

Design Brief

Project 03 | Promotion (Style It Takes, Mission Remix)

Last Revised: 04.04.06

*I've got a Brillo box and I say it's art/ It's the same one you can buy at any supermarket/
'Cause I've got the style it takes/ And you've got the people it takes*

– Lou Reed and John Cale, “Style It Takes” (from the album, *Songs for Drella*, c.1990)

Assignment (and schedule)

Week 1: Students form small groups of 2. Each group is assigned an historically significant visual style. Each group must make a 10-15 minute presentation in class, about their style. They must do 3 things: 1. Create visual aids; 2. Answer a series of questions; 3. Distribute a handout.

Week 2: Students create a series of marketing materials to promote a "remixed" version of their style. Remember: Styles don't just "drop out of the sky" fully formed, and they aren't just "a bunch of brilliant ideas" for grabbing attention. Styles are associated with cultural, social, political, philosophical and/or technological change. Each style emerges and develops as a means for giving visual form to particular ideas, fixed in time and space.

Accordingly, students must "re-attach" their assigned style to a new set of ideas, as a way to make the style relevant and meaningful (again). To do this, each group must first choose an issue, a cause, a philosophy, a political movement, an organization, or a community that could use help marketing their ideas. In other words, a "client."

Many non-profit organizations could use this kind of help. But first, consider these questions: What is an issue I really care about? What must change in my lifetime? What is an issue my generation should/could/would embrace? Why aren't we doing more to end: poverty? hunger? injustice? suffering? reality TV? Once my basic needs are met (food, shelter, clothes, a job, a partner, an iPod)—what next? How can this project help strengthen my portfolio of work?

Week 3: If time allows, students will use this week to critique and finalize all components.

Required Components:

Publication (a manifesto). Examples: booklet; brochure; newsletter; report; zine. Think of this as: “how to get the word out” (explain, defend, describe). Size: 4.75 x 4.75 inches, or larger (bound, folded). Pages: eight, or more (plus front and back cover). Pages will be double-sided. You will create two versions: 1.) a 3-D prototype (bound, folded); and 2.) a set of individual two-page spreads, each mounted on black board (mounting guides will be provided).

Announcement (an advertisement). Examples: outdoor banner; billboard; flag; hot-air balloon. Think of this as: “how to get the word up” (declare, express, interrupt). Size: Open; but it must be LARGE, and intended for display *outdoors*. Note: you will only create the design -- *the plan* -- not the actual object. Your final (and only) product will be a 2-D plan, similar to an architectural blueprint, including specific dimensions, materials and instructions (as needed).

Schwag (a promotion). Examples: campaign button; drink koozie; T-shirt; ink pen; cap, antenna ornament. Think of this as: “how to get the word in” (amuse, embody, remind). Size: Open; but it must be small, free and multiple.

Additional Requirements

Mission Statement. A declaration of principles, goals and intentions. Minimum length: 100 words. Consider: Why do this? Who will benefit? Who is our target audience? What do we hope to accomplish? By what means and methods?

Text. Open. “Greeking” (also: “dummy copy” or “placeholder text”) is allowed in place of actual body copy or text. Other words (heads, subheads, lead-in text, pull quotes, captions, blurbs, and so on) must be actual copy.

Images. Open. However, images must look professional (adjust hue, saturation, brightness, contrast, etc., as needed.)

Analysis

The primary intention is to explore, within a limited time frame, strategies for marketing a cultural institution. Issues to address include: process/ professionalism, sender/ receiver, education/ entertainment, and form/ content. Students are challenged to create effective promotional materials to address the needs of a client.

Grading

You will be evaluated according to: (1.) design and creative ability; (2.) teamwork; (3.) willingness to explore; (4.) craft; and (5.) professional behavior. You will lose points for sloppy presentation, typographic errors or not following rules.

Submission

All parts of Project 3 must be formally submitted together, at the end of the project. (See instructor for further details.)

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