

# PROJECT TWO *Washington Metropolitan Area Transit Authority*

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## Client

Washington Metropolitan Area Transit Authority

(Metro)

www.wmata.com

## Basics

Metrorail serves 86 stations and has 106 miles of track. Metrobus serves the nation's capital 24 hours a day, seven days a week with 1,500 buses. Metrorail and Metrobus serve a population of 3.4 million within a 1,500-square mile jurisdiction. Metro began its paratransit service, MetroAccess, in 1994; it provides about 1.5 million trips per year. (wmata.com)

## Assignment

Develop and design an integrated advertising campaign for Metro

## Goal

Defined by groups

## Budget

Moderate

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## Process

### Research

- Define, segment and target demographics:*
- Conduct informal interviews with key stakeholders*
- Create focus group for survey and questionnaires*
- Analyze responses to determine effective solutions | Write Design Brief*

### Execution

- Brainstorm/mind map concepts*
  - Create rough concepts through prototypes*
  - Critique rough comprehensives; revise comprehensives*
  - Critique revised comprehensives*
  - Deliver comprehensives*
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## Due dates:

**Week One:** 9/20 Introduction

**Week Two:** 9/27 Final Critique - Assignment 1

**Week Three:** 10/4 Critique

**Week Four:** 10/11 Critique

**Week Five:** 10/10 Final Critique

9/22 Research Discussions

9/29 Creative Brief due - Pitch briefs in class

10/06 **No Class/Work from home**

10/13 Critique final revisions

*Schedule subject to change*