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ADVERTISING CAMPAIGN

Project 4.2

Weeks 9/10

Objective:

To emphasize the idea of concept and the relationship of words and images, further the student's understanding of audience definition and communications targeting. Additionally, to explore relationships between component parts of a whole.

Lecture Outline:

Branding
Positioning
Market
Concept
Copyrighting



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Assignment:

Design an ad campaign for a Lamy Pen of your choice.

Men must select a "feminine" pen. Women must select a "masculine" pen.

Minimum: headline must be written.

1 full page ad 3 partial page ads

See www.lamy.com for product information, personality, culture, markets, etc.

See rollingstone.com web site for publication specs.



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ADVERTISING CAMPAIGN

The Lamy product designers - above and beyond Bauhaus

The first writing instrument of the new Lamy design era was created in joint project with a "free-lancer". This was Gerd A. Müller, a man who was one of the advocates of the Bauhaus movement. This alone was enough to impel Lamy to select him to provide the company with the initial impetus for its new design style and to provide his input to it over the years.

The inspiring exchange of view between "independent creative spirits" and in-house employees who work in the area of design, had led to this co-operation growing to encompass other product designers and design studios

Project 4.2

Weeks 9/10

Lecture(s) / Procedure:

8:00am Project Intro Mondays

Lecture

8:00am Other Mondays

Individual Consultations

11:00am Wednesdays

Interim CritiquesGroup Discussion

11:00am Fridays

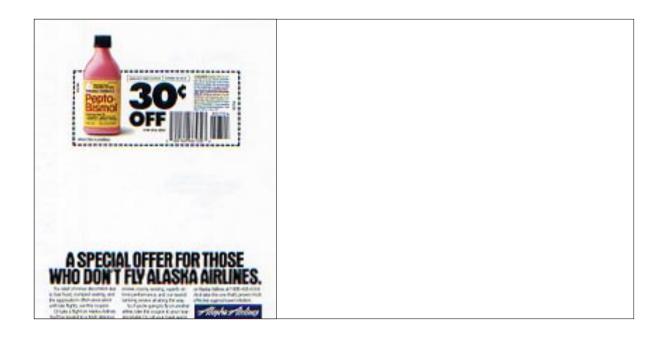
Interim or Final Critique

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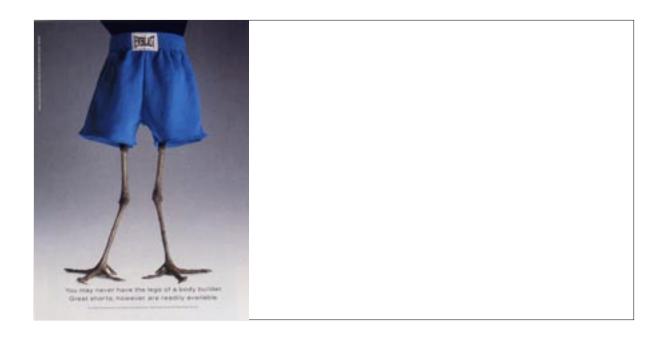
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ADVERTISING CAMPAIGN

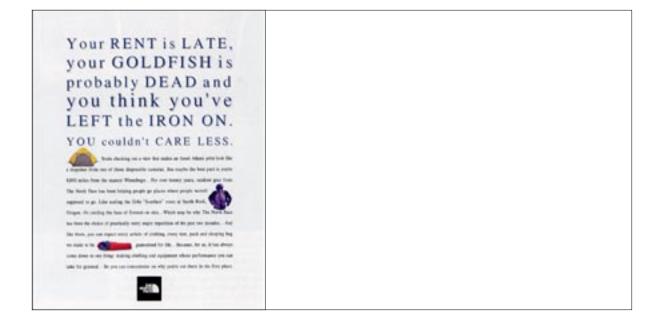
Project 4.2



Project 4.2



Project 4.2



Quarter 6

Project 4.2





Project 4.2



Project 4.2



Project 4.2

