

KCC New Media Arts Promotional Video

Project Summary/Background Information

Create a 30 second recruitment advertisement for KCC's New Media Arts department that promotes the program's two year curriculum while urging young adults to apply. KCC's New Media Arts program, which offers two different Associate in Science degrees in Animation and Interface Design, prepares students for careers in fields of 3D computer animation, web design, as well as interface programming.

Primary Objective

The primary objective of this promotional advertisement is to persuade potential students to apply for KCC's New Media Arts program by highlighting what the program has to offer and how it differs from other programs at competing schools.

Target Audience

- Age: 18+
- Gender: Male and Female
- Income: Low-Average Income
- Education: High School Diploma or Equivalent
- Occupation: Student or Seeking New Career Goal
- Computer Experience: Average-Advanced
- Spending Habits: Moderate
- Special Interests: Art, Design, Animation, Photography, Digital Media, etc.
- Geographic Location: Oahu, Hawaii

Competition

- **University of Hawaii** Graphic Design Program
http://www.hawaii.edu/art/students/undergraduate/graphic_design/
<http://www.youtube.com/watch?v=IYHwGQsTX3s>



Pros: Advertisement is very enticing and well put together.

Cons: Not much information about specific programs.

Cassy Song
ART 222
Final Project: Creative Brief
March 20, 2013

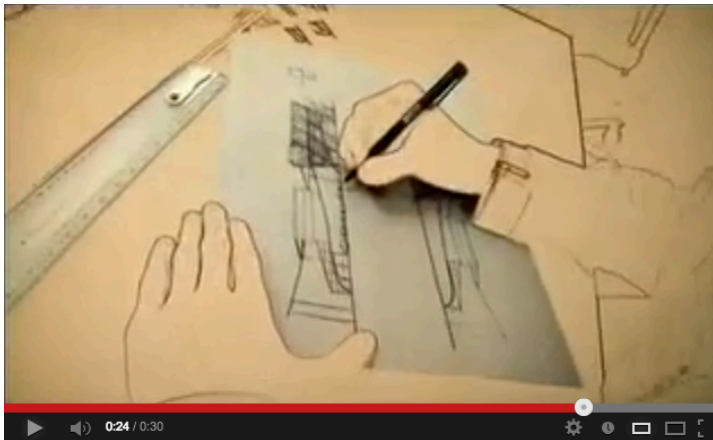
- **Honolulu Community College** Communication Arts Program
<http://www2.honolulu.hawaii.edu/?q=node/407>
<http://www.youtube.com/watch?v=v4Enon1aAw4>



Pros: Featured student in advertisement shares useful information about the program.

Cons: Overall advertisement is not visually appealing or exciting.

- **Durham College** Graphic Design
<http://www.durhamcollege.ca/programs/graphic-design>
<http://www.youtube.com/watch?v=GwvXvnjVSWQ>



Pros: Very informative and engaging.

Cons: Footage quality could be better, as well as the audio quality.

Assets Needed

- KCC Logo
- Information about the New Media Arts Program
- Photographs of Student Portfolio Work
- Footage of students and classrooms

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Existing Look and Feel

The current New Media Arts website is well designed, user friendly, and very visually appealing. NMA does not have a logo due to UH system requirements about program logos. While the New Media Arts website is extremely informative and well designed, they currently do not have a promotional advertisement video.

Plan

The concept behind this ad will reach out to people who feel stuck and are either unsure what to do in life or are unhappy at their current jobs. I will be using the iconic Mac “spinning rainbow” loading icon as a metaphor to symbolize this. The commercial will start off as a computer screen with the Mac loading symbol spinning in the center of the screen. The phrase “Feeling stuck?” will type out individually on the screen below the symbol, and there will be click sounds from a keyboard as the letters appear, indicating that someone is typing. A link that says, “Click here” will pop in on the screen, and a mouse arrow will navigate to the link and click it. Once clicked, the spinning icon will slow down and stop. At this point, the scene will zoom into the rainbow icon and that’s when the lively upbeat music will kick in. The following scenes will consist of a variety of student portfolio work from the New Media Arts website. The featured works will highlight both the Animation and Interface Design sides of the New Media Arts program. Examples will include print, 3D computer graphics, Multimedia, and Interface Design & Programming. Each scene will transition to another in time with the music, and kinetic type will serve as descriptions for the appropriate areas of study. The closing tagline will be “Do what you love. Love what you do. New Media Arts”, and the final scene will end with the KCC logo.