in clean brown paper portfolio, clearly labeled with name and class. Electronic documentation of all projects is also due before the start of class. |
| May 10 | Work can be picked up at 6pm in S216 |