

Project 2 Cause Marketing Event Collateral

Cause marketing or cause-related marketing refers to a type of marketing involving the cooperative efforts of a graphic designer / advertising group and a non-profit organization for mutual benefit.

The challenge is to make your socially responsible efforts a winning proposition for the nonprofit group where you support, the community and develop a compelling persuasive portfolio addition. Success in cause marketing often means motivating an audience to take action, such as making a donation or participating in an event.

This is a GROUP Project Based Learning Exercise. WHY Project Based Learning? A few of the many benefits to Project Based Learning include (a) that it provides an opportunity for underserved, and low income student cohorts to enhance career readiness through active learning centered classroom projects in digital art/design and multimedia (b) that PBL promotes student involvement in actively taking control of how they learn with goal focused objectives (c) that it encourages interactivity and formative assessment of learning outcomes and (d) that the problem solving dynamic in PBL enhances group collaboration, imagination and creativity.

Therefore students will work in small groups to brainstorm and create cause marketing collateral that motivates and drives participation to reach the mission and vision of local non profits.

The following concepts will be covered:

- Campaign Development / Group Collaboration
- Research Based Problem Solving
- Collateral Consistency
- Photo / Typography / Color / Layout choices
- Online and Social Media Plans
- Event Graphics / Collateral

Required deliverables are:

- Creative Brief, Timeline,
- Cause Marketing branding
- Minimum Five Touchpoints



This assignment is based on an original exercise by Professor Andrew Oakes, CSU San Bernardino.

Adapted 2/4/15 by Frank Houlihan, MFA, Ed.D.

All materials will be expected to be put in a final presentation format in PDF or Powerpoint. You will also be responsible to make one final “comprehensive” 12 x 18” printout with a snap shot of all of the items in your campaign to post in the hallways of the design department.

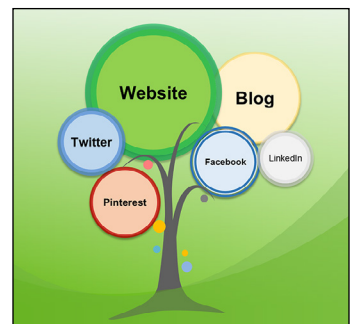
Client Provided Information:

- Mission and Vision parameters
- Suggested outcomes for collateral

This is a GROUP project – You will be working with other students to create a collaborative presentation. The largest part of your grade will be based solely on your contributions but there will be a supplementary grade based on how well you worked in concert.

The project will be broken into parts:

1. **Week 4:** Project overview and meeting with client. Hand drawn rough sketches and preliminary client brief is due as a PDF uploaded to Blackboard by the end of the week 5. Include identification of individual group roles (*worth 10 pts - required weekly exercise score*)
2. **Week 5:** Revisions. Scan of 3 page worksheet PDF uploaded to Blackboard by the end of the week. (*worth 10 pts - required weekly exercise score*)
3. **Week 6:** Class presentations and critique. (*worth 10 points and 30% of project grade / 7.5% overall course grade*)
4. **Week 7:** Client presentations PDF of all collateral for critique is due. (*worth 10 points and 30% of project grade / 7.5% overall course grade*)
4. **Week 8:** Client presentations PDF of all collateral for critique is due. (*worth 10 points and 30% of project grade / 7.5% overall course grade*)
5. **Week 9:** Final Comprehensive presentation of all material in class critique. (*worth 10 points and 40% of project grade / 10% overall course grade*)
5. **Week 10:** Final Comprehensive presentation of all material with client attending. Digital PDF for client and uploaded to Blackboard and printed mounted on 12x18” board. (*worth 10 points and 40% of project grade / 10% overall course grade*)



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Course Competencies / Learning Objectives for this Project:

- Create a design brief
- Analyze the components of effective promotional design
- Assess target audiences and develop relevant promotional strategies
- Experiment with different problem solving techniques for promotion
- Develop a master color palette for promotional materials
- Illustrate promotional concepts
- Apply basic design principles to the creation of promotional materials such as logos, newsletters, brochures, posters, etc.
- Apply basic design principles to the creation of print advertisements, packaging, labels, website homepages and links
- Use photography, illustration, collage and typography effectively in the creation of promotional materials
- Demonstrate the effectiveness of solutions to promotional problems
- Distinguish between good and bad solutions to promotional problems
- Evaluate the effectiveness of promotional campaigns
- Present promotional concepts through audio visual media
- Be conversant with postal regulations re: mail order materials (see <http://www.usps.gov> for regulations)
- Prepare and photograph course work for portfolio submission

Project Grading

IMPORTANT NOTE – As indicated in the class syllabus, this project is worth 25% of your overall grade. Some parts of this project will be uploaded to be included in the weekly required assignment exercises that equal another 15% of your overall course grade.

Project Segment Grading Rubric

Fulfillment of design premise/instructions.....	25%
Creativity/originality/group synergy	25%
Technical proficiency/execution/draftsmanship .	25%
Presentation (live, printed and digital)	25%

QUANTITATIVE & QUALITATIVE ASSESSMENT DETAIL

10-9.5 Points	9-8.5 Points	8-7.5 Points	7-6.5 Points	Below 6 Points
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A	B	C	D	F
Excellent	Above Average	Average	Below Average	Unsatisfactory
Outstanding	Very Good	Good	Needs Improvement	Poor
Exemplary	Commendable	Acceptable	Barely Acceptable	Unacceptable



QUALITATIVE ASSESSMENT DETAIL

Week 5: Hand drawn ideation concepts, logos and preliminary client creative brief, timeline. Presentation of overview and strategy in class

- A: The student created an exceptional rough layout. All the logo concepts are usable / appropriate. Creative brief was exemplary and thorough. Group synergy was excellent.
- B: The student created a very good rough layout. All the logo concepts are usable / appropriate. Creative brief was above average and thorough. Group synergy was very good.
- C: The student created a good rough layout. Most of the logo concepts are usable / appropriate. Creative brief was acceptable. Group synergy was good.
- D: The student did not understand the concept but work was incomplete. Student may need tutoring. Creative brief needs improvement to be acceptable. Group synergy was poor.
- F: The presentation was incomplete or not made at all. The student showed poor craftsmanship; evidence of laziness or lack of understanding. The project does not meet essential learning objective goals and is unsatisfactory / poor / unacceptable. Little or no collaboration / group synergy / group cooperation and participation.

Week 6: Class presentations of collateral

- A: The student did a creative / technically accurate brief. Excellent professional quality craftsmanship and thoroughness.
- B: The student did a creative and mostly accurate brief. Above average craftsmanship and thoroughness.
- C: The PDF was average / acceptable. Average craftsmanship and thoroughness.
- D: The student showed below average craftsmanship, and lack of pride in finished work. Poor execution with missing elements.
- F: The student showed poor craftsmanship; evidence of laziness or lack of understanding. The project does not meet essential learning objective goals and is unsatisfactory / poor / unacceptable.

Week 7: Presentation to clients

- A: The student did a creative and technically accurate comps, signage, wayfinding, T-Shirt design and other collateral. Excellent professional quality craftsmanship and thoroughness in the PDF
- B: The student did a creative and mostly accurate PDF layout. Above average craftsmanship and thoroughness.
- C: The PDF was missing elements and not compelling. Average craftsmanship and thoroughness.
- D: The student showed below average craftsmanship, and lack of pride in finished work. Poor execution and thoroughness.
- F: The student showed poor craftsmanship; evidence of laziness or lack of understanding. The project is incomplete and does not meet essential learning objective goals.

Week 10 Comprehensive presentation in final form to client / Finished PDF upload

- A: Meticulous attention to detail and compelling presentation. The client gave the student the highest evaluation. The student did a creative and technically accurate PDF layout. Excellent professional quality craftsmanship and pride of presentation. Group synergy was excellent.
- B: Above average attention to detail and persuasive presentation. The client gave the student a very good evaluation. The student did a creative and mostly accurate PDF layout. Commendable craftsmanship and presentation. Group synergy was very good.
- C: Industry standard attention to detail and presentation. The client gave the student a good evaluation. The student did an accurate PDF layout. Acceptable craftsmanship and presentation. Group synergy was good.
- D: Below industry standard attention to detail and presentation. The client gave the student a below average evaluation. The PDF layout was missing some elements. The student showed below average craftsmanship, and lack of pride in finished work. Poor presentation technique. Group synergy was poor.
- F: The student showed poor craftsmanship; evidence of laziness or lack of understanding. The project is incomplete, unsatisfactory and does not meet essential learning objective goals. Little or no group collaboration / synergy.



Design 2

Worksheet for Week 5 Rough Ideation *(scan and upload by end of week 5):*

Name _____

List of images

List of type faces

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Thumbnail sketches



Design 2

Worksheet for Week 7 Rough Ideation (*scan and upload by end of week 5*):

Name _____

Thumbnail sketches

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Rough sketches



Design 2

Worksheet for Week 5 Client Brief (scan and upload by end of week 5):

Name _____

Design Brief Rough Notes

Objectives: _____

Who (target): _____

What (collateral): _____

Where (scope/dissemination): _____

Why (creative/psychological): _____

When (timeline): _____

How (execution): _____
