Concept Boards

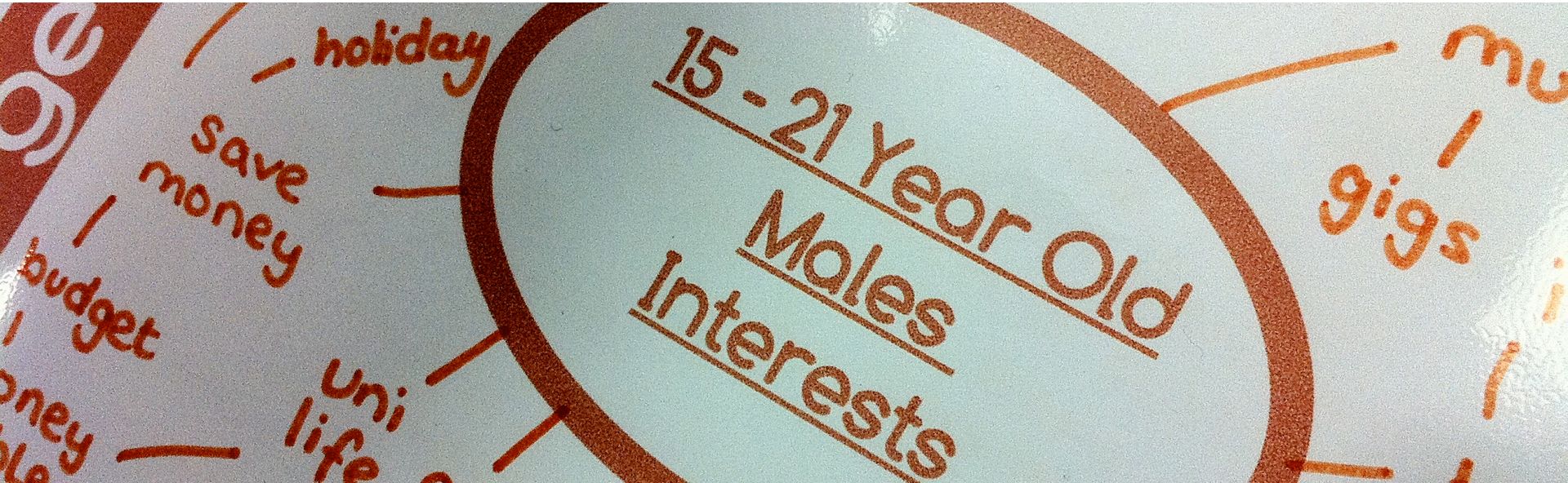
Conceptual Development and Realisation

Concept Development

- Good computer skills, great illustrations or professional photography won't save a bad idea – without a strong original concept you'll have an epic fail!
- Don't settle on any one idea too quickly!
- Don't restrict your creativity by working on the computer too soon.

Mind Mapping and Brain Storming

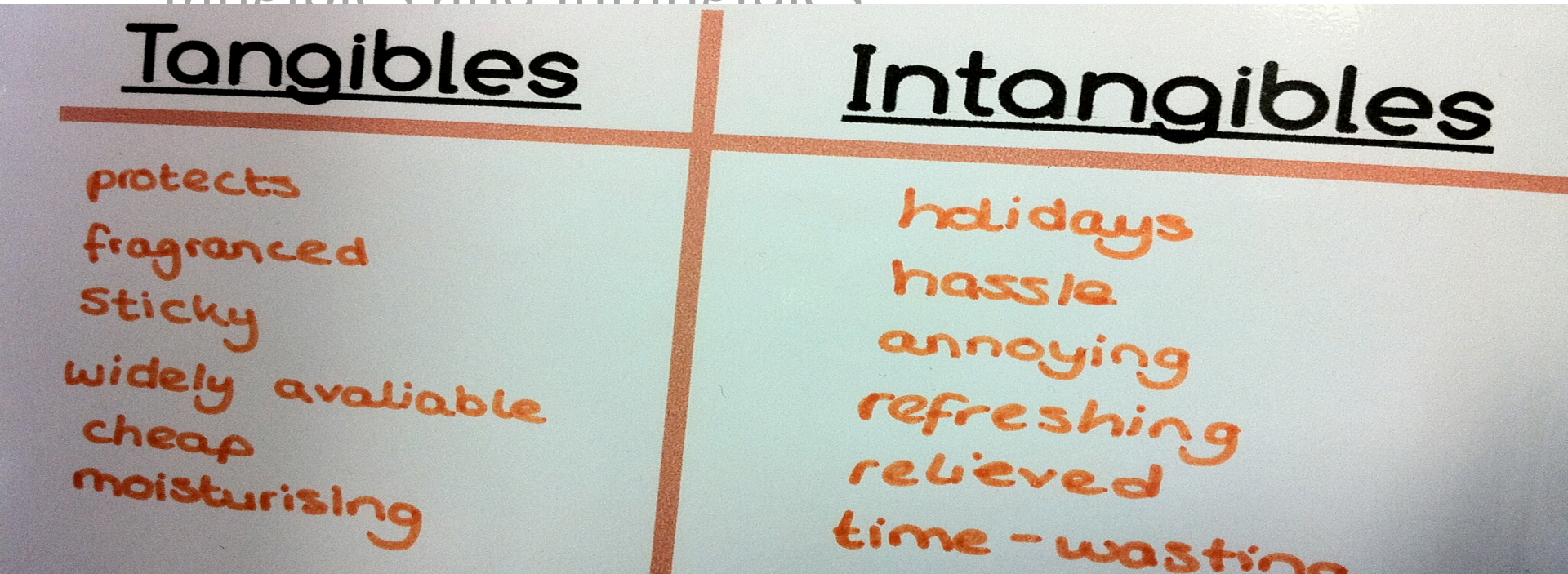
- Helps you work through initial thoughts (sometimes these are the obvious first ideas) paving the way for more innovative thinking which leads to stronger more creative



Idea Generation

- Divergent and Convergent thinking

- Tangibles and Intangibles



Develop your ideas

- Start off with rough scamps and thumbnails.

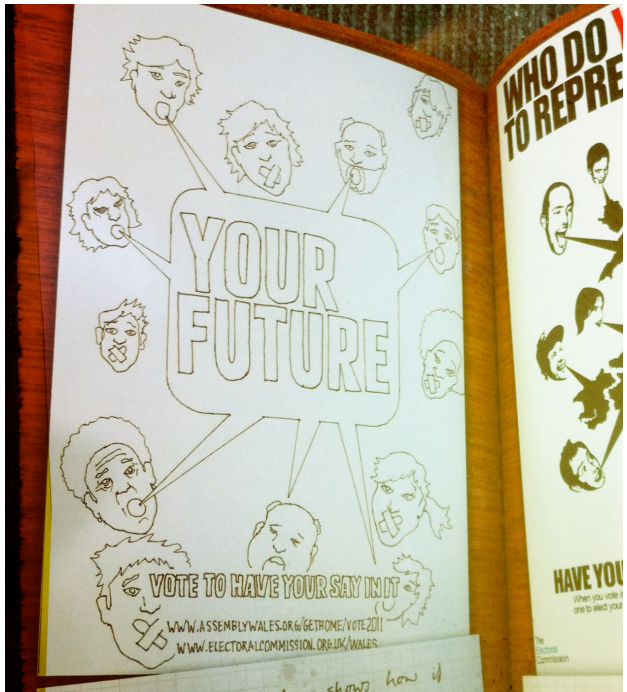
- Quickly move them along to visuals that communicate effectively, without needing to be a polished final solution.



Visuals

- Drawing and visualisation skills will help convey your ideas to the team/tutors/client.





Realising your ideas

- Realising your final idea may involve photography, video, hand craft skills.
- Use the media or software that is most suitable for your solution, not the software you know best.
- Allow adequate time to finish your work to a high standard.
  - If you fine-tune on the computer “save as” and store your experimentations to show your progress.







Concept Boards

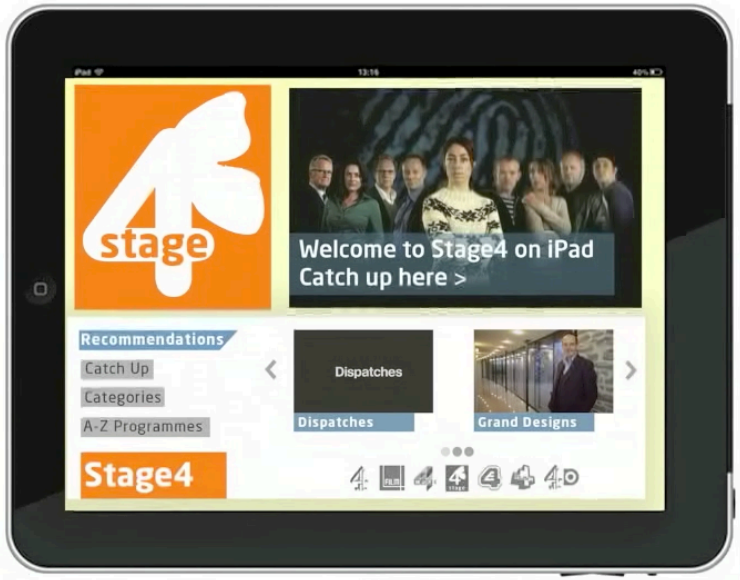
- Developing your practical skills by hand and computer will help you achieve a professional finish to your work.





iPhone button





iPad app homepage

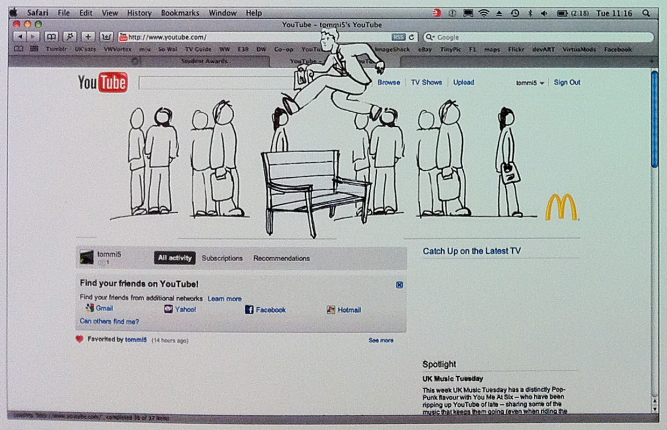
Insitu

- Placing an idea in context: in its intended environment, really helps understanding of the idea, especially if clients aren't visually literate.

- It will also demonstrate the potential of the campaign or idea and shows how strong it is.



48 Sheet Billboard using a recognisable scene from the TV campaign



YouTube banner advert



Interactive application game for all leading formats



Example of Print and 6 Sheet advert


FRONT
BACK
STAFF
cool beans
Eiskaffee
cool beans.
helvetica
(01656) 656789
66 Center Road
New Street
Cardiff
CF5 6GH
www.coolbeans.co.uk
Cool Beans Eiskaffee Co.
(01656) 656789
66 Center Road
New Street
Cardiff
CI5 6GH
www.coolbeans.co.uk
cool beans.
www.coolbeans.co.uk
Tom Newton.
Design for Advertising
http://tom-newton.tumblr.com/

NIKE Your Game Is Your Voice

Brief:
With the Asia Games in full swing during 2010, we wanted to deliver an inspirational brand message to the kids of Guangzhou. Many local kids were no longer able to participate in sports as their city and many of its facilities were taken over by the games. Our goal was to shine a spotlight on the local kids and motivate them to do more sport, and celebrate their achievements.

Solution:
Our solution was built on the insight that Guangzhou athletes are quiet but confident, they don't trash talk, or boast, instead they chose to express themselves through their game. This campaign was about bringing this spirit to life. To do this we visualized the kids inner voice exploding from inside of them, triggered by their action and movement of playing sport. The creative extended beyond the traditional boundaries of the medium, to heighten impact.

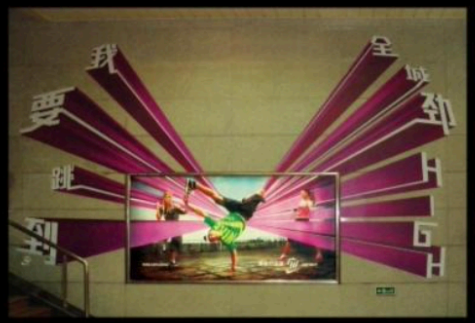
Location / Scale:
We wanted to be provocative in the way we executed the creative. A key location we used was a basketball court, where we created a court wrap that extended out onto an entire neighboring apartment block, prompting a stream of positive reactions from our kids, and generating a flurry of media attention, (including a 3 minute newscast on a number of TV stations). We also took over sections of the subway system with similar provocative executions.



Backtranslation: Pay attention cuz I won't show you an encore.







Backtranslation: My dance will move the world.



Backtranslation: I don't run to win, I run to run.

Presentation and Evaluation

- Write a rationale for the final design, explaining what you did and why you did it, to help us understand your thinking.

- A well-written rationale will help explain and justify your design choices from your point of view (especially if you are not there in person to present to client/tutor).