



# Graphic Design

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**WEEK OF APRIL 27TH**

## Hey Designers,

Mr. Mahone, principal at West Side Leadership Academy, is requesting another assist from our Graphics Department. Last time we helped with fashion show flyer and ticket designs. This time the stakes are next level. He is looking for ideas / ways to show support for the graduating senior class during an unfortunate pandemic.

What should be the best days of Class of 2020's lives probably aren't feeling so right now. This is an opportunity for us to show support and help bring joy to graduates, their families and friends.

So, for this assignment, you are the ART DIRECTOR. The Art Director is the person responsible for overseeing the artistic aspects of a media production. You will present your creative ideas and concepts for a multimedia campaign expressing congratulations to graduating seniors. WSLA is requesting creative, but 21st Century is welcome to do 21st Century things.

A multimedia campaign is a planned program that uses a variety of media forms to influence a target audience. A variety of media include Social Media, Video, Motion Graphics, Posters, Billboards and more. Some multimedia campaigns can be commercial (i.e. they encourage the purchase of a product or service). Your multimedia campaign is considered non-commercial (i.e. it supports a cause to celebrate seniors and the hard work they've done to conquer this milestone.)

Your planning should keep in mind COVID-19 is real and some media choices aren't the best choices right now, while others are ideal for families stuck in doors.

Your presentation should be limitless ... a MOONSHOT. I want you to plan a campaign that celebrates seniors how you want to be recognized and honored as a high school senior. Of course, we are not budgetless, but the best designs and ideas will be activated and the winning ART DIRECTOR will be awarded!

THE PRESENTATION of your multimedia campaign will be by Thursday at 4:00pm.

Your Design Ideas Showing Support for Graduating Seniors presentation should:

1. IDENTIFY YOUR IDEA(S)
2. IDENTIFY TARGET AUDIENCE
3. IDENTIFY 1 GOAL FOR YOUR CAMPAIGN
4. DETERMINE WHAT VISUAL CONTENT PERFORMS BEST ON YOUR AUDIENCE'S PREFERRED PLATFORMS
5. LIST ALL THE ASSETS YOU'LL NEED FOR YOUR MULTIMEDIA CAMPAIGN
6. CREATE A MOCK DESIGN REPRESENTING YOUR IDEA

A few images are attached and links to important information follows. If I can be of any assistance, please don't hesitate to contact me. I look forward to seeing what you come up with.

Thanks!  
Ms. Reese

ONLINE RESOURCES

<https://resources.mojomedialabs.com/blog/8-steps-to-creating-a-social-media-campaign-that-gets-results>

<https://killervisualstrategies.com/blog/killer-multimedia-campaign.html>

<https://dreamfireinteractive.com/industry-insights/creating-multimedia-campaigns>



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