

# AVT 419 / 599

## Advertising Design

### *Final Project: Non-Profit Advertising Campaign*

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#### **Client**

A secular Washington, D.C. regional non-profit group that you have no prior knowledge or relationship with.  
*The client must agree* to attend the final presentation on campus on one of the scheduled critique dates listed below.

#### **Problem**

Identifying, contacting, and working with a regional non-profit group that needs an *advertising campaign for a upcoming 2012 special event* (not re-branding such as a new logo, website, etc.).

#### **Goal**

Create an sophisticated, cost-effective multi-collateral advertising campaign

#### **Budget**

Close to zero; , varies according to non-profit funding and resources

#### **Process**

##### Research

- Define, segment and target demographics*
- Conduct informal interviews with key stakeholders, organization leadership*
- 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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Nov 03	Class discussion / working <i>Established contact with your non-profit and define the event (email Jake by Firday Nov 4)</i>
Nov 08	Creative brief development
Nov 10	Creative brief development
<b>Nov 14</b>	<b>Creative brief due to the client</b>
Nov 15	Creative breif due in class / Concept development
Nov 17	Concept development
<b>Nov 18</b>	<b>Must have feedback / approval from the client on your submitted creative brief</b>
Nov 22	Class critique
Nov 24	Thanksgiving holiday
Nov 29	Critiques / design and development
Dec 01	Critiques / Final touches
Dec 06	Final critiques with clients
Dec 08	Final critiques with clients
Dec 13	Final critiques with clients
Dec 15	Final critiques with clients