

AVT 311 Project 1: I don't want that

Part 1

Think of something you want. It could be an object—a laptop computer, an I-Pod, a designer outfit, an original Picasso, a car, or something intangible or fantastical—world peace, a high-paying job, the ability to fly. (Note: if you choose an existing product, it helps to be specific: “Mazda Miata” instead of “sports car.”)

Savor the pleasure and satisfaction you would feel if you had that object, or ability or met that goal—but only for a moment. Your advertising agency has just been hired to convince people that they do not want the very thing you have just imagined.

Your first step is to develop a set of at least four reasons why a consumer or citizen like you should not want your fondest desire. Note that your reasons should not include cost or practicality. Your goal is not to convince someone that they cannot *afford* an I-Pod (for example)—which might or might not be true—your goal is to convince someone that I-Pods are dangerous, immoral, disgusting, or otherwise to be avoided by intelligent consumers. You want the audience to embrace rather than merely to be reconciled to an I-Pod-free-existence.

Write a 1-1.5 page typed paper, outlining four or more reason to skip what you want. Your paper should really be no longer than this, and will be marked down if it is. Your goal is to write brief, clear, and clever possible strategies for turning someone against your selected goal or desire—nothing too complex or convoluted because if your reasoning is hard to understand, it will be less likely to convince. Be prepared to present your ideas to the class. Note that your paper should focus on what your ad will say, not how it will say it—“I-pods will ruin your hearing” not “we’ll get Tom Hanks to say I-pods aren't cool.”

Next Class: have your choice and be prepared to discuss four reasons someone shouldn't want it.

Week 2a: Develop sketches for ad.

Part 2

Using the one or two most promising ideas from your paper, develop an 8.5 x 11” poster or advertisement (B&W acceptable) that uses words and/or images to realize your strategy. The language you use will change from your initial brief to the ad—in the first case you are clinically expressing a strategy to a client, in the second you are trying to make the point resonate emotionally with a broader audience. You must generate at least 5 concepts (thumbnail size), one full-sized rough, and a final produced on the Macintosh in QuarkXpress. Your ad will be evaluated on the basis of text and design.

Week 2b: Paper due, in-class work on ad.

Week3a: Ad due, critique.