

**PI | The Client & Assets
Objectives**

This semester, each student will produce multiple projects for one client: a travel destination (city or locale). These assets will be saved in one folder to be used for a media campaign.

When choosing a client consider all of the projects and presentations:

- P1 A collection assets: 5-8 images, 1 quote and 3-5 paragraphs.
- P2 Design media campaign document
- P3 Midterm presentation
Presentation of the destination: images, quote, copy in the document & state your media strategy.
- P4 Website and web development platform comparison for your client
- P5 App prototype for your client
Final presentation of the images, quote, copy in the document, website and app.

Assets

For each of these media consider the message that will be conveyed in each format. The overall goal of these projects is to produce a comprehensive, well thought out semester-long campaign that is well designed, engaging and informative. The client will be a travel destination, a city or particular locale. The website and app will relate to sustainability or inclusivity purpose(s).

Place all assets in a folder. These assets will be used throughout the semester in the website and app. Organize the content in a well designed InDesign pdf. This will be presented for the midterm.

Presentations Summary

Midterm Presentation | 2.27.20

Presentation of an interactive pdf that displays the images, quote and copy, and verbally presents the media (including social media) plan.

Submit the interactive pdf on the CM529Midterm Google Drive folder.

Final Presentation | 4.30.20

Present the app, website, and interactive pdf to the class. Present how these projects carry out the media plan and note why the development platform was chosen.

Submit the project folder on CM529Final Google Drive folder.

In Class Exercise

Using the principles of design and type tips, design a subset of 20 for 20 using one in InDesign.

Include 1-3 images in the design and export it as a pdf.

Submit to the CM52920for20 Google Drive folder

While working, save to your desktop. When you end a working session, save to an additional storage device.

**Client Selection
& Asset collection**

Research potential clients

- 1 Conduct an internet search to research information about your destination.
- 2 Find and save at least three images and three paragraphs concerning your client's interests.
- 3 Attribute all sources for text including author, publication and date.
- 4 Place text and images into a new InDesign document.
- 5 Save to your folder, temporarily on the desktop, at the end of class copy to your USB storage.

Client Analysis

Analyze then write in your notebooks:

Your destination

Note characteristics, hotspots, hidden treasures, climate, natural and cultural attractions

State why the destination requires a new media campaign

Target Market

The client's typical customer's age, education, workplace, etc.

Note when and how they will see the various media.

Media treatments

Describe how you will use each new media project to communicate your message.

Suggest content for each project: type of images, website and app.

Critical Issues

State which areas of this proposal will present the greatest challenges to develop and why.

State which media is the weakest link in the plan, why?

Client Strategy Worksheet

TARGET MARKET

Describe the person to whom you will market your products or services:
Note the age, occupation, income and lifestyle such as location, and transportation.

INTERESTS

What types of social media does this market use?
What types of media devices does this market use?
What music does this market listen to?
What websites or apps are frequented?
What shows does this market watch?
What celebrities may use this product or service? When and why?

THE COMPETITION

What other products or services does this market use?
What are the current campaigns doing effectively?
What are the current campaigns doing ineffectively?

MEDIA STRATEGY

ELEMENTS

What is the theme of the campaign?
What are the elements of the campaign?
Elaborate on the plans for:
1| images 2| social media strategy 3| website 4| app

PLAN

Will you have giveaways, contests, etc?
What do you hope to achieve?
Increase awareness? Increase tourism? New attractions or activities?

What will the consumer learn about your client during the presentation, website, app?

What are your strongest selling points?
Acknowledge and analyze any weaknesses

DESIGN

DESIGN

What is the style of your design?
Decide on and describe the visual theme:
color palette | typefaces | image style | layout | graphic elements

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TYPE TIPS

FONTS

Use up to two fonts per design

Mono-weight fonts are more legible on digital displays.

Sans serif and slab serif fonts are typically mono-weight.

If using two fonts, use a serif font for body text, sans serif for titles, or vice-a-versa.

Don't use novelty typefaces for professional designs., or body copy.

Use Italics within body text only for emphasis.

Never use all capital letters, PEOPLEWILLTHINKYOUAREYELLING.

Limit the number of different font sizes to three per page.

Start with 11 pt. type for body copy.

Simplify.

CONTRAST

Add visual interest to your page by contrasting titles with body copy.

Achieve contrast with size, weight, font style, separation or color differences.

Produce the best legibility with high contrasting black text on white paper.

Reduce legibility with low contrasting black text on red or dark paper.

Simplify.

FORMAT

Keep the space between words and letters consistent.

Separate paragraphs with a line space or indents, but not both.

Limit text to 50 - 70 characters per line width.

Leading (pronounce leading as led-ing) is vertical line spacing.

Use the Auto leading setting as a good standard.

Place every element on the page in relation to the edge of another element.

Leave plenty of white space around the edges.

Make your document balance, from top to bottom, left to right.

Print out and view your page as a whole before submitting designs.

Simplify.