

Holiday Assignment: Product Marketing and Advertising

By making changes to the background, lighting, text etc you can make your product appealing to a range of customers / target audiences.

1. Select a product you would like to sell, any everyday item eg apple, mug
2. Photograph the object and print the photo, then create at least 2 x A3 size quality observational drawings of the object(s). One should be pencil the other study can be a media of your choice, display them on the first double page in your A3 sketch book with the reference photos.
3. Research a minimum of 2 typography designers from the list below, create a double page of research about each designer, (like you have done before for GCSE) including photos of their work and annotation. See the annotation guide online for support.
 - You will include the style of these artists in your poster responses, so select ones that you like and want to develop.
4. Select 3 different target markets / audiences you want your product to appeal to, see list below.
5. Create a range of posters to advertise and promote your product, you should create a poster for each of your 3 target audiences (use a double page in your book for each of the 3 target audiences, explain your target audience and why your design would appeal to them). Each poster must show clear connections to one or both of the typography artists you have researched. E.g using their style of lettering, layout or colours.

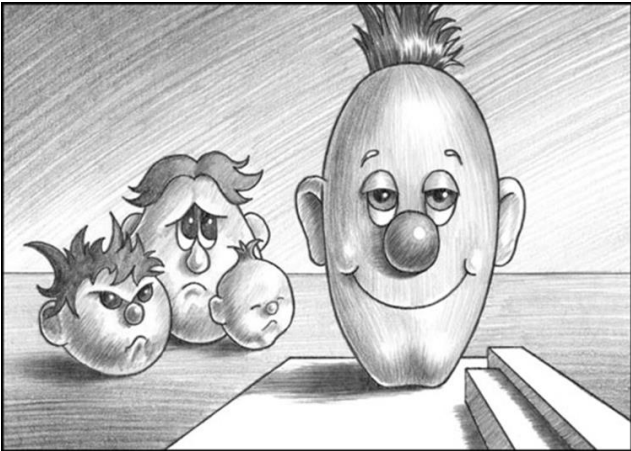
Your posters should include:

1. A logo or slogan to appeal to each of your 3 target audiences.
2. Each poster response can be a mixture of a) digital work (photoshop/photopea/procreate or other app for editing you can explore a range of editing online), and also you can include b) practical work e.g drawings. You can photograph your drawings then add text and words to them on power point or word.
3. You will be presenting to your `Client` (the group) when we return in September your three different designs. - They will try to guess your target market/audience for your different audiences.
4. Ensure you create a double page for each target audience, presented neatly, this should include screen shots of the development of your work. Print final posters to A4 size, screen shots should be smaller so you can fit several on a page, and annotate next to each screen shot what you did.

Focal Points

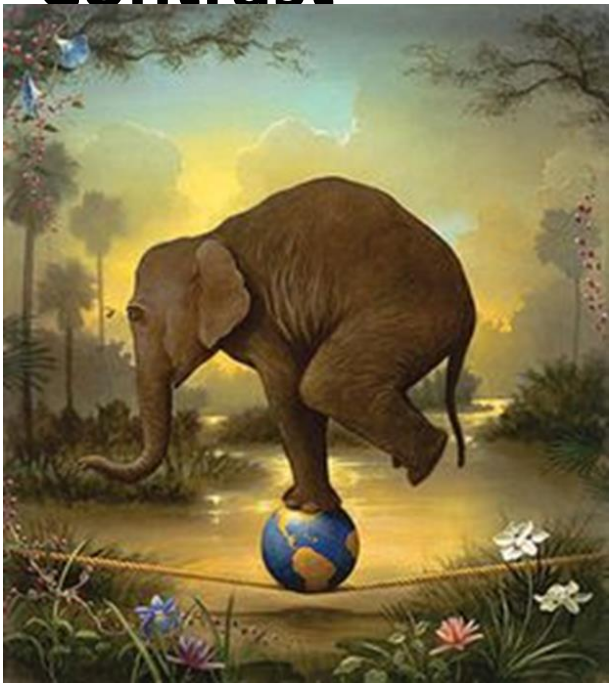


Placement

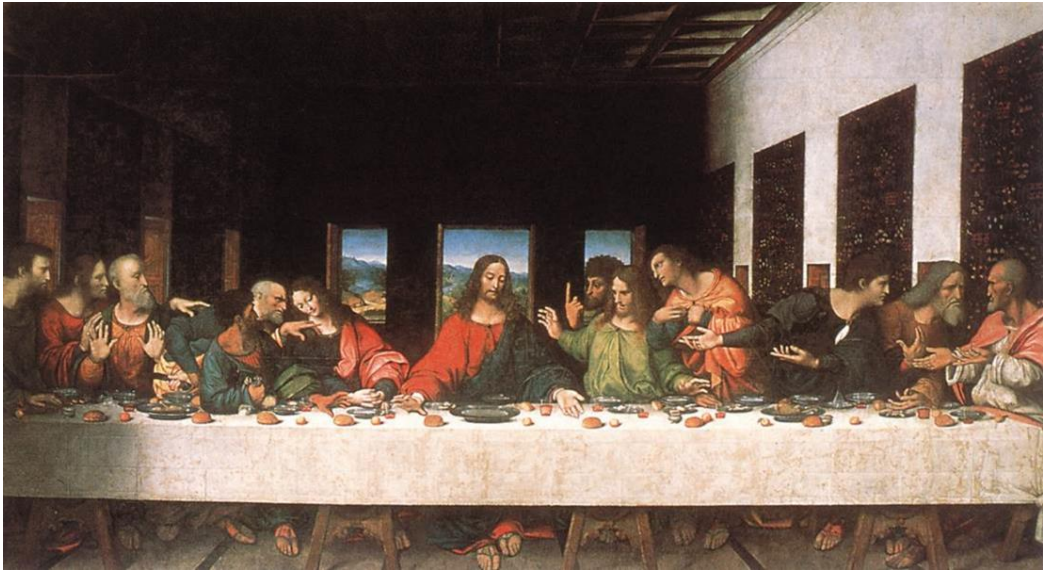


Isolation

Contrast



Convergence



The Unusual

COMPOSITION

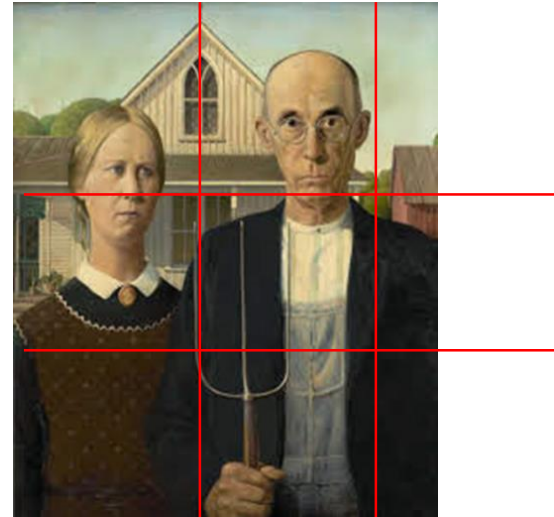
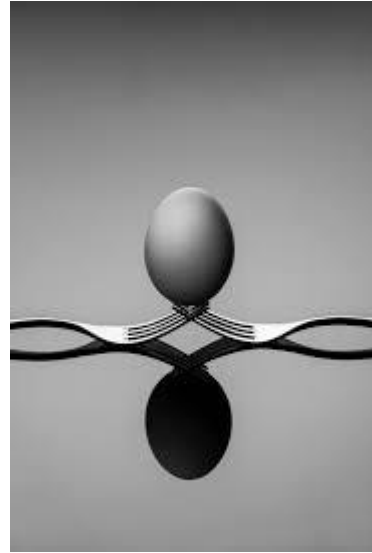
Pattern and Repetition



Odd and Even



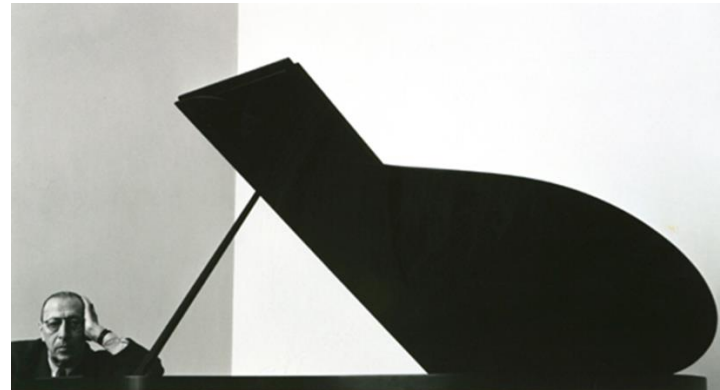
Symmetry



Rule of Thirds



Space



Triangles



Simplification

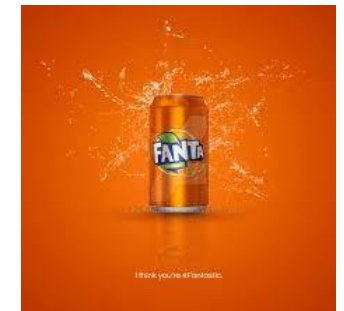
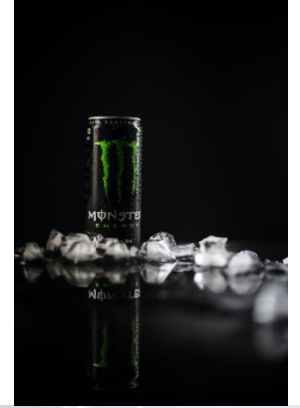
Poster Ideas:

LIGHT

Darkness

Brightness

Contrast



COLOUR

What emotions and moods are associated with different colours?

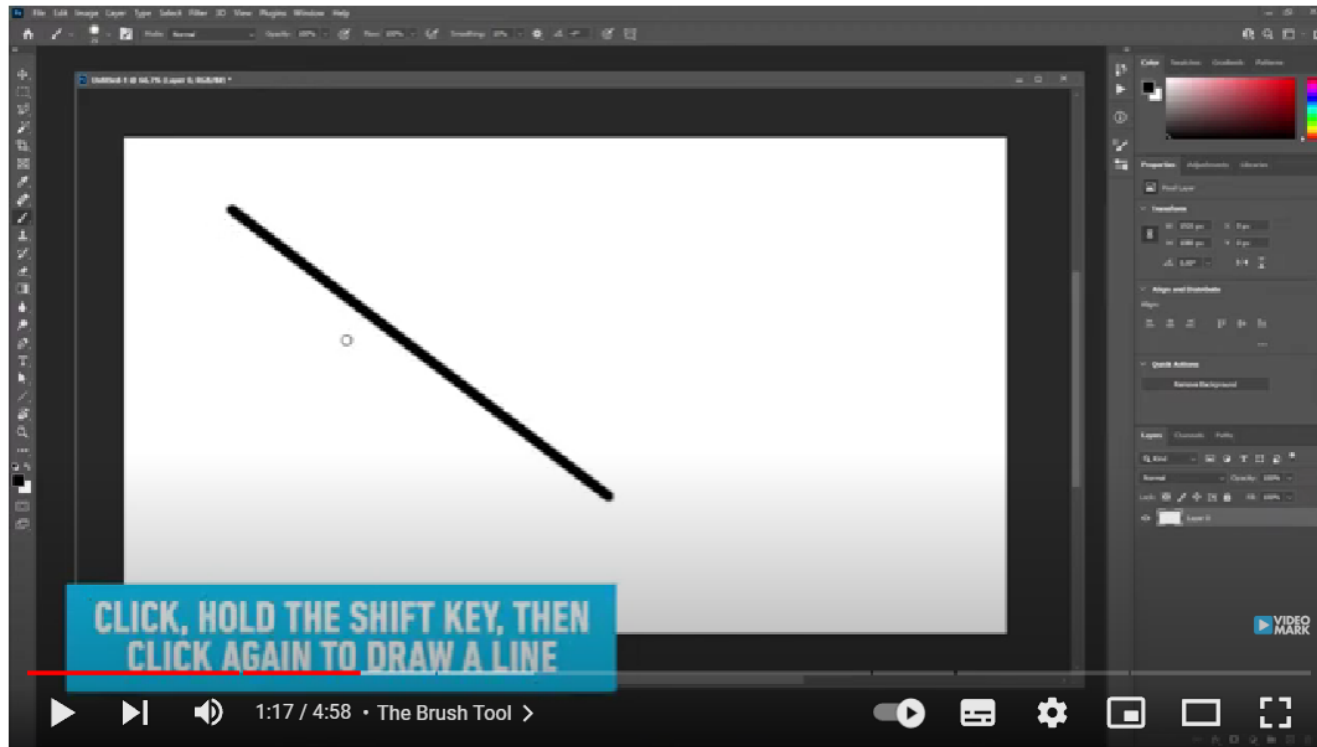
How does that change with different colour combinations?



Exploring photoshop/photopea and presenting ideas

Develop your digital outcomes using photoshop / photopea. Or other editing software.

Watch the below tutorial and practice drawing lines and linking them up and apply to your design work..

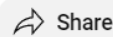


Draw Straight Lines In Photoshop



VIDEO MARK
7.12K subscribers

Subscribe



<https://www.youtube.com/watch?v=00wY-UkfPkQ>

Assignment: Presenting the dream

Looking at Photography in advertising.

Developing ideas: By making changes to the background and lighting make your product appealing to a range of customers.

- Take screen shots of each stage of the development of each poster.
- Annotate the development of your ideas, explain what you are doing and why.
- Print your response posters large to show they are the final response, at least A4 size.

Things to consider;

Composition, rule of thirds
Background, midground, foreground
Focus / Space
Focal point
Perspective
Texture
Symmetry
Odd and even
Colour and mood

Things you can do;

Paint/collage a background
Add props
Add filters
Post edit to create greater contrast

Start by taking photos
on your phone of
every day objects.

Pick a minimum of 3 clients (target audiences) from the list or create your own

- Health Conscious Man
- Pensioner
- Executive wife
- Toddler
- Festival Goer
- Organic/vegan shopper
- Alien
- Teenager
- Dating Couples

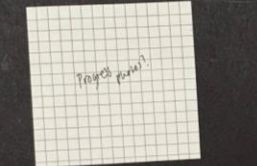
Explore a minimum of 2 Typography Graphic Designers

- David Carson,
- Neville Brody,
- Ivan Chermayeff
- Chris Ashworth
- Tom Geismar
- Ed Fella
- Jasper Johns
- Kandinsky

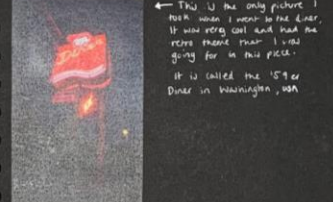
PRODUCT MARKETING

For this design I wanted to go for a more antique advert feel with the fancy borders and the old fashioned weathered paper, the effect wasn't what I was going for as it was more an even miss-colouring rather than a random one but it still conveyed the old time look.

This piece was more aimed at the older demographic with the writing being old fashioned calligraphy and fancy like the Victorian era. It's more of a throwback to the way they advertised things looking through all of them was interesting. I tried to copy the look of the old newspaper adverts seen in movies and actual old papers.



EXPERIMENTING WITH COLOUR



← This is the only picture I took when I went to the diner. It was very cool and had the retro theme that I was going for in this piece. It is called the '59 or Diner in Washington, USA

Retrofunk Script

For this piece I would have liked to incorporate this font into the final piece, but there was no font like this on the program I was using.

Product Marketing

I tried to recreate the old retro theme of the American diners with this design, from my experience of being in one, the stove-top espresso maker gave me the idea of this as it seemed similar to the things that were scattered around the diner.

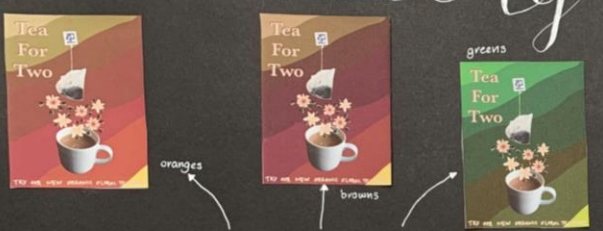
The whole premise of it was to copy the old style adverts, taking inspiration from both physical and digital copies of them, from games etc. There are a lot of them in post apocalyptic games and movies, going off the 50s vibe and how they used a lot of contrasting colours and colours of the American flag, so blue red and white, using the same stickers too to show that it would be usually sold in a diner.



Overall, I would have changed the way this piece was laid out as the price of the actual product doesn't stand out as much as the 'stickers' on top. I would have preferred to use a different colour.

Examples

marketing



I created a brand logo which helps a brand to become well known and easily recognisable.



The flowers are hand drawn to contrast the photos. They are used to emphasize the flavour of the tea and show how natural and healthy the product is.



This is the original photo which I edited around to place it into my ideas.

I felt that this object did not advertise my idea as well as the teabags do.

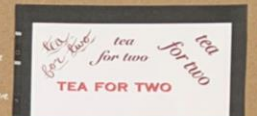
Originally my idea included these two pots with one filled with flowers.

This design is aimed at couples. I have tried to use symmetry to make it appeal more to couples. I chose a red and pink colour scheme to reflect typical colours associated with love.



I picked a romantic cursive font to further appeal to my target market. If I were to improve this idea, I would add in a complimentary colour to contrast the pink. I would also make the type stand out more and play around with the positioning.

here I tried out a few different fonts to write the brand name in and different colours. I initially tried handwriting the words in a calligraphy style and I then turned to more graphic fonts. I decided on the bolder font at the bottom as I felt it stood out the most for my final design. I added a second identical layer of the same font in a darker colour to create a shadow and make it look more 3D. I tried changing the background colour and the blue beside the pink stand out really well. The green made the lettering more readable however didn't fit my theme.



Font

I had the brand name at the bottom of the image but it blended into the background too much.



Initial

ADVERTISING AS A FLORIST

Target Audience:
Elderly people



Made using Adobe Express on phone



decoration - not overwhelming
helps viewer focus on flowers

floral + elegant - theme

attention drawn to flowers (colour)

Final design:



butterflies more colorful spread across the page

Target Audience - couples

Made on Ipad Air using Procreate



centre of flower made into a heart



silhouette of a couple giving/receiving flowers

simple background as it doesn't get too busy and distract away from flowers

Final Design:



Final poster print large A4 size

Examples

Screen shots



romantic, swirly font to fit theme



clear price for information

black to match text and silhouette

added black border to give it a more tidy, sophisticated appearance

breaks up the pink, more formal