

# B.F.A Applied Art, 8<sup>th</sup> Semester

## Paper: Art Direction (Practical)

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### **Ad. Campaign (IMC) on any one topic of your choice and suitability.**

The topics to be considered may be a product, service or social idea.

It should consist of the following components:-

- a. 3 Posters series(it can be extended to 4 or 6 as per requirement of IMC)
- b. 3 magazine ad series
- c. 3 press ad series
- d. One TV ad/ web page/ internet ad/ emailers/ ambient Ad idea as per IMC  
( optional)
- e. 3 outdoor advertising series as per need
- f. (POP) design materials as per need
- g. Gifts and novelty items as per need
- h. Stationary design and corporate identity designs as per need
- i. Packaging / labels for the product
- j. Sales promotion items as per need of the campaign and marketing mix strategy

### **Following steps to be followed while executing the Ad Campaign (IMC) :-**

1. Idea creation: After deciding the topic, students can start idea mapping related to their topic and send it to me on my whatsapp number for further discussion.

2. Concept/ Idea of the campaign:- As per discussion, students are advised to come up with original idea as per the need and post it to my whatsapp number for further discussion and finalization so that the entire campaign strategy can be initiated smoothly. Students are advised to come up with 3 to four different concepts/ideas and send it to me for final discussion and finalization.
3. Name of the product or company/product/NGO:- Names are to be decided by the student themselves and as per the names they have to prepare the logo and colour scheme. For further discussion in any stage, can seek my help on whatsapp or by email.
4. Layout and message:- Students can come up with innovative layout using appropriate image, font style, choice of colour and appropriate original message for conveying their idea to the target market. Students should prepare four layouts and coloured Comp. per idea and send it to me for discussion and finalization, on my whatsapp number for further discussion and guidance.
5. Deciding upon the series; what series to be kept for smooth running of the entire IMC.
6. Graphic to be use:- As per the idea and it should be decided and can be discussed.

**Mode of execution:-** Students are advised to execute the entire Ad. Campaign(IMC) digitally. If they have any problem with the availability of laptop of computer or other issue they can execute it manually, depending upon their situation and availability of colours and stationary materials.

Note : - All the students were formally informed in class and discussions were going on related to their Ad Campaign(IMC) topic before the closing of college due to lockdown. Many students have discussed their topic of Ad. Campaign, as it is a lengthy and time taking

paper. Students are further advised to carry on with the Ad Campaign(IMC) that they had started before lockdown and follow the steps as mentioned. Those few students who have not started yet can start now, following the steps mentioned above and can seek my guidance at every step as needed by them.

Goodluck and Stay safe

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