

AWS 4M PRODUCT PROJECT

-DESIGN-ADVERTISE-MARKET-PHOTOGRAPH-FILM

You will be started a project where you will research and design a product, create its logo, photograph and create a print advertisement and then script, film, storyboard and direct your own commercial for your product. Each step in the process will build on the previous step, so make sure you are taking care to make each finished step as polished and professional as you can.

You will choose a product that you find interesting. This is a product that you will work with for a number of weeks, so it is important that you put some thought into the type of product you will choose. The product will have to be something you are able to photograph for your print ad and use in a filmed commercial, therefore if it is something you do not physically have, you might have to get creative and build a model. A lot of thought should go into the type of product you will be using to complete this project.

STEP ONE: Choose your product

Create a page on your website devoted to your product. You must type a description of your product that answers the following questions: (the description must be no shorter than one typed paragraph)

- What is your product?
- How do you use it?
- What is it for?
- What does it look like? Smell like (if there is an aroma) Taste like (if there is a taste) Sound like (if there is a sound)
- What type of people should be using your product - age, gender, race, socio-economic status
- How much does your product cost?
- Where can you get your product?

If there is any other pertinent information about your product that you feel is necessary to explain it, make sure you include it in your product description.

Deadline for product choice and description: Thursday September 5th 2013

STEP TWO: Research and Compare

Once you have chosen a product, it is important to research similar items. You will need to find logos of similar brands and see how they market and label their products. On your website, show examples of three logos of similar companies or products. Include a

description of the company or product and what you find interesting or innovative about their logos.

You will also need to find three print (magazine or newspaper) ads for similar products or logos and upload them to your website. Include a description of the print ad, make notes on the lighting and colour choices that were used in the ad. Consider how they made the product seem appealing or interesting to consumers. Consider the font they used and the “copy” or text that is used to help sell their product. Also pay attention to any catch phrases or icons that become a part of the advertising, This will help you come up with ideas for your own print ad.

Use Youtube to research commercials that have been used to sell similar type products. You will need to embed three similar commercials on your product research webpage. Describe what you like and dislike about each commercial. What ideas would you like to borrow for your own commercial? What age group was the ad marketed toward? How was it shot? Was audio used? How effective was it overall? Give a detailed critique of each commercial when you post it.

Deadline for Research and Compare: Monday September 9th 2013