

# Street Art/ Guerrilla Marketing – Advanced Design

## Part 1 - BRAINSTORM! – Write it down! Sketch it out! Process!

*If you were to create 3 pieces of art based on the same thing, chances are that the third piece would be the best. How do you make it to the third piece without actually creating the first and the second one?*

Come up with a Guerrilla Marketing idea to promote ART during youth art month at Deep Run High School.

### Things to keep in mind for your marketing idea:

Placement is important – Your work may be displayed in any part of Deep Run High School, but this work should not cause a major disruption in the school day or involve the custodial staff or Mr. McCray for extra clean up.

Your idea should be feasible. We have oversized printers in the art department and various art materials can be provided. Avoid ideas that would cost tremendous amounts of money to execute. The more complex an idea may be, the less likely for your idea to be selected for final execution.

Less is more!

Your idea should communicate clearly! When students see it, will they know what it is about?

**Typography** may be a key design element (probably pertinent) in getting your message across.

Your message should be positive. A negative message would reflect poorly on the art department and go against the purpose of the campaign.

Finalized ideas will be approved by administration before execution.

**HOW DO I START?** Start by asking questions. **Where** does art need to be promoted at Deep Run? **Who** needs to hear this message? Where is the **best location** to communicate this message? What location would **reach the largest amount** of people possible?

Due next class:

Tell Mr. McCray your idea and show him one page of sketches, writing, or ideas from your thought processing or research.

## Part 2 - Show it!

Poster – Create an 11”x 17” (tabloid) poster design communicating your idea for the Art marketing campaign.

Your poster must contain the following:

A catchy typographic title

Your name

At least two “photographic” images to give a visual representation of your idea

Graphic Elements – shapes, lines, simple images, etc. to further the meaning behind your idea

A short paragraph explaining your idea, how you came up with the idea and why you think it would be effective a Deep Run

*Where does art need to be promoted at Deep Run? Who needs to hear this message? Where is the best location to communicate this message? What location would reach the largest amount of people possible?*

**Part 3 – Critique** - All the posters in the class will be evaluated by the class. The highest scoring ideas will be selected and groups of students in the class will be organized to execute these ideas.

**Part 4** – Based on student voting and McCray’s expertise, collaborative groups have been formed. Each group contains a team captain. All members of the group should contribute equally in the process of creating the final piece, however; the team captain may have the final say in making a final decision. The captain may decide to use what is essentially their project for the collaborative exercise, or create a unified final project based on a combination of everyone earlier pieces....only one unified project please.

### Due at the end of class –

One 11” x 17” poster from each group explaining and showing **EXACTLY** (lots of details!) what the plans are for your project. Make sure you list materials, specific location(s), and the amount of time you would like to display the piece. These will be the posters submitted to administration for approval.

## Part 5 –Make it happen!