

STEPS TO FOLLOW : WHOLE CLASS COMMUNITY CAMPAIGN

To successfully complete your campaign item work through the following process:

EXPLORE

- **Clearly identify** in one or two sentences who the audience for this campaign will be.
- **Research/Collect** some existing examples of campaign material that has been produced to appeal to this same audience or demographic group.
- **Decode** existing examples of campaign material using the A.I.D.A (Attention, Interest, Desire, Action) advertising technique.
- **Discuss** in class some types of persuasive appeals that are common to advertising and marketing ie: appeal to science, appeal to belong, appeal to sex etc.
- **Brainstorm** what community campaign the class as a whole will choose to work on collectively.
- **Collaborate** with a representative from the community organization the class will be supporting to come along and share some of their research and existing campaign strategies.

DEVELOP

- **Decide** on what media products you wish to market to this audience. Choose from:
 - A 30 sec. TV Advertisement to promote the class campaign.
 - A website that will accompany the campaign.
 - A poster for the campaign that will persuade the selected audience.
 - A logo to brand the campaign with.
 - A Banner that could be flown to promote the campaign.
 - A piece of point of sale signage to promote the campaign.
 - Other piece of creative merchandising to support the campaign.
- **Sketch or storyboard** your ideas for this product on to a clean sheet of paper. Please add notes if necessary to ensure you show a clear understanding of the media technology you will be using for each product.
- **State** which persuasive appeals you will be using and how you will also apply the principles of A.I.D.A.
- **Decide** on as a class how co-hesion of the campaign will be achieved – ie: a “Style Guide” to ensure a common fonts, colours and messages will be consistent across all materials.
- **Collaborate** with a local graphic designer to find out the processes they would use to tackle a campaign and how responsibilities and roles are divided up in “the real world”.
- **Document the process** of your decision making as you select what technical or symbolic codes you intend using:
 - What media languages (camera angles, shot types, lighting, editing, camera movement, sound etc.) will you manipulated?
 - What fonts and words will you select to particularly appeal to your audience?
 - What specific images, symbols or colours will you include to specifically appeal to your audience?
 - Will you employ any gimmicky cross-media promotional approaches or media events that might raise awareness for your campaign message?

RESOLVE

- **Create** the images you need for your promotional campaign materials ensuring that they are copyright free.
- **Produce** your campaign materials using your chosen technology and software.
- **Ensure** that your individual campaign material works cohesively with the whole class approach to the campaign and fulfills the “Style Guide” decided on by the whole class.
- **Submit** your campaign item to the class.

