



The emphasis in this assignment is on generating multiple visual solutions to one problem.

This is meant to be a semester-long project that takes place parallel with other assignments - kind of a “background” project, with one poster due each week.

In all, you should end up with 5 - 10 portfolio-worthy pieces.

CLIENT

Amnesty International (<http://www.amnestyusa.org>) is a worldwide movement of people who campaign for internationally recognized human rights. AI's mission is to undertake research and action focused on preventing and ending grave abuses of the rights to physical and mental integrity, freedom of conscience and expression, and freedom from discrimination, within the context of its work to promote all human rights.

WHY DO THIS?

- Learn about global human rights issues
- Experiment with many different executional styles
- Learn to think visually
- Simplify ideas to most basic and impactful visuals

Step 1: Gathering Raw Material (ongoing)

1. Sources of information (page 1)
 - Amnesty website, facebook page, twitter
 - major newspapers and online news sites
 - other human rights organizations, government sites and NGOs
2. Audience demographics (page 1)
 - In general, who gives to charity?
 - Who do you know who has ever donated time, money or work for a cause or belief?
 - Is there an opportunity to reach out to a new audience, to educate them?
 - Interview at least 3 people about nonprofit organizations / social causes (have they donated / worked/ read about / been interested...?)
 - search online for both positive and negative opinions about the organization
 - fill out demographic section of your book.
3. Locate an Adobe Illustrator version of the Amnesty International logo (you may have to scan and trace it). In fact, draw it (or something that inspires you about this client) on the cover of your book. Good procrastination task!
5. Research the history / mission / purpose of the organization. What seems interesting or surprising to YOU?
6. Answer the product benefit questions (page 5). For nonprofits, think about your “consumer” as someone who needs to know about this cause, and has the ability to do something about it (rather than someone who is on the receiving end of the charity or nonprofit). In other words, your message is not going to be seen by people in jail in China, or children who are being trafficked. Your job is to get some ACTION toward solution of these problems. Maybe your purpose is merely to raise awareness - or to get lawmakers to notice the message - or celebrities to endorse it - or college students to march or sign petitions. Set your own goal for communication.

LEVEL:

College - beginning

OBJECTIVES:

Learn about strategy.
Practice complete, structured ideation process.
Experiment with various executional techniques

TOOLS:

Little Big Idea Book
sharp pencil
computer with design software
other art supplies, as per idea

TIME:

Full semester (one poster a week x 15 weeks)

DELIVERABLES

Fifteen finished posters

Step 2: Digesting the Material (2-3 days)

1. Press release (page 6)

This is an exercise which may or may not reveal a big truth to you.
What kind of event, invention, or news around this cause would attract a big crowd?
Where would it take place?
What kind of people would be invited? Why would they want to come?
How would you get national writers, bloggers, news media there?

- party, performance, show
- competition or game
- conference, lecture, educational event
- invention or product
- social media happening

One approach to your campaign could be to design your ads just around this interesting “thing.”

2. Truth triangle (page 7)

Now that you are somewhat familiar with the organization and its supporters, come up with one or more central / core:

PRODUCT TRUTHs are the important product benefits you have uncovered - not only to the people who are helped by the nonprofit, but to its supporters?
What is the BENEFIT to YOU of being a “supporter” of a good cause?

CUSTOMER TRUTHs are issues that are top-of-mind to your biggest supporters
What is the person most likely to help or contribute to Amnesty looking for?
What higher-order needs does it help them fulfill? (See Maslow's chart)

CULTURAL TRUTHs are usually the hardest.
What “big trend” or current news ties in with Amnesty's mission right now?
What is going on in the larger world of ideas that relates to it?
Research trendspotting information or TED talks.
What's hot in men's / women's / children's magazines? Movies? Music?
What is happening in the news that the target would be watching?
Use your knowledge of people, issues and society to look around you and find some big idea or current mood that connects to this organization.

3 Possible strategies (page 8)

Come up with three different “reasons” someone would want to support Amnesty.
Don't be clever or cute here. These are not “taglines” or headlines. These are ARGUMENTS.
Each strategy should be a word (an adjective) or (adjective) phrase you want to “hot-glue” to the brand.

Amnesty is _____.

Remember: Try to come up with a strategy that....

- Is specific to Amnesty International (how is it different than other nonprofits?) (REALLY hard! So many worthy organizations out there..)
- Fits the brand image of Amnesty (and is true)
- Is a compelling reason to GET UP AND ACTUALLY DO SOMETHING.
- Seems like it could lead to interesting ads

STOP

Show this page to some people you trust (instructor - friend - do-gooder?)

Get their honest opinion before you start writing ads.

Do these strategies have some promise? Are they unique, specific, interesting?

Write down comments, reminders, thoughts, opinions - your focus group (page 9)

4. Writing (pages 10 - 14)

Now you're ready to brainstorm. Maybe you've even already started!

For each potential strategy, start listing ideas, headlines, concepts, events, crazy, impossible plans - or .urls.

As Luke Sullivan says, "Don't just write willy-nilly. Start with willy, and move on to nilly."

If you're a methodical type, make lines 1-20 on Strategy A, 11-20 on Strategy B, and so on.

Use these lines to write about product truths, or customer truths, or cultural truths.

Come at it from lots of different angles. Be playful. Just generate. Don't judge. Just freestyle it. Once you get going, you'll flow for a while, and then it will get hard. Then you'll have another burst. One thought will lead to another. Just keep going. Write nonsense. Write poetry. Rant about the issues. If you get stuck, loan your book to a friend and have them add some ideas. Why not? They're free.

WRITE 100 THOUGHTS DOWN!! You can do it.

5. Thumbnails (pages 15 - 19)

Visual brainstorming. Let your visual cortex - the "left side" of your brain - have at it.

Start making visual associations. Using your writing list, play with symbols.

Combine visual clichés. It's ok. Use visual shorthand.

Play with the company logo. Draw cartoons.. Interpret the truths visually- what do they look like?

Try all the brainstorming techniques you learned in "Visual Thinking" class.

These are tiny little boxes, aren't they?

That's on purpose - so you don't get caught up in drawing STYLE and focus on drawing CONCEPTS.

Stick figures are fine. These are visual notes for yourself.

They have to remain simple, since they're small.

In advertising, simple = good.

Nobody has time to decipher a really complicated idea in an ad

(unless complexity is your strategic benefit.. then... well, have fun with that!)

DO 100!! You can do it.

Congratulations!

Whew! You did it! Now you can stop thinking for a while. Time to start making some art!

Step 3: Unconscious Processing (24 hours)

6. Swipe /scrap / inspiration (pages 18-19)

Take a break from all this ideating and just start looking around for inspiration.

You've been immersed in the assignment for a while, so kind of shove it to one side of your brain and just go on gut feeling for a bit. Be a visual pack rat - collect pretty (or interesting) objects / images - ones that somehow "feel" right. You are going to be executing your ideas in a lot of different ways. Start looking for cool techniques.

LITTLE BIG ASSIGNMENT #3: Amnesty International Poster Series

Get out your Pantone books and your paper samples. Dig through old magazines, or go down to the magazine store and thumb through some new cutting-edge ones.

What kind of photography, illustration, typography seems like it would be fun to do?

Don't worry about "stealing" stuff right now - you have your own ideas.

Just open your eyes to what's going on out there that might give your ideas a new spin, or a different visual approach.

Feel confident that you already have some ideas - now let the designer in you (even if you are a writer) be inspired.-

This could be the time to do something on your "bucket list".

Feel like making a watercolor painting, a cartoon character, a piece of street art? Go for it.

Make any notes here about things you need, places you want to visit, stuff you found, people who might help, talent you could use, etc.

Step 4: The Aha! Moment (2-3 days)

7. Roughs (pages 20-23)

Take the best seeds, scraps and beginnings from all the other pages
- and AT LAST try to turn them into actual poster designs (roughs).

Now is the time to get serious about the overall design of the page.

What element is the most important? Words or pictures?

This is a POSTER campaign. Think about posters: graphic. simple. beautiful. powerful.

The good ones stop you on the street and make you want to take them home.

And they are always, always, always SIMPLE ideas.

Remember, if you are working on a computer, your screen is about one-quarter the size of your finished poster. Type that looks small onscreen will look uncomfortably gigantic on a poster.

Use those gridded pages (24-26) to focus on the design of the type and logo, if you have a traditional "logo/.tagline lockup somewhere on your poster. How can it be different? sideways, circular, in a gridded layout? Hand-drawn, collaged?

Figure out the overall visual hierarchy and page layout here. Then, abandon this book for a while and translate some stuff BIG.

8. Variations (page 27)

After designing your rough ads, step back a minute - is there another way to organize the page?

Give yourself at least one totally different page design to think about. Just try it for fun.

9 Feedback (pages 28-29)

Use this page for friends, classmates, or instructors to make suggestions and point out the strengths and weaknesses of your idea before you jump out of the book and onto a computer or drawing board.

Instructors can use this page for a process grade.

Step 5: Idea Meets Reality (12 weeks)

10. Execution. (Pages 30-33)

Using the roughs, layouts, type and references you have found, construct 10 finished posters. Do one a week. Do one in each medium. Each one could be about a totally different aspect of the movement, or they could all focus on one issue (women's rights, gay rights, etc.) you can explore certain imagery in multiple styles, or try totally different ideas in each one. Go nuts. All you need when you are done is ONE truly great one, anyway :-)

All posters when finished should be 18" x 24" or close to that size (poster size). If you need to save money on printing, scale them to fit on 11" x 17" paper - or tile two 11 x 17 prints together (not that expensive, only a dollar or two at Staples for 11 x 17 color prints).

For some of the techniques, you will be OFF the computer and can work directly on an 18" x 24" or larger surface -try painting, collaging, linocut, silkscreen, etc. Remember to photograph the finished product so you can use it in your online portfolio. People appreciate hand-rendered artwork - a lot.

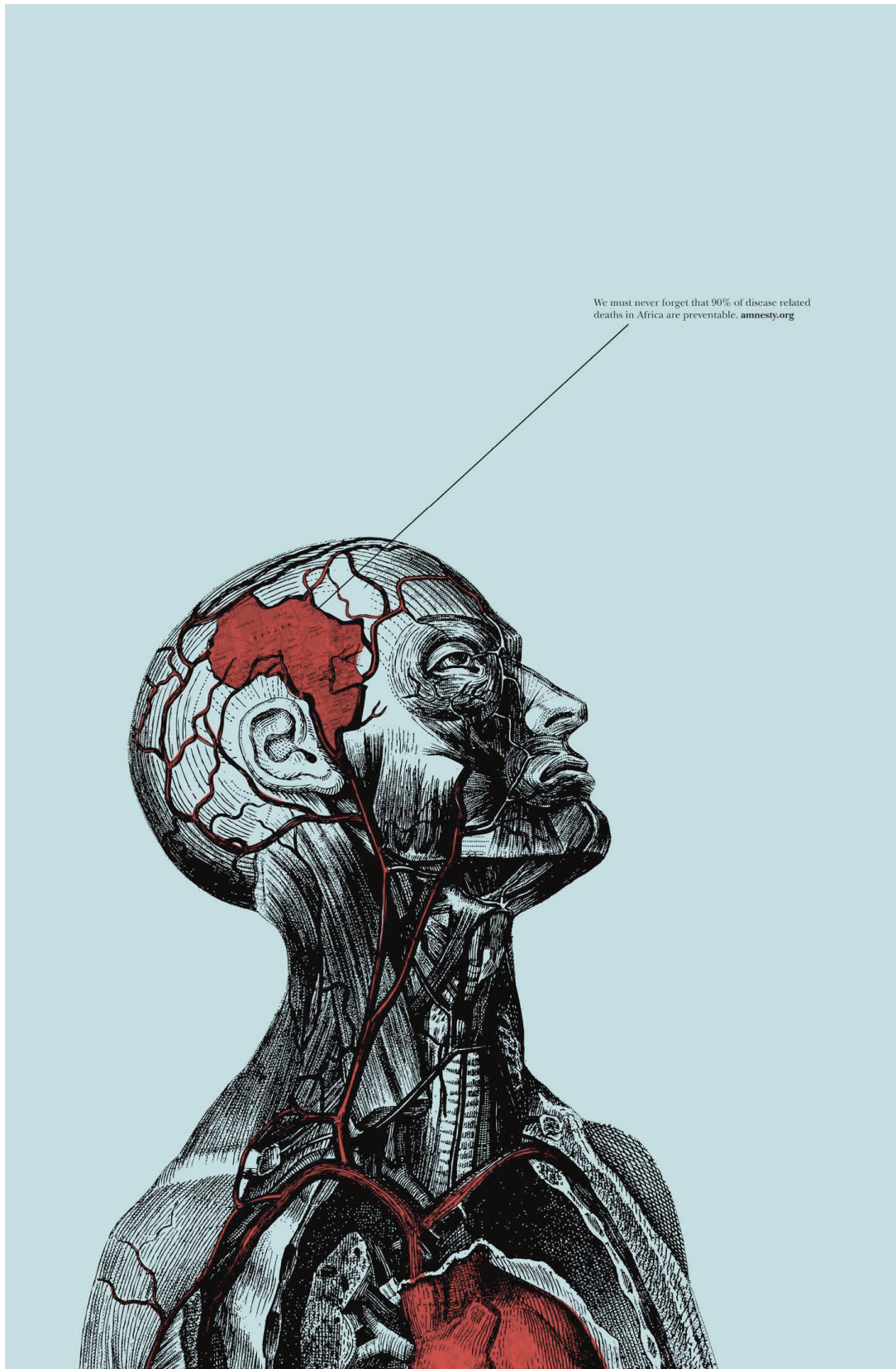
TECHNIQUES:

- 1 All type - hand drawn, stencilled, rubber stamped, etc. - no computer
- 2 All type - done using Adobe Illustrator (ai)
- 3 Hand drawn illustration - type may be done on computer (ID)
- 4 Collage created by hand - no computer - cut paper
- 5 All type - (Ai)
- 6 Line art - one color plus black - (Ai)
- 7 Manipulated found image - clip art (imported to Ai or Ph)
- 8 Photography (original)
- 9 Photo technique, non camera (photogram, sun print, etc.)
(color or BW)
- 10 Photocollage(Ph) - your own or found photos
- 11 Letterpress OR silkscreen OR block printed
- 12 Any other technique you choose

You can produce your posters in any order.

Hang them on the wall when done. Stand back. Impactful?

LITTLE BIG ASSIGNMENT #1: Amnesty International Poster Competition
Student: Joey Ellis, University of Delaware. Executioual style: Clipart.





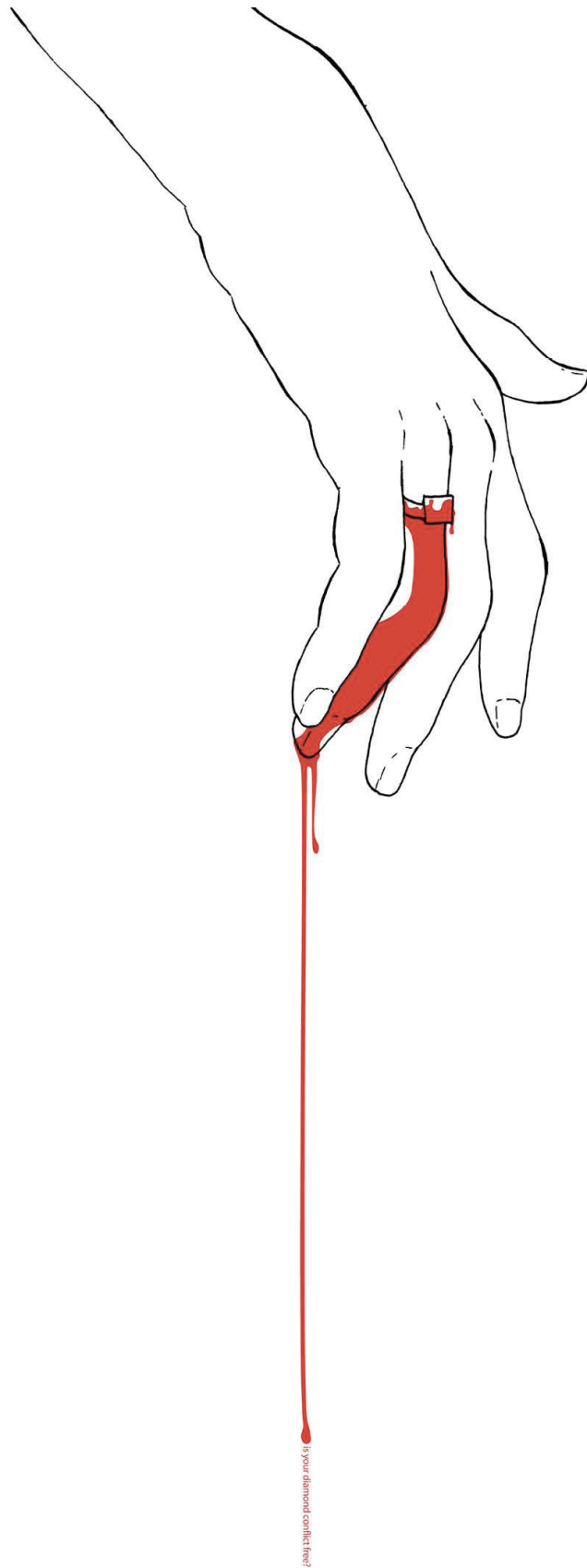
LITTLE BIG ASSIGNMENT #1: Amnesty International Poster Competition
Student: Heather Devery, Kutztown University. Executional style: Hand-drawn / collage.



LITTLE BIG ASSIGNMENT #1: Amnesty International Poster Competition
Students: (top) Rachel Stuart, U of D, Photography.
(bottom) Amy Shafer, Kutztown University. Silkscreen.



LITTLE BIG ASSIGNMENT #3: Amnesty International Poster Series
Student: Joey Ellis, University of Delaware. Technique: Illustration.



LITTLE BIG ASSIGNMENT #3: Amnesty International Poster Series
Student: Lindsay King, University of Delaware. Technique: Collage.



LITTLE BIG ASSIGNMENT #1: Amnesty International Poster Competition
Student: Jen Murray, Kutztown University. Technique: Cut paper / collage.

