Subvertising— Digital Media is the Message

Context

The Media Foundation, a Vancouver based organization has challenged us to make a difference in this world of mass advertisement, mass consumption, and mass production. For their *Adbusters* campaign, they want us to be culture jammers rather than mindless consumers. This organization wants us to participate in slowing down consumption by making fun of advertisements and placing the spoof ads on the web.

Problem

Design a digital advertisement that spoofs, or subverts, a corporate ad. Groups of three.

Design Constraints

· Original ad must be a digital, print or television ad (fashion, food, movies, recreation, vice, etc.)
· The spoof ad must be original
· Must *not* involve racially, religiously, or sexually offensive content (text or images)
· Spoof ad can be in black and white or in colour, or a combination
· Subvertisement must be placed on the WWW or shown as a video.
· If animation or video the Subvertisement must be at least 45 seconds in duration and no more than 2 minutes (Use PowerPoint, iMovie 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 your own feelings in your ad (funny, playful, spiritual, honest, etc.)
· Content is very important and you will be asked to explain your choices (design, gender, environmental, multicultural, political, etc.)
· Consult forms of subverting created by Adbusters and Guerrilla Girls.
· Professional Work!

Sequence

· Choose a digital, print or television ad to contradict, spoof, or 'bust' (fashion, food, movies, recreation, vice, etc.)
· Study the ad closely to determine what is being promoted—WHAT are the messages (obvious and hidden)?
· Determine WHO the message is for (broad vs. narrow-casting)
· Determine WHERE the messages are coming from and WHEN they are effective
· Determine WHY the messages are a problem and WHY you want to bust them
· Determine the WHAT, WHO, WHEN, WHERE and WHY of your ad--what are your intentions
· Design about 3 to 6 alternatives to choose from

- Assess your design alternatives--have friends help you to choose
- Begin to formally re/present your ad

Management Issues

- End of Day 1 or 2: Approval of ad to be busted
- End of Day 1 or 2: Approval of storyboards for alternative ads
- End of Day 7: First version of your Subvertisement
- End of Day 10: Final Version of ad due for assessment
- Remember to be polite to people who help you

Related Studies

- Art
- English
- Design
- ICT & Technology
- Marketing
- Media Studies
- Social Studies

Honest Peer Evaluation

1. He or She stayed within the design constraints and deadlines

   _____ out of 5 marks

2. Her or his ad is from one of the alternative designs

   _____ out of 5 marks

3. Her or his ad is unified and well re/presented

   _____ out of 5 marks

4. He or she has as nice display of principles and elements of design

   _____ out of 5 marks

5. The ad persuasively subverts the original ad

   _____ out of 5 marks

6. The ad 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