



COM 270 EXAM

Developing a print ad for P.J.'s Coffee, coming to Rome, Georgia!!

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

Your mission: Design a print magazine ad for P.J.'s Coffee of New Orleans 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 a bit like holding a wet bar of soap: Try too hard and it will leap out of your grasp; but too little thought and planning and the concept will slip to the floor, meaninglessly and of no use to anyone.

Founded in 1978, P.J.'s Coffee of New Orleans (<https://www.piscoffee.com>) is a beignets-and-coffee chain well-known in New Orleans. Why are they adding a shop in Rome? Who cares? Beignets are awesome! (The story on coming to Rome from the local newspaper:

https://www.northwestgeorgianews.com/rome/news/local/pjs-coffee-of-new-orleans-to-replace-the-shrimp-boat-in-rome/article_6a8356ba-aa3e-11ee-999f-afe55635c114.html).

Constraints: You are designing a 8.5 x 11-inch print magazine ad, either vertical or horizontal, for V3 magazine here in town (<http://v3magazine.com/>). Your ad should focus on the shop's entry into the local market and grand opening planned for, let's say, Sunday, May 12. You decide everything else, including dominant visual and layout, ad copy, typography, promotions, etc.

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

The visual exquisiteness and polished completeness 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 be 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 your professor might need to understand what is signified or represented in the mock-up. Remember that your professor will be alone with your work when he is grading it. Underestimate his ability to decipher your meaning rather than overestimating. Imagine yourself looking over his shoulder, pointing at elements and explaining what they are and why they're there.

Writing counts; it will always count. Proofread your work. Revise and edit. Make sure your narrative uses complete, error-free sentences. Labeling the different perspectives REALLY helps.

Type up and print out all written work. **Due date: Friday, April 12**

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. So, consider your intended meanings AND potential interpretations.

For this assignment, do not simply adopt a Hispanic vernacular or attitude, whatever that might be, which is too much like putting on a cheap costume. It will fall flat. Don't pose. You can, however, endeavor to become more sensitive to and knowledgeable of Hispanic cultures. This will require effort. It will require stepping outside of your comfort zone, even if you are Hispanic. 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.

The rubric I will use to grade your work:

<https://cubanxgiants.berry.edu/270/documents/rubric.pdf>.

Good luck!

Do you see the coffee mug being hugged by the 'J' in the P.J.'s logo?

Can you appreciate the connotations of Mardi Gras in the purple color choice?

The typefaces? Arvo and Montserrat

