

Digital Campaign

In a group of two to four people, you will create a digital campaign. For this project, you can choose to persuade a target audience to take a particular action (ex: stop smoking or support a particular public policy). Alternatively, you can create a parodic or satirical marketing campaign, which uses humor to critique the limitations of an already-existing corporate practice or product. Your choice of persuasive purpose is quite open; the only limitation is that you cannot create a “serious” marketing campaign for an already-existing product.

In designing your campaign, you will produce two texts:

- 1) A short Flash movie (approximately one minute), which persuasively integrates manipulated images, written text, and sound (voice-overs and/or music).
- 2) A rationale (3-4 double-spaced pages) which uses marketing and rhetorical theories to explain how/why your campaign will reach and persuade its audience.

As these texts will be short, they must be very well-crafted. In your Flash Movie, every image, sound, and word must be carefully chosen and arranged to convey a clear persuasive message. In your print marketing text, you should make sure that you concisely provide persuasive evidence that supports and extends the argument contained in your movie. In your rationale, you should answer the following questions:

- 1) Who is your audience?
- 2) What is your persuasive purpose?
- 3) How did you combine image, text, and sound in order to achieve your purpose?
- 4) What would you do to change your movie if you had unlimited resources and time?

The campaign will be evaluated on a group basis; however, I reserve the right to lower the grade of any person who is not actively contributing to their group both inside and outside of studio time.