Holiday Assignment: Product Marketing and Advertising

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

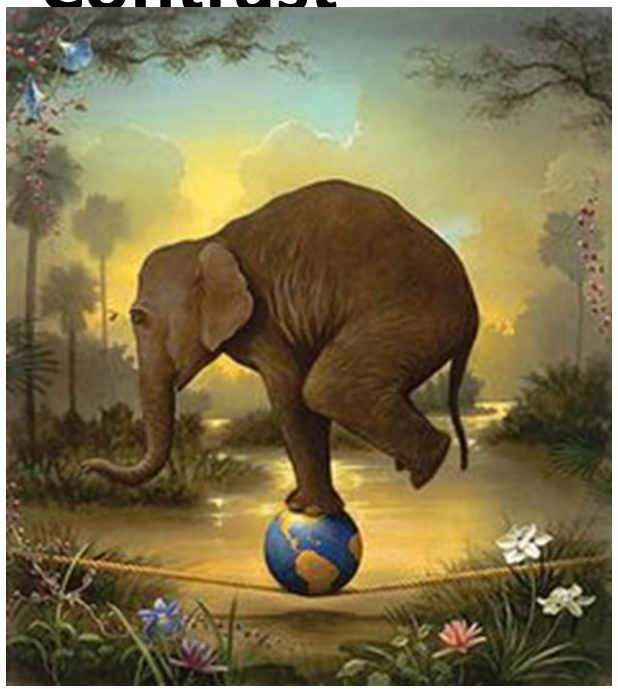
1. Select a product you would like to sell, any every day items eg apple, mug
2. Photograph the object and print the photo, then create at least 2 A3 size observation drawings of the object, one should be pencil the other a media of your choice, display them on a double page with the reference photo you took.
3. Research a minimum of 2 typography designer from the list, you must create a double page of research about designer, 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.
4. Select 3 different target markets / audiences you want your product to appeal to.
5. Create a range of posters to advertise and promote your product, you should create a poster for each of your 3 target audiences (a double page in your book for each of the 3 target audiences). Each poster must show clear connections to one or both of the typography artists you have researched. E.g using their style of lettering, or colours.

Your posters should include:

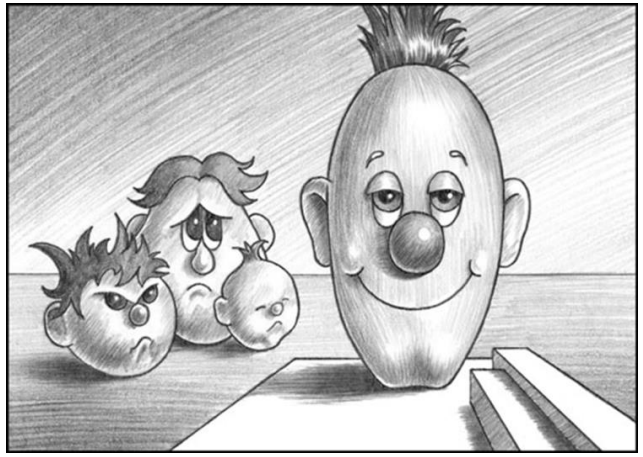
1. A logo or slogan to appeal to each of your 3 target audiences.
2. Each poster response should be a mixture of a) digital work (photoshop/photopea/procreate or other app for editing you can explore a range of editing online, b) practical work eg drawings
3. You will be presenting to your `Client` (the group) when we return in September your three different designs. - They will have to guess your target market/audience for your different audiences.
4. Ensure you create a double page for each target audiences, this should include screen shots of the development of your work. Print final posters to A4 size, screen shots should be small so you can fit several on a page.

Focal Points

Contrast

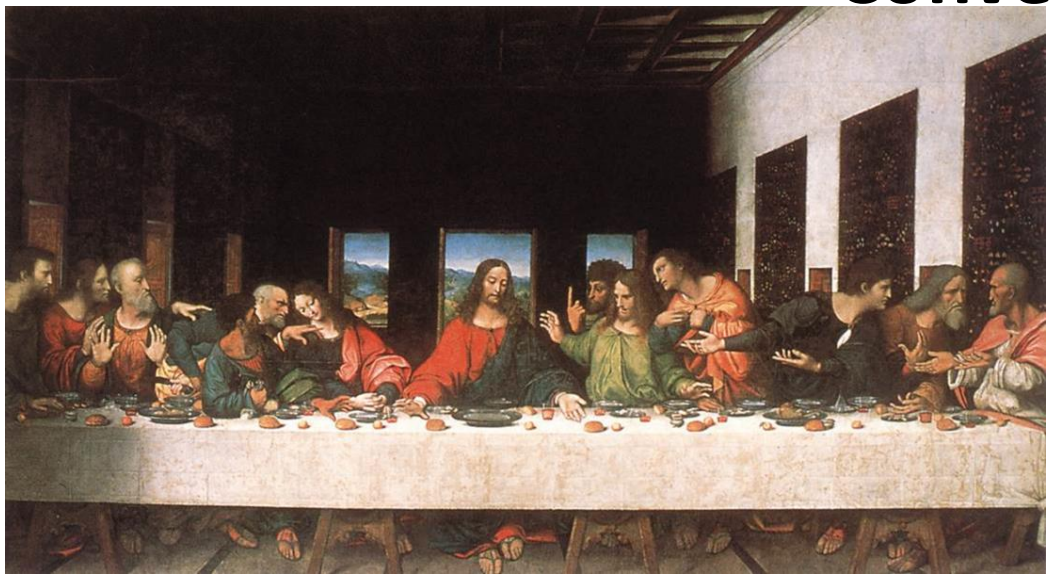


Placement



Isolation

Convergence



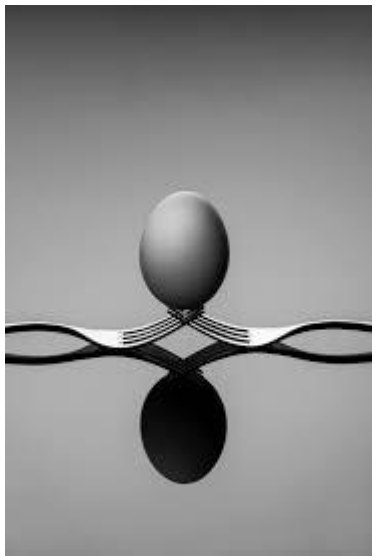
The Unusual

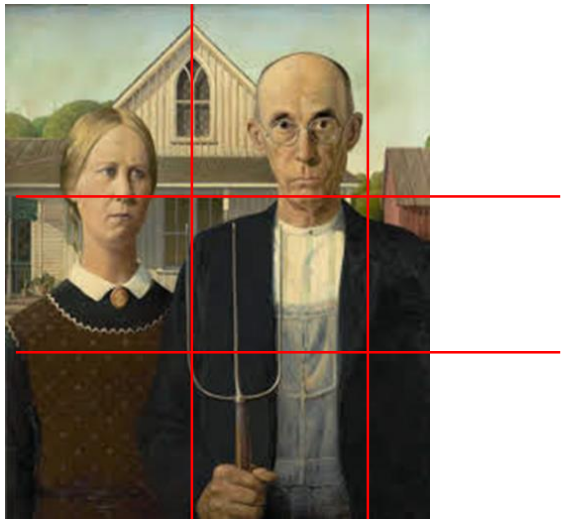
COMPOSITION

Pattern and Repetition

Odd and Even

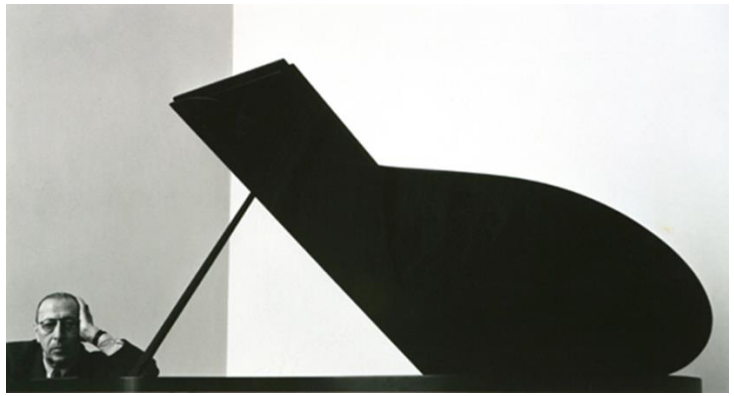
Symmetry





Rule of Thirds

Space



Triangles

Simplification

Poster Ideas: LIGHT

Darkness

Brightness

Contrast

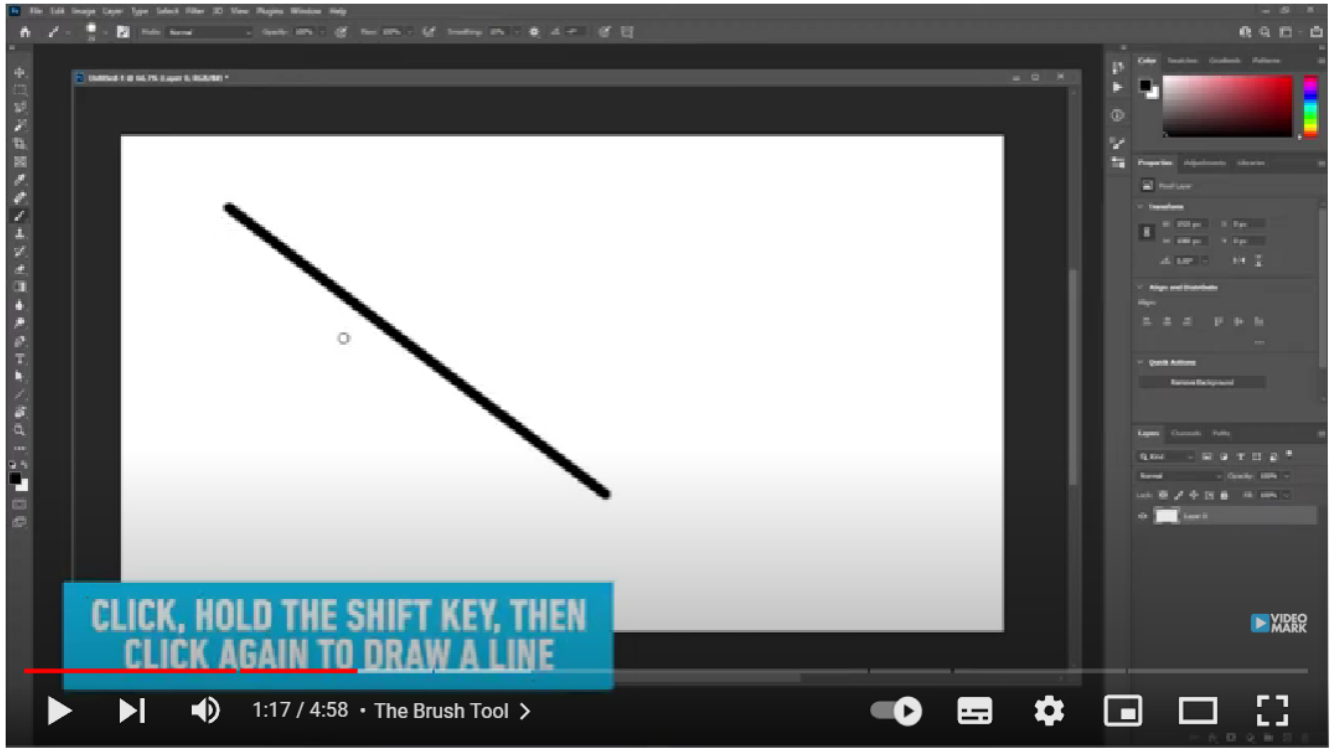
COLOUR

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
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37
Share
Download

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

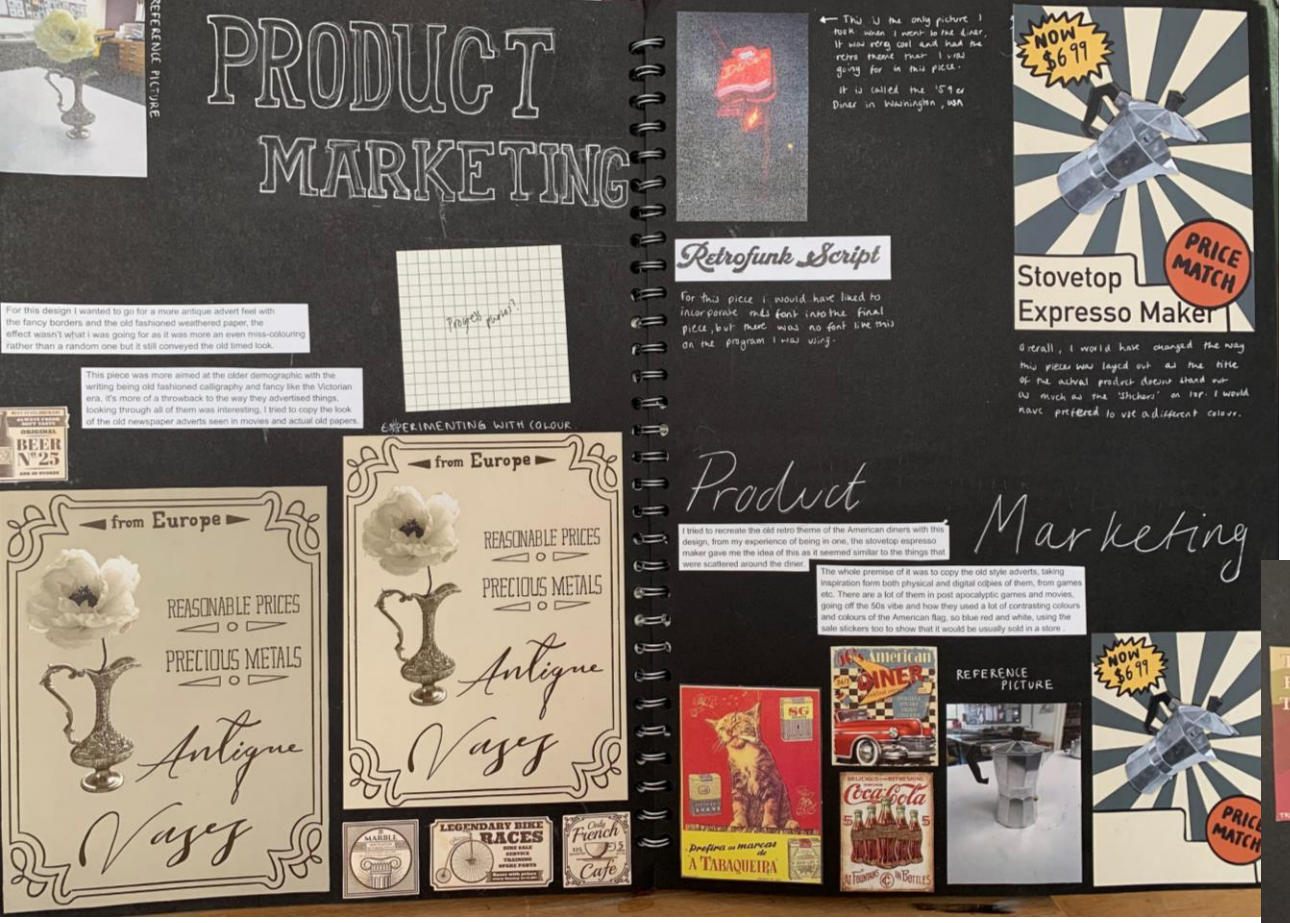
Start by taking photos on your phone of every day objects.

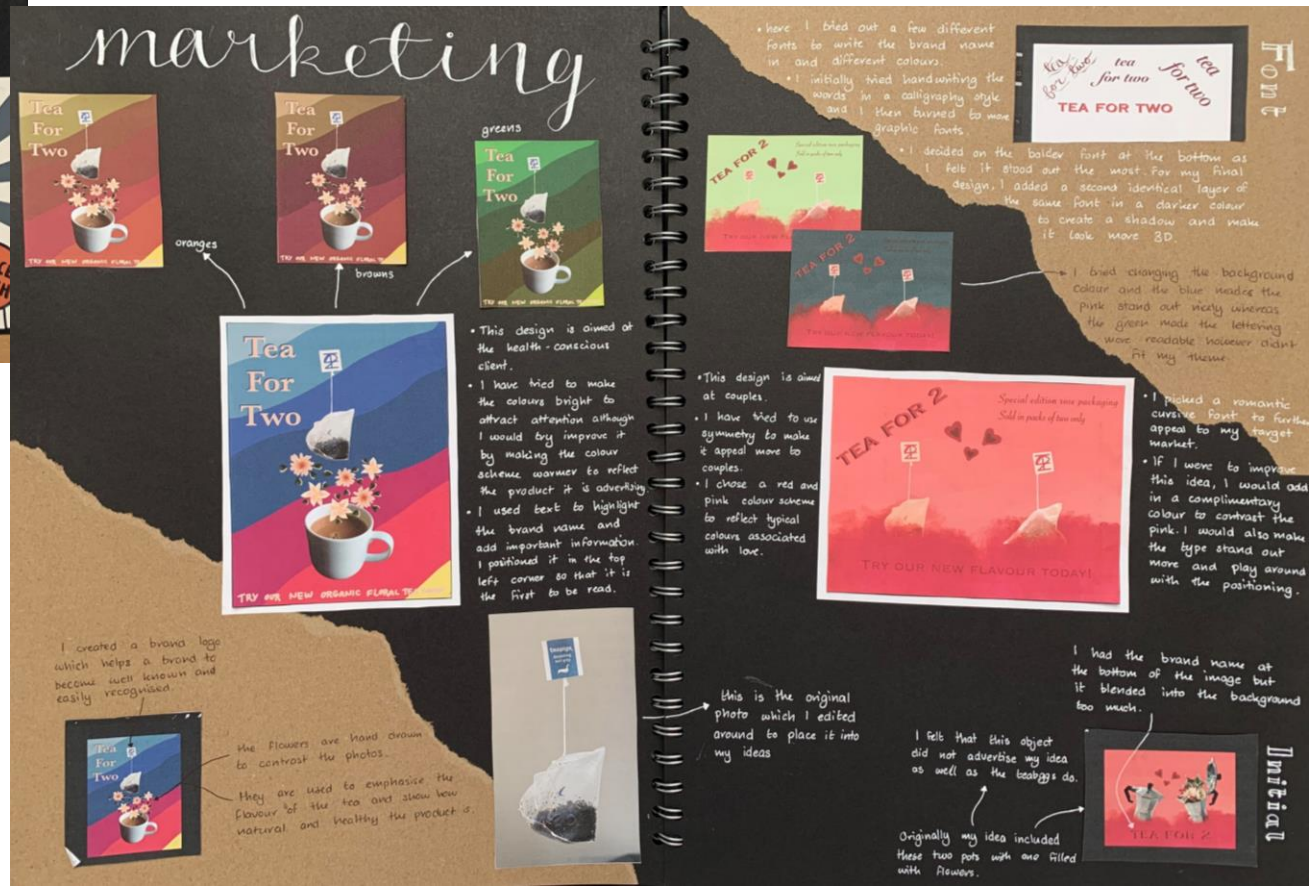
Pick a minimum of 3 clients (target audiences) from the list or create your own

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

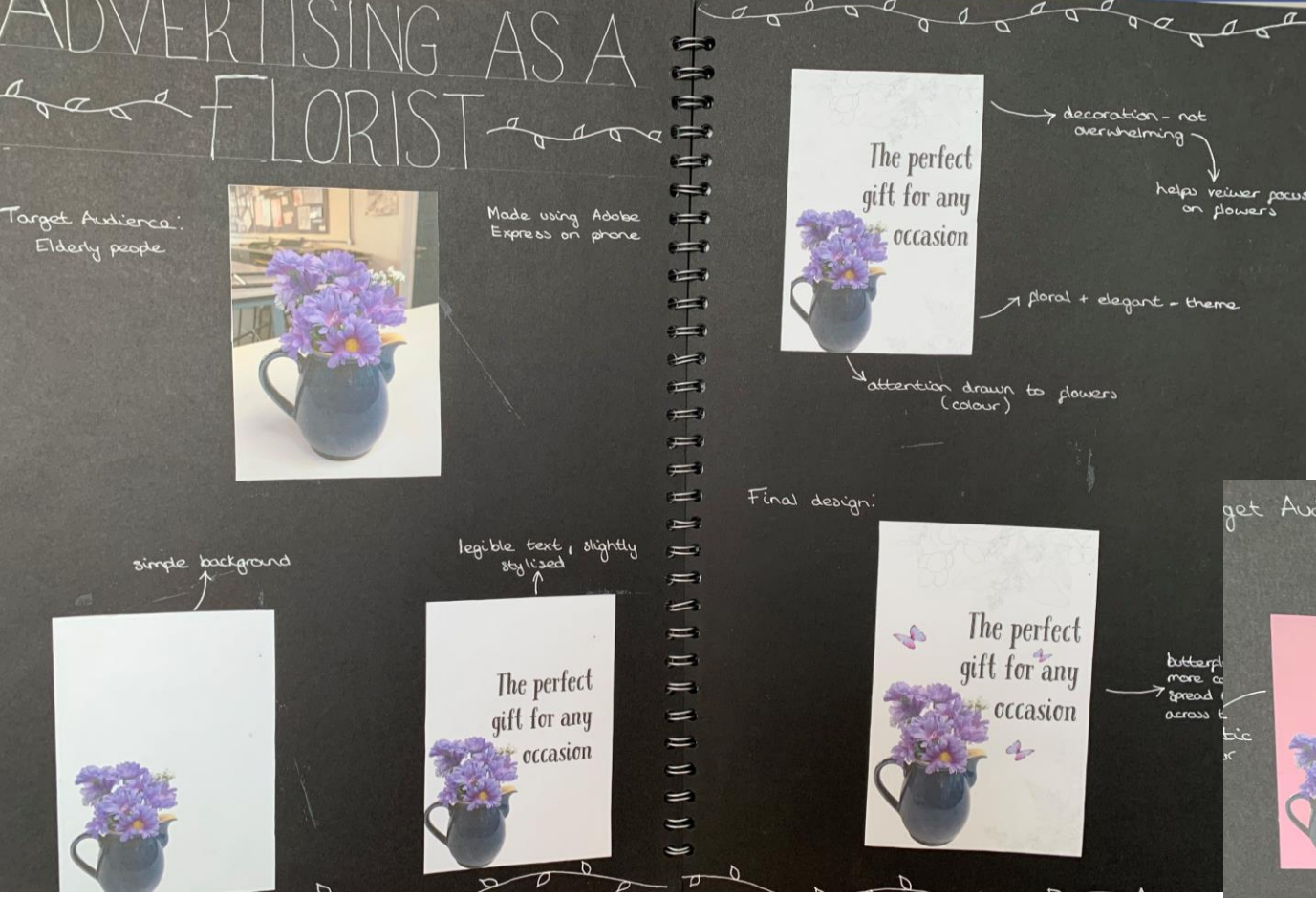
Explore a minimum of 2 Typography Graphic Designers

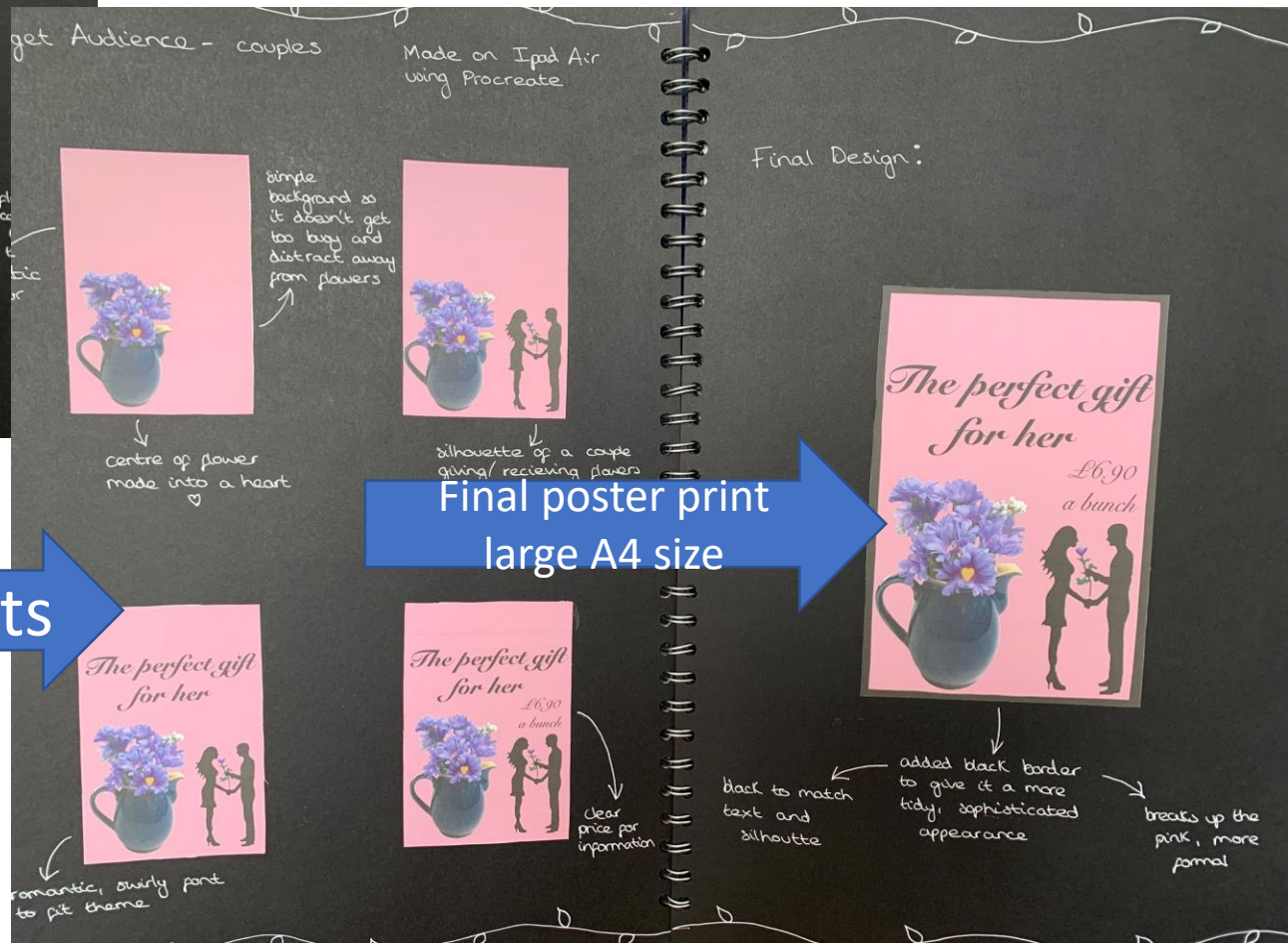
- David Carson,
- Neville Brody,
- Ivan Chermayeff
- Chris Ashworth
- Tom Geismar
- Ed Fella
- Jasper Johns
- Kandinsky


PRODUCT MARKETING
REFERENCE PICTURE
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 '59er Diner in Warrington, USA
NOW $6.99
PRICE MATCH
Stovetop Expresso Maker
Overall, I would have changed the way this piece was layed out as the title of the actual product doesn't stand out as much as the 'stickers' on top. I would have preferred to use a different colour.
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.
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 timed 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
from Europe
REASONABLE PRICES
PRECIOUS METALS
Antique
Vases
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 stovetop 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 form 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 sale stickers too to show that it would be usually sold in a store
REFERENCE PICTURE
LEGENDARY BIKE RACES
Cafe
A TABAQUEIRA


marketing
Tea For Two
oranges
greens
browns
TEA FOR TWO
TEA FOR 2
TRY OUR NEW FLAVOUR TODAY!
• This design is aimed at the health-conscious client.
• I have tried to make the colours bright to attract attention although I would try improve it by making the colour scheme warmer to reflect the product it is advertising.
• I used text to highlight the brand name and add important information. I positioned it in the top left corner so that it is the first to be read.
• 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 makes the pink stand out nicely whereas the green made the lettering more readable however didn't fit my theme.
I created a brand logo which helps a brand to become well known and easily recognised.
the flowers are hand drawn to contrast the photos.
They are used to emphasise 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 had the brand name at the bottom of the image but it blended into the background too much.
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.
Final
Initial

Examples





Examples

Screen shots

Final poster print large A4 size