



# creative project 02

## billboard design thinking really big.

two week project due:

**feb 19, 2016**

**What will be due:**

- PSD file per the specs. (RGB)
- Color 8.5 x 11 (your concept on a billboard pic)
- List of at least 3 TED talks you watched
- 1-2 page Creative Brief (typed in Word or a PDF)

You will choose an idea to promote. You will explore this topic and how to communicate it while working on a billboard campaign proposal.

But you will not need to come up a big idea on your own. You will "partner" with some of the world's most renowned leaders, thinkers and innovators.

Where will you find the idea-makers? Meet TED. TED stands for Technology, Entertainment and Design: Ideas Worth Spreading.

TED is a nonprofit organization whose mission is to spread great ideas through several annual conferences and their Web site: [www.TED.com](http://www.TED.com), where all of their conference presentations and much more content are presented free for your viewing enlightenment, education, and inspiration.

You will watch at least three TED videos to find an idea to promote. TED presenters cover a wide range of topics and many of them are focused on social issues, problem solving, and all forms of design and creative thinking. *continued...*

You can use the search feature to find topics (such as “environment,” “poverty,” “war,” or “feminism”) or you can look through the Themes, Speakers or Talks lists. The Themes index includes overarching topics like “technology,” “culture,” and “global issues.” But within each of these categories , you will find a number of themes. An example: Under the “design” category, you can look at videos from themes such as “A Greener Future,” “The Power of Cities,” and “The Creative Spark.” And within each of these Themes you will then find many video presentations.

There are a lot of great ideas and presentations here. You could literally spend days here absorbing all the wonderful content. But be aware that not all of the presentations fit into our overriding theme of Graphic Design for a Better World. Your challenge is to find a presenter with an idea that you believe in and that you believe can make the world a better place — and idea that you can use graphic design to promote.

You will use the Creative Brief PDF file provided, or create your own Creative Brief. The CB answers the key questions like “What is it,” “What is the goal,” “Who is the audience,” “What is the tone and style.” Without a good, thorough CB, you will not have a clear grasp on where the Design Process should take you and how you know you’re done.

**Now A Bit About Billboards:**

The most important factor in the outdoor advertising market is to remember that outdoor posters have to deliver a single, high-impact message in a very short time period. The poster should have bright colors and be legible from a distance. Here are some tips for designing your outdoor poster:

**Understand Your Audience:**

The Outdoor Advertising Institute says that your poster has about six seconds to deliver its message. Make sure your design is simple, yet bold and is readable from a distance. To test the legibility, look at your rough design from a distance equal to 17 times the width of the artwork. Check it under several different types of lighting conditions and angles, since it will be viewed by passing motorists in all kinds of weather and at different times of the day.

**Keep It Simple, Bold and Easy to Read:**

Keep major elements in the poster to three or less. Minimize wording to three or four clear words, with ten at the most. Remember that drivers will not be able to stop and read your message. Typefaces should be highly legible styles. Use the 17 times rule to check the readability of your type. Show the product in a dramatic way, or make a bold statement about what the product is like. We have seen many successful campaigns that don't show the product. They only suggest the feeling, environment or quality of life associated with the product.

**Color and Contrast:**

Make the colors bold and the contrast high. Subtle, low-contrast images reduce the impact to passing vehicles.

**Production Details:**

Vinyl "Skin" Graphics are reproduced on a single sheet or from several panels and then seamed together depending on the size. Digital files for vinyl graphic reproduction are submitted as CMYK Photoshop or TIFF file formats. The image sizes should be as follows:

Vinyl Graphic Size	9 DPI Printed Resolution		12 DPI Printed Resolution	
	Image Size	File Size (MB)	Image Size	File Size (MB)
14 x 48 ft.	1512 x 5184	31.3	2016 x 6912	55.7
20 x 50 ft.	2160 x 5400	46.6	2880 x 7200	82.9
20 x 60 ft.	2160 x 6480	55.9	2880 x 8640	99.5

# THE DESIGN PROCESS

When designers in any specialty prepare to design something, be it graphic (logo, brochure, web site), industrial (chair, cell phone, bicycle), or architectural (house, skyscraper, landscape), they follow certain steps that we call the DESIGN PROCESS. The design process provides general direction when designers set out to solve problems. By working through these steps carefully and sequentially, they increase the likelihood that their concepts will successfully meet the goal of the project.

## IDENTIFY THE CHALLENGE / PROBLEM / OPPORTUNITY

The designer, or design team, needs to fully understand the problem or opportunity before attempting to address it with design. He/she must also know the potential constraints (distribution, language, budget limitations, etc.) Will the needs of the project change over time? How will the design be viewed from differing cultural perspectives? How will new technology effect the design? There are a multitude of questions that can be considered and answered before the designer can be ready to move forward. You may begin writing the CREATIVE BRIEF at the end of this phase, but you probably won't complete it until sometime during the next phase.

## RESEARCH AND BRAINSTORM

Research all that's related to the challenge at hand. What are the societal conditions and expectations—the public opinion? What are your available resources? Do a competitive analysis — has the challenge been met before? If so, how? If not, why not? Then, because the best solution to a problem is not always the first idea conceived, exchange ideas in an open forum. To spark creativity, let the participants know that there is no such thing as a bad idea, no matter how crazy it may seem.

## DESIGN A SOLUTION / SEIZE THE OPPORTUNITY

Once you've settled on an idea to develop, prepare rough, downsized sketches (thumbnails), followed by detailed drawings or diagrams, and then solicit feedback from other team members or the general public. These design concepts may need to be modified depending on any feedback you receive. Now you can begin to mock up the design in your application of choice. Start to consider imagery, fonts, copy, themes, tone, composition, etc. These will not be finished and fine-tuned designs yet. You still have a ways to go.

## TEST AND EVALUATE

Present your concepts to the client or another test group and evaluate their responses and feedback. If your initial design doesn't fully solve the problem or meet the challenge (or can't do so for the money you have to spend), go back and repeat the above steps. You'll know what doesn't work and be in a better position to develop an idea that does. If your design does solve the problem, then it's on to the final step.

## BUILD IT!

\* Adapted from [www.teachersdomain.org](http://www.teachersdomain.org)

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## ADDITIONAL DESIGN PROCESS RESOURCES

- DDO's Model: <http://www.dubberly.com/concept-maps/creative-process.html>
- <http://stopdesign.com/archive/2003/06/02/design-process.html>

# THE CREATIVE BRIEF

**DESIGNER**

**TED PRESENTER / TITLE**

**YOUR PROJECT TITLE**

**PROJECT OVERVIEW** (Project message, information, goals, measurable objectives)

**PRIMARY AUDIENCES** (Who are they, how will they use this design)

**tone and image** (use adjectives; what tone, imagery and words will be most effective; specific visual and stylistic goals)

**MEDIUM** (what form of visual communication will be used? print ads, poster, campaign, guerilla marketing, web page, etc.)

**RESOURCES** (design influence, images, content, data, additional research)