Department of Art Promotion Package,

in partial fulfillment of the M.F.A. degree requirements

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Fran Lattanzio
Stephen Smithers
To: my love and supporter, my wife: Sonia,
my always active son: Andrew
my father & mother

In memory of: an extraordinary father and a great man,
Ramiro Barona Febres Cordero, 1945-2011
Justification

In general, advertising is seen by consumers and many professionals as any form of promotional activity ranging from the sponsorship of a public spectacle to telemarketing either on the phone or on TV. Daniel Starch, the author of an early advertising book published in 1923, defined advertising as “the art of selling in print.” In 2000, the American Heritage Dictionary expanded the definition to cover all media. As a result, advertising was then defined as “the activity of attracting public attention to a product of business, as by paid announcement in the print, broadcast or electronic media.” In 2011, The Merriam-Webster Dictionary defined advertising as: “the act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.”

Higher education advertisement was suggested to be a challenging subject because higher education institutions did not consider prospective students to be their customers. Additionally, it was reported that educators and university staff “viewed marketing as compromising academic freedom.” However and in spite of that fact, higher education marketing has developed and


many universities are now using a variety of marketing strategies to attract students. Mass marketing has been recognized as a “one-size-hopefully-kind-of-fits-all” strategy, which attracts prospective students without targeting or segmenting a potential group of customers and therefore ignoring students’ learning needs and interests.  

Lewison and Hawes argue that “product differentiation,” a variation of mass marketing, may use exclusive promotional strategies, which could increase student satisfaction and improve market outcomes.  

Furthermore, Morris reports that integrated marketing, which has been defined as “a listening-first, database-dependent approach to marketing that includes both a willingness to segment and coordinate the “4 Ps”: product, price, place, and effective promotion/communication development of strategies for key target audiences” was a well accepted marketing tool on Higher Education campuses during the late 90s. Integrated marketing not only helped to increase enrollment but also to enhance image and public relations.

Customized marketing created to meet the needs and preferences of a segmented group of prospective students often supports the development of marketing strategies and methods of distribution that enhance the opportunity of individual interaction with students. Making direct

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7. Ibid., 17.


9. Ibid., 1.
contact with students and ensuring student response are desired outcomes of higher education marketing practices.\textsuperscript{10}

Graphic design and visual communication are utilized as valuable tools of modern expression and publicity as an “alternative reading strategy.”\textsuperscript{11} Hollis describes graphic design as “the business of making or choosing marks and arranging them on a surface to convey an idea.”\textsuperscript{12} Additionally, Parkinson states that the use of “visually appealing” graphics increases the possibility of reaching targeted clientele by forty three percent. Furthermore, the professional combination of text and graphics promotes a better level of understanding and memory than text alone.\textsuperscript{13} Educational institutions have as a priority or initiative to engage, to attract and to maintain students as early as possible, including potential and newly enrolled students. This initiative also applies to retention of students. Educational institutions may achieve this task by assuring that all publicity materials presented to the students are as accurate, complete and as in depth as possible. According to Vincent Tinto, the format in which the information is conveyed to the students does not matter as long as the main element; honesty “within reason,” is always present.\textsuperscript{14}

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Wells mentions in his consumer research publication that advertising helps consumers, (students), to interpret both what they have and what they will experience in a specific moment.\textsuperscript{15} When advertising pieces are created or used, as in Well's description, advertising may manipulate the effects that products have on the audience, making them aware of what will happen, what it will do for them, and in some instances even what it is made of. For instance, the audience can anticipate the experience so that the actual experience may be more tolerable or acceptable. Presenting advertising to the customer-student in advance is called "forward framing."\textsuperscript{16} Educational institutions must rely fully on forward framing to showcase what it will be like to study, live, and be part of their educational community in order to recruit and retain students.

Advertising has many positive benefits for the advertiser as well as the audience. For instance, it allows the user (student) to learn and understand something (product) that otherwise might be unknown. Potentially, this information may make the life of the user better.\textsuperscript{17} Coulter suggests that advertising is the most visible element of the marketing package for any company, entity or person.\textsuperscript{18} Customers may see advertising in different ways depending on social and cultural responses and background. Furthermore, customers will have different perceptions of advertising.

\textsuperscript{15} William Wells, “Three useful ideas,” \textit{Advances in customer research} 13, Association for Customer Research, 9.


\textsuperscript{18} Ibid., 1.
according to its informational value and idealizations.19 According to Calfee and Ringold, approximately 70 percent of consumers see advertising as a source of information for finding out about many things that are easily accessible to them such as local sales, products and services.20

There are many elements involved in the creation of good and effective advertising. One of the most important elements is color. Labrecque, in her research about the importance of color in marketing, mentions that color is not only important in terms of aesthetics but also in terms of meaning and how this can affect or influence the consumer’s behavior.21 The marketer can transmit specific messages with the help of the element color. For instance, there are colors that communicate either happiness, suggesting to the audience that they may experience a pleasant situation, or sadness, relating to a more tense or problematic situation. In essence, color can influence mood, motivation and even engagement.22 Furthermore, it is well known that color by itself has a great effect on human health. For example, it is believed that the color red energizes the liver while the color purple lowers blood pressure. Color appreciation depends also on culture, background and beliefs. For instance, it has been reported that orange and green are

19. Ibid., 2.


sacred colors for Hindus and Muslims respectively, while blue is the most favored color across cultures. 23

Singh’s research on the impact of color in marketing shows that color is one of the most important decision making elements in marketing because it is a source of information. Usually people make up their minds within the first 90 seconds that they interact with a person, product or service. Based on this assumption, 69 to 90 percent of the decision-analysis is based on color alone.24

There have been many studies related to color preference and its application to marketing in graphic design. It is well known that color choices and color trends change not only over time, becoming more fashionable, but also within age groups. Studies completed by Eysenck defined a set of preferred colors that basically has been unchanged for over 60 years that is applicable to both genders in the adult population. The set includes the colors blue, red, green, violet, orange, and yellow.25 When looking at color and its wavelength, color can be divided into two main categories according to hue. The first group consists of warm hues, which include yellows and reds, while the second group is comprised of cool hues that include blues and greens. The first group tends to increase the heart rate and induce hunger, while the second group is recognized as relaxing and calming.26 Therefore, color selection in advertising is one of the most important


24. Ibid., 783, 784, 786.


26. Ibid., 343, 344, 345.
elements when designing marketing and publicity pieces because, by itself, color transmits a strong message to the audience along with text and images.

The Client

The client for this work has been defined as The Department of Art at Indiana State University (ISU). Department of Art faculty and leadership have identified the need of having some kind of graphic display with a unique and fresh identity that will assist them with presenting the department in a more modern and sophisticated manner to the public and to potential students. In the early stages of the design process, a questionnaire was developed containing basic questions related to the communication intent. This questionnaire was given to all faculty members in the department to help with defining the message they want to transmit to the audience (students) through the publicity package. Based on the questionnaire responses, it was determined that the publicity package should convey sophistication, and trust, and be professional. Also, it defined what the department has to offer, such as learning, experimentation, and reflection.

The information gathered from the questionnaire follows the mission of the department, which is published on the University web site. Part of the statement reads: “Promote excellence in the creation, understanding, appreciation of, and education in the visual arts.”

It has also been used to support the design of the different elements that are part of the promotion package, in particular the color and shapes.

The academic structure and curriculum of the Department of Art was used to create an individual display piece for each of the different areas of study. The Department of Art has five concentrations: 2-dimensional arts (2D arts), 3-dimensional arts (3D arts), Art History, Art

Education and Graphic Design. The first two areas of study within the department have multiple areas of specialization or concentration of studies as follows:

<table>
<thead>
<tr>
<th>2D Arts</th>
<th>3D Arts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Painting</td>
<td>Ceramics</td>
</tr>
<tr>
<td>Drawing</td>
<td>Sculpture</td>
</tr>
<tr>
<td>Photography</td>
<td></td>
</tr>
<tr>
<td>Printmaking</td>
<td></td>
</tr>
<tr>
<td>Digital Arts</td>
<td></td>
</tr>
</tbody>
</table>

**The Content**

The complete publicity set for the Department of Art at ISU includes different display pieces that will constitute the promotion package. The promotion package consists of three main pieces as follows:

1. A group of display banners with a maximum size of: 31” W x 71” H x 24” D (dimension taken including the support structure)

2. A small over the desk or tabletop display unit, showing all the areas of concentration offered by the department. Maximum size: 4” x 4”

3. A group of postcards in a clear plastic support base or case. Size: 2.4”x 3.6” x 0.36”

The purpose of having different pieces composing the promotion package is to provide enough flexibility to the client to display their information in multiple indoor situations or events. The Department personnel will be able to display their promotional information without many restrictions or constraints of space. The only limitation of the promotion package is the difficulty
of displaying them outdoors since the structures used for outdoor displays must be heavier in weight than the indoor model and offer anchor points to withstand wind forces.

The most important pieces in the promotion package are the display banners, due to their size and expected impact on the target audience. These display banners are composed of two main parts: the structure used to hold the print or banner and the print itself. The display banners will be used as large scale displays either in conference rooms, lobbies, exhibits or student-career fairs. The other two pieces, small tabletop displays and postcards may be used as handouts to complement and support the display banners or as mailing material for prospective students and/or professionals.

The display banners have been designed to consider many specific requirements of the client. The most important condition is directly related to the way the display banners will be used, which directly affects the characteristics of each of the elements that make the display banner system. For instance, the material, size and weight of the structural system are strong enough to support the banner print, while being lightweight enough to be portable. (Appendix A). The size of the banner print is large enough for legibility and its material is strong and durable, while still being affordable enough to allow them to update or reprint and/or reproduce the pieces as needed.

In order to satisfy client needs, the structure of the display banners is made of a flexible, lightweight, but strong and durable material such as plastic, fiberglass or carbon fiber. The strong and affordable structures are the main support and base for the banner print, and provide enough stability and support for the banner print. The actual display banners are made of a material such as canvas or vinyl so they can be rolled, stored, and reproduced while still being lightweight,
flexible, and portable. Finally, the size and proportions of the banner print have been designed to clearly describe and display relevant information while aiming for a major visual impact on the viewer.

The Procedure

The promotion package contains six banners displaying the areas of concentration found within the Department of Art. This number has been defined according to the degree programs and areas of concentration in every area as follows;

<table>
<thead>
<tr>
<th>2D Arts - 2 banners</th>
<th>1 banner</th>
<th>3D Arts - 1 banner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Painting</td>
<td>Graphic Design</td>
<td>Ceramics</td>
</tr>
<tr>
<td>Drawing</td>
<td></td>
<td>Sculpture</td>
</tr>
<tr>
<td>Photography</td>
<td></td>
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<tr>
<td>Printmaking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer &amp; Digital Art</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 banner - Art History

1 banner - Art Education

In summary, two banners will be used for 2D arts, one banner for 3D arts, and one banner for Graphic Design, as well as one banner for Art History, and one for Art Education.

The design of the promotion package was conceived having in consideration not only design concepts such as proportion and balance but also contrast and continuity. Other design elements such as color, lines, volume and planes have been included to enhance the graphic design of the different elements included in the promotion package.
The display banner design is a cohesive, integrated design between all six pieces to give the sense of unity, while still allowing each of the banners to have its own identity. Additionally, this unity allows the banners to be displayed as a group or independently without compromising their individual message and/or the strategy of publicity.

The Design

The banners include images representing the areas of concentration within the department as well as color elements to aid enhance and organize the design. The color scheme has been chosen by analyzing the colors from the pictures used on the banners. The colors include a combination of warm hues and cool hues to help balance the composition of the design. All colors will be paired-combined according to the picture on each banner. All color combinations have been created either with complementary or with harmonic colors to add not only contrast but also harmony to aid with text legibility in the designs. The colors used on the graphic composition give the display banners life and a sense of freshness while still maintaining professionalism. (Appendix B).

The display banners have been divided vertically in two parts at 40% - 60% to break the verticality and improve the overall proportions of the design. These two parts, even though they are not equal in size, have been unified with the addition of a vertical picture pane and two vertical color bars on the sides of the banners to help balance and integrate the design.

Because of the number of colors found in the pictures used on the display banners, the pictures have been color adjusted with filters to better match the different color schemes selected for each of the banners while still keeping their own character, identity, and appeal. Shots with people as foreground have been selected for the pictures used on the banners to add emphasis on the
activity performed within the areas of concentration in the department. The pictures in the picture panes have been visually separated with drop shadows, as well as with a tab-like shape on the upper right corner of each picture. These two elements have been used to give both volume and depth to the pictures.

The background used on the banners helps to add depth and contrast to the design while aiding with University recognition. The background also gives uniformity to all pieces in the promotion package including the postcards and the tabletop display. This background has been screened back and increased in size to be used as a texture background for the pictures.

The promotion package contains two additional pieces, postcards and a tabletop display that will be created by adapting both, the size and elements of the banner design. In order to continue the design concept through the different elements of the promotion package the design of the display banner will be adapted to the different pieces. As a result, all the promotion package pieces will be able to be displayed together or by themselves without compromising the design concept.

In summary, the design of the promotion package has been conceived to visually inform the client-student about the Department of Art and what it has to offer. The display banners also portray formality, professionalism, and trust while expressing excitement or freshness to the students.
Bibliography


Assembly = Bamboo?

Fishing Rods

Carbon Fiber Sticks (Rods)

Assembly?

90°
CUSTOM

> ANGLE = LOWER

< SIZE = LOWER

ADJUSTABLE?

CUSTOM

> Two sizes/weights

LESS 2 pounds

PORTABLE

CUSTOM
Graphic Design

Department of Art

Indiana State University
More. From day one.

www.indstate.edu/art-dept/