

BA (HONS) ADVERTISING AND BRAND DESIGN	Year 1, Semester 1
MODULE: Graphic Communication	LECTURER: Ian Simmons
Out of Home (OOH) Advertising	

The brief objectives

Design a billboard advertising campaign to raise awareness of littering issues.

You will need to:

- Research the issues surrounding littering.
- Demonstrate awareness of the work of anti-littering groups.
- Show development of visual and written concepts in layout pads or sketchbooks.
- Research billboard media formats.
- Design a final concept for a Billboard Advertising Campaign to include 96 sheet, 48 sheet and 6 sheet bus shelter posters. Your solution can be 3D, 2D print and/or including digital.
- Demonstrate that you have researched production methods and media costs.
- **The deliverables will include:**
- Concept boards of your campaign.
- A PowerPoint/Prezi/imovie presentation of your research development and final billboard campaign.
- A 200 word written rationale for your concept.
- Research and development books documenting all of the above will be presented to the module coordinator on the day of the presentation.

Write a design rationale which explains your campaign and how it will promote awareness of littering issues.

Your research books, concept development layout pads and presentation of concepts will be used to assess Coursework.

Summative Deadline 8th January 2019