

project three

U

# the persuasive experience<sup>2</sup>

user

## THE SCHEDULE

M MAR 22  
begin project 3: the persuasive<sup>2</sup>

W MAR 24  
work in studio

M MAR 29  
reveal project 2: the persuasive

W MAR 31  
reveal project 2: the persuasive

M APR 5  
reveal project 3: the persuasive<sup>2</sup>

W APR 7  
reveal project 3: the persuasive<sup>2</sup>

## PROBLEM

develop persuasive elements to support your acme products

## PROJECT OBJECTIVES

- experience developing/extending a visual identity to print and screen
- experience creating persuasive artifacts that compel a specific audience
- manipulation of visual imagery and language—brand development

## METHOD

use the research, user profile and visual identity from project 2 to develop advertisements for print and screen.

## DELIVERABLES

- a full-page, 4 color (CMYK) magazine ad. you determine an appropriate magazine for your USER. you determine and write persuasive copy to supplement and use in your advertisement. include a url to the web page. *design it, then print it. mock-up in the magazine—photograph it.*
- design a banner ad for cnn.com—size provided with sun chip example...pretend it actually links to web page. you determine and write persuasive copy to supplement and use in your ad. *design it, then mock-up on cnn.com page (provided)*
- design a main/product web page. size provided with sun chip example (approximately 1024 × 768 pixels. include 5 points/areas to navigate to (see the example). you determine and write persuasive copy to supplement and use in your website.

**ad these three deliverables to your project two presentation.**

## EVALUATION

your project grade will be based on the completeness and quality of the deliverables. special emphasis will be placed on how well your design objectives are reflected in the visual artifacts. successful projects will reflect an understanding of the user and embody the visual identity developed earlier. this project is weighted as 15% of your course grade.