

University of British Columbia

Technology Studies Education

Advertising Technology Studies— Digital Media is the Message

Context

Design a brochure to advertise and justify the technology studies program in your school or a hypothetical school. Collect and organize information that represents the course offerings, general policies, and philosophies of the technology program. Offer a concise, coherent justification rather than trying to appeal to all interests. Focus first and foremost on the content justification, placing others as complementary to this. Assume an audience of administrators, parents, students and peer teachers.

Problem

Design a general two page, two or three column brochure that can take a digital and printed form.

Design Constraints

- The brochure must be original
- Must *not* involve offensive content (text or images)
- Brochure can be in black and white or in color, or a combination
- Brochure must be placed on the WWW with a printable format.
- If the digital format involves animation or video, a still-image, printable format must accompany the rich media format (Use PowerPoint, I Movie or Windows Movie Maker).

Design Considerations

- Pay close attention to appropriate principles of graphic design and persuasion
- Unity and repetition are very important design problems to address
- Try to express feeling in the brochure (sincere, funny, playful, honest, etc.)
- Content is very important and you will be asked to explain your choices (design, gender, environmental, multicultural, political, etc.)
- No Sloppy Work!

Sequence

- Identify a series of messages (text and images) to include on the brochure
- Determine WHO the brochure messages are for (broad- vs. narrow-casting)
- Determine WHERE and WHEN the brochure will be used
- Determine WHY the messages are important to convey
- Finalize the WHAT, WHO, WHEN, WHERE and WHY of your brochure— what are your intentions?

- Design and finalize a format
- Review the brochure closely to determine what is being promoted—WHAT are the messages (obvious and hidden)?
- Are there alternatives to choose from?
- Assess your design alternatives— and choose
- Begin to formally design your brochure

Management Issues

- You have two days to complete this brochure

Related Studies

- Aesthetics
- Graphic design
- Media Studies
- Communication

Honest Peer Evaluation

- | | | |
|--|-------|-----------------|
| 1. They stayed within the design constraints and deadlines | _____ | out of 5 marks |
| 2. Their brochure is effective | _____ | out of 5 marks |
| 3. The images and text are unified and well re/presented | _____ | out of 5 marks |
| 4. They have a nice display of principles and elements of design | _____ | out of 5 marks |
| 5. The brochure is persuasive | _____ | out of 5 marks |
| 6. The brochure represents quality work | _____ | out of 5 marks |
| 7. The use of resources and media adhered to n/etiquette | _____ | out of 5 marks |
| | _____ | Total out of 35 |

Assessment

- | | | |
|-----------------------------------|-------|------------------|
| Peer Assessment | _____ | Student Total |
| Design Principles | | |
| Appropriate Form | _____ | out of 10 |
| Unity | _____ | out of 10 |
| Style (humorous, political, etc.) | _____ | out of 10 |
| Effectiveness of Message | _____ | out of 10 |
| Media Sophistication | _____ | out of 10 |
| Deadlines and Participation | _____ | out of 15 |
| | _____ | Total out of 100 |