



COM 270 EXAM

**Developing a print ad
for Café Du Monde,
coming to Rome, Georgia!!**

"Appreciate my uniqueness, but treat me the same."
--Keith Woods, Poynter Institute

Your mission: Design a print magazine ad for Café du Monde that specifically seeks to reach or attract the Rome-Floyd County's Hispanic populations, but one that does not exclude or alienate anyone else. It's like holding a wet bar of soap: Try to hard and it will leap out of your grasp; but too little thought and planning and it will slip to the floor, meaninglessly and of no use to anyone.

Café Du Monde (<http://www.cafedumonde.com>) is a storied beignets-and-coffee café famous in New Orleans's French Quarter. Why are they adding a shop in Rome? Who cares? Beignets are awesome!

Constraints: You are designing a 8.5x11-inch print magazine ad, either vertical or horizontal, that publishes in English, a publication much like V3 (<http://v3magazine.com/>). Your ad should focus on the shop's entry into the local market and grand opening on June 1. Other than this, you decide everything else, including dominant visual, ad copy, promotions, etc.

You can work alone or in a group. Projects like this are typically done in the real world by groups, by teams that marry account management, creative, copywriters, researchers, etc. Each ad submission, with rationale, will earn or receive one grade, so all in a particular group get the same grade.

The visual exquisiteness of your design is **not the point**. Your mastery of software is not being tested. Use whatever media you are comfortable with to communicate your ideas, even if this happens to mean colored pencils. The emphasis here is on ideas, the conceptual work, and the efforts that go into developing the message.

Before deadline you will **submit:**

- one finished mock-up.
- a narrative rationale addressing the six perspectives (below).
- any elaboration or written description I might need to understand what is signified or represented in the mock-up. I'll be alone with your work when I'm grading it, so under-estimate my ability to decipher your meaning rather than over-estimating. Imagine

yourself looking over my shoulder, pointing at elements and explaining what they are and why they're there.

Remember that writing counts. Proofread your work. Revise and edit. Make sure your narrative uses complete, error-free sentences. Labeling the different perspectives REALLY helps me, by the way.

Type up and print out all written work. **Due date: Monday, April 17**

The six perspectives or grading criteria:

PERSONAL PERSPECTIVE: What gut reaction or first impression do you want magazine readers to get from your ad? Bottom line: Will it draw patrons to Café Du Monde? Why?

HISTORICAL PERSPECTIVE: What did you consider historically? What of the history of Rome matters here? What of the history of Hispanics in this locality? How do you respect the long and rich history of Hispanics globally? Specific to this medium, does your ad adopt or leverage a specific style popular in print advertising, such as Beaux Arts and the movie posters of Toulouse-Latrec, to name just one example?

CULTURAL PERSPECTIVE: How salient is the ad to Hispanic populations from a cultural perspective? How? In other words, how does it speak uniquely to Hispanics compared to anyone else, everyone else? How does it demonstrate some nuance in understanding that there are many Hispanic cultures, people groups and ethnicities?

CRITICAL PERSPECTIVE: What did you denote and why? What connotations are you hoping readers negotiate? What symbols are used, to what effect? Which symbols are avoided or absent? This and the cultural perspective are the heart and soul of the course, so spend enough time demonstrating with our analytical power tools exactly how your ad was designed, how it works visually. Think Peirce, Berger and Barthes. What is the mythic truth of the ad? What's its 'big idea' or metaphor? What are its "gutters"?

TECHNICAL PERSPECTIVE: This is a print ad, and any medium is an intrinsic part of the message. How does the ad acknowledge the message that is part of any **print** ad (as opposed to TV or web)? Why did you choose the typefaces that you did? What is the dominant visual (CVI) and why? Why did you make the color choices that you did? How are you intentionally using light? How is the ad composed in terms of the Big Four: Balance, unity, rhythm and contrast? Does it use or facilitate a Z pattern of readership?

ETHICAL PERSPECTIVE: Did you avoid stereotype? Did you demonstrate sensitivity, cultural knowledge, care and respect for the audience? Did you treat everyone the same but acknowledge their uniqueness? Does the ad take a Golden Mean and/or Golden Rule approach? Does the ad pass the “veil of ignorance” test (textbook, p. 117)? Elaborate/demonstrate this.

A few thoughts or helps:

The glossary of insults is huge. If there is an opportunity for someone to feel or be offended, he or she will be. We live in a culture of indignation. We all are on guard; we all are skeptical. “Who would’ve known that would insult those people, right?” Well, you will.

Consider your intended meanings AND potential interpretations. Even a smile means different things in different cultures. In Japan, for example, it means, “I don’t understand what you are saying.” Or it could mean, “The answer is ‘no,’ and I want you to go away now.”

For this assignment, do not simply adopt a Hispanic vernacular or attitude, whatever that might be, which is similar to putting on a costume. It will fall flat. Don’t pose. You can become more sensitive to and knowledgeable of Hispanic cultures, however. This will require effort. It will require stepping outside of your comfort zone. This is good for you, and if you embrace it, it can be a lot of fun. So, do not attempt this project using only Google or the web. How could you learn about a people group using only a telescope? You have to be curious, compassionate and alive. And you have to listen.

Good luck!

Café Du Monde typefaces:

DAVIDA

Filmotype Horizon

