

Art History Minimester – Exploring Art Through Coca-Cola

Mrs. Searcy

Student 1:

Date:

Student 2:

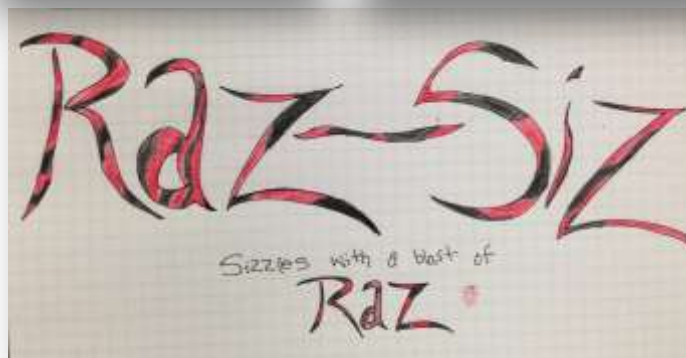
Campaign Design Assignment 2

DUE DATE: August 23, 2013 at 9:30 a.m.

Total possible points: 100

Product Name:

Assignment: You will follow the design thinking process to develop your own campaign. You must first consider your problem: *design a new coke product that is marketed towards teens*. Work in pairs to investigate your audience. Interview your peers to come up with several ideas for your soft drink that will identify with the age group of your target audience. Consider the flavor, design, slogan, music for the product's commercial, and finally method of marketing your product to your audience (email, Twitter, text messaging, Facebook, etc.). In addition to conducting research on teen marketing strategies; use what you learned from your artist research to design a marketing campaign.



Student Examples

Consider the things that influence your buying habits? What colors would you use and why? What flavors you would use? How you would design your new soft drink packaging to appeal to teens' styles and trends? Consider slogans you would use that would be catchy and memorable and which actor would market your product best and why?

Research: (30 points)

Research Coca-Cola's advertisements, commercials, and campaign slogans to develop your group product line. Your research must include two interviews from your peers. Conduct research on teen marketing strategies.

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Campaign Design - Assignment 2/ Rubric

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Sketchbook Notes/Sketches: (5 points)

Take notes in your sketchbook on what you notice in the campaigns and commercials. Label all notes about advertisements. Make notes about color usage, atmosphere of the space presented, use of words, type and style of the people modeled, and the overall message of the advertisements. Note in your sketchbooks things that you notice, the audience the advertisement is trying to reach, and whether you believe the ad was successful. Sketch images of the advertisements or paste images in your sketchbooks (both partners should have notes and images, as well as a pin board represented for full credit).

Take notes on the development of your product. Develop sketches of 3 ideas: logos, slogans, packaging styles, color schemes, theme music, poster designs, and how your commercial would look. Remember to consider your target audience.

Pinterest Board: (5 points)

Create a new pin board labeled “Campaign Research,” provide direct links to the commercials and imagery you have viewed.

On your board you should pin 5 or more images/artwork/websites/video links that align with your research. In the description section provide two sentences about the pin that will help you organize your thoughts about your product development.

Prototype: (25 points)

Create a prototype of your new product. In addition to your final prototype you must develop a poster for your campaign. Your poster should be reminiscent of one of the artists that were presented during the artist research presentations. You should make note of the elements and inspirations used in your design. Your ideas should be original. Your effort and research will show in the work produced.

Presentation: (30 points)

I will grade your presentation on the following (each section may earn a total of 5 possible points)

- Originality
- Organization
- Group collaboration
- Quality of work
- Presentation Execution
- Assignment Completion

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Campaign Design - Assignment 2/ Rubric

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Class Participation: (5 points)

This is an easy 5 points! Show me you are engaged in your classmates' presentations. Ask questions; take part in the classroom discussions.

Individual Final Reflection (typed): (graded separately)

Give a brief overview of how you utilize the design thinking process to develop your product? Knowing what you know now about marketing and product development - has your perceptions changed on how corporations use artists and design to promote products? How has this experience challenged your ideas about the influence of design in art history? Do you think this process is important to understanding the impact that advertising and design has had on cultural and social development? Do you believe this type of design is important to art history? Why or why not? Finally, what did you learn from working in a collaborative setting?

Materials and Resources

Computer, Pinterest, YouTube, Internet, Sketchbook, pens, paper, paints, color pencils, other assortment of art materials to aid in the product design.

Coca-Cola Conversations YouTube channel

<http://www.coca-colaconversations.com/>

<http://www.coca-colaconversations.com/category/art>

<http://pinterest.com/tiffanysearcy/world-of-coke-education-exploration/>

<http://www.labelnetworks.com/>

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Campaign Design - Assignment 2/ Rubric

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Grading Rubric – the following criteria is based on the total possible points earned

Student 1: _____

Final Grade: _____/100

Student 2: _____

Product Name: _____

Research: (30 points) _____/30

Student researched Coca-Cola’s advertisements, commercials, and campaign slogans.
Research is evident based on the developed product line and knowledge presented.
Student used artist research to support the development of the poster and marketing campaign.
Students’ research included at a minimum of two interviews from peers.
Student addresses teen marketing strategies in the group presentation.
Student followed the Design Thinking Process to develop a new soft drink for Coca-Cola that targets teenage audience.

Sketchbook Notes/Sketches: (5 points) _____/5

Student has proof of research notes and included images or sketches of commercials and advertisements.
Student shows the development process of the product design and has developed sketches of 3 ideas: logos, slogans, packaging styles, color schemes, theme music, poster designs, and how commercial would look.

Pinterest Board: (5 points) _____/5

Student has pinned 5 or more images/artwork/websites/video links to their research page.
The pinned objects are relevant to the student’s research.
Student has provided a brief description of each pin.

Prototype: (25 points) _____/25

Originality
Prototype construction and design is well thought out
Campaign poster design is well thought out and composition well executed
Use of artist research assignment – parallel is evident between the design and Coca-Cola artist
Evidence of Research and consideration of the audience is evident

Presentation: (30 points) _____/30

Organization
Group collaboration
Quality of work
Presentation Execution
Assignment Completion

Class Participation: (5 points) _____/5

Student was engaged and asked questions.

Comments:
