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VOOR MEDIA

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COMMUNICATION
& MULTIMEDIA
DESIGN

Module Guide Campaign Design

Specialization

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The Whopper *DAY 28*



THE BEAUTY
OF NO ARTIFICIAL
PRESERVATIVES



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1 Introduction

1.1 The specialization

The Campaign Design module is part of the Branding specialization. The Branding specialization consists of the following components:

- Module Brand Design
- Module Campaign Design
- Module Reflective Learning

The assessment for the Campaign Design module is part of the assessment of the entire specialization. This document does not describe how you will be graded etc. (that information can be found in the Course Guide). This Module Guide tells you what we will do in the Campaign Design module.

1.2 The module Campaign Design

In the Module Campaign Design you will learn how to analyze and make (advertising) campaigns, strategies, concepts and the executions based on them. In addition, you will learn to recognize your own creative preferences and use them as a basis to create campaign images that are portfolio-worthy. You will learn to substantiate the campaign images with a communication goal, a strategy and a concept. During the course you will work on three assignments.

For assignment 1 (Briefing Case) you will start in a team with another student and continue individually. You will receive a briefing from a client for which you will develop an advertising campaign. You will learn what roles communication goals, strategies and concepts play in developing a campaign. You will deliver three campaign images with a well thought out substantiation.

For assignment 2 (Random Starting point Case) you will work mainly individually. The starting point for this assignment is your own creative inspiration. This will lead you to develop strong personal images that will stand out in your portfolio. You will deliver three campaign images with a well thought out substantiation.

For assignment 3 (Specialist Case) you work individually. The starting point is a specific aspect in the Campaign field like for example art-direction or copywriting. Your plan for this assignment must be approved by your lecturers. Here too you will deliver three campaign images with a well thought out substantiation.

Important!

Your lecturers and fellow students will be giving you feedback every week. You show your progress by putting your work on the table.

2 Set-Up of the module

2.1 What will you need for this module ?

You need to bring to every meeting:

- Laptop with MS-Office and Adobe Creative Suite
- Drawing materials, b/w pencils, colour pencils, b/w markers and an A4 sketchbook and/or a firm stack of A4 paper
- All your work in progress on paper for the Wall-discussions

2.2 Literature

Compulsory

- 'The advertising Concept Book', Pete Barry (ISBN 879-0-500-51898-4)
- Other materials provided by the lecturers

2.3 Attendance and the role of meetings

It is not mandatory to be present at meetings. It is of course recommended: you should always be able to show your progress to your teachers. The assignments will be distributed and explained during class meetings. During these meetings you will work on them and receive oral feedback. Therefore it is important to attend all meetings. If you are unable to come (due to for instance a wedding or a funeral) please contact your lecturer about how you can compensate for lost time.

2.4 Working on the Assignments

During the module you will work on the three assignments explained below. For assignment 1 you will partly work with a fellow student. For assignment 2 you will also work partly with a fellow student and partly individually (your teachers will assign who you will work with). Assignment 3 is an individual assignment.

For each assignment all sketching should be done by yourself. The final executions in all 3 cases can be done by yourselves, but you may engage a specialist of your choice for (aspects of) the final executions.

For each case you receive feedback. During the assessment we will take into consideration what you have individually done with the feedback that has been given to you.

3 Assignment 1: Briefing Case

In many countries the Effies (see: <https://www.affie.org> and (<https://www.affie.nl>) award prizes to the most effective advertising campaigns each year. Many advertising agencies send in their best work in the hope of getting recognition for their work. Agencies write extensive substantiations about why their campaigns 'work'. Effie juries evaluate the work and the substantiations and award prizes for the best work.

You will receive a briefing on the basis of which you will develop an advertising campaign. Substantiated with a case file that you would use if the campaign would be send in to the Effies. In the meetings we will be talking about communication goals, strategies, propositions, concepts and executions (the 'output' in the form of newspaper ads, outdoor advertising etc).



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CASE DATABASE / RESTAURANTS / UNITED KINGDOM / 2019 GOLD KFC



4 Assignment 2: Random Starting Point Case

Often, for instance when a big client leaves, advertising agencies must 'reinvent' themselves. They were known for the work for their big client but now must find new reasons to attract clients. They want to become relevant for a new type of client or they might want to start making a different kind of work. In those cases, agencies usually tap into the creative preferences and hidden talents of their creatives.

We will place you in this situation in this assignment. From a random starting point, you will use several brainstorming techniques, creative research that goes farther than Instagram and Google images, sketching and peer reviews, to come up with three campaign images that show your creative potential.



5 Assignment 3: Specialist Case

In this (individual) case you will have the opportunity to focus on a specific discipline within the workfield of Campaign. This means that you can propose a project to your teacher with an emphasis on, for example, art direction or copywriting, photography ,sound design etc. In this case you dive deep into an aspect of the work field.

6 Overview of meetings

Week	Meeting Topics
A1	Introweek Introduction Module Campaign
A2	Communication Goal & Proposition
A3	Strategy
A4	Concept
A5	Presentation Assignment 1
A6	Team Moodboard
A7	Brainstorming
A8	No Meeting
A9	Creative Director Review
A10	Sketch development

Week	Meetings
B1	Presentation Assignment 2
B2	Research Assignment 3
B3	Progress meeting Assignment 3
B4	Progress meeting Assignment 3
B5	Presentation Assignment 3
B6	To be announced
B7	Christmas Break
B8	Christmas Break
B9	To be announced
B10	Preparation Assessment
B11	Assessment
B12	No Meeting

7 Meetings in more detail

The book 'The Advertising Concept Book' is referred to as ACB below. Make sure that you have this book with you during meetings. Also be sure that you can easily share & show your progress during the meetings.

Week A1 Introduction

Prepare	<ul style="list-style-type: none"> • Read the Course Guide & the Module Guide Campaign Design (this guide) • Read ACB Chapter 0: Introduction
Meeting	<ul style="list-style-type: none"> • Introduction of the Module and the assignments • Forming Teams of two • Hand out of briefing for Assignment 1

Week A2 Communication Goal & proposition

Prepare	<ul style="list-style-type: none"> • Read ACB Chapter 0 and 1 • Make debriefing for Assignment 1
Meeting	<ul style="list-style-type: none"> • Discussion of literature, inspirational work and relevant topics • Presentation about communication goal & proposition • Progress check case 1

Week A3 Strategy

Prepare	<ul style="list-style-type: none"> • Read ACB Chapter 2 and 3 • Make 3 credible substantiated strategies for Assignment 1 • Make visual moodboards of the communication of 3 competitors
Meeting	<ul style="list-style-type: none"> • Discussion of literature, inspirational work and relevant topics • Presentation about strategy • Progress check case 1

Week A4 Concept

Prepare	<ul style="list-style-type: none"> • Read ACB Chapter 4, 5 and 6 • Make 3 credible substantiated concepts & sketches for Assignment 1
Meeting	<ul style="list-style-type: none"> • Discussion of literature, inspirational work and relevant topics • Presentation about concepts • Progress check case 1

Week A5 Presentation

Prepare	<ul style="list-style-type: none"> • Read ACB Chapter 14 and 15 • Prepare the presentation of your Campaign for Assignment 1
Meeting	<ul style="list-style-type: none"> • Presentation of Campaign for Assignment 1 (max 5 minutes per team) • Write down feedback • Post Assignment 1 on the Portfolio site

Week A6 Team Moodboard

Prepare	<ul style="list-style-type: none"> • Read ACB Chapter 6 • Collect 50 images that inspire you and print them (4 x 4 cm each) • Identify a brainstorming method that you have not worked with before
Meeting	<ul style="list-style-type: none"> • Discussion of literature, inspirational work and relevant topics

Week A7 Brainstorming

Prepare	<ul style="list-style-type: none"> • Propose a brainstorming technique that you have not used before
Meeting	<ul style="list-style-type: none"> • Discussion of literature, inspirational work and relevant topics • Working with brainstorming techniques

Week A8 No meeting

Week A9 Creative Director Review

Prepare	<ul style="list-style-type: none"> • Read ACB Chapter 3
Meeting	<ul style="list-style-type: none"> • Discussion of sketches

Week A10 Sketch development

Prepare	<ul style="list-style-type: none"> • Read ACB Chapter 4
Meeting	<ul style="list-style-type: none"> • Discussion of second version of sketches

Week B1 Presentation Assignment 2

Prepare	<ul style="list-style-type: none"> • Read ACB Chapter 15 • Prepare the presentation of your Campaign for Assignment 2
Meeting	<ul style="list-style-type: none"> • Presentation of images for Assignment 2 (max 5 minutes per person) • Write down feedback • Post Assignment 2 on the Portfolio site

Week B2 Research Assignment 3 (free specialist case)

Prepare	<ul style="list-style-type: none"> • Research for Assignment 3
Meeting	<ul style="list-style-type: none"> • Present your team and plan for Assignment 3

Week B3 Progress meeting Assignment 3

Prepare	<ul style="list-style-type: none"> • Work on Assignment 3
Meeting	<ul style="list-style-type: none"> • Progress Meeting

Week B4 Progress meeting Assignment 3

Prepare	<ul style="list-style-type: none"> • Work on Assignment 3
Meeting	<ul style="list-style-type: none"> • Progress Meeting

Week B5 Presentation Assignment 3

Prepare	<ul style="list-style-type: none"> • Prepare Presentation Assignment 3
Meeting	<ul style="list-style-type: none"> • Presentations Assignment 3 • Write down feedback • Post Assignment 3 on the Portfolio site

Week B6 Portfolio Meeting

Prepare	<ul style="list-style-type: none"> • Review your portfolio for cases 1, 2 and 3
Meeting	<ul style="list-style-type: none"> • Present the changes you may want to make

Week B7

	Christmas Break
	Christmas Break

Week B8

	Christmas Break
	Christmas Break

Week B9 To be announced

Prepare	•
Meeting	•

Week B10 Preparation Exhibition/Assessment

Prepare	• Prepare Exhibition/Assessment
Meeting	• Progress Meeting

Week B11 Exhibition/Assessment

Prepare	• Exhibition/Assessment
Meeting	• Exhibition/Assessment

Week B12

Prepare	No meeting
Meeting	No meeting

