

Project Proposal

Bailey Booth

June 2017

ICIB 6001 STAGE 3

I propose to creatively direct a campaign for an upcoming Fathers Day event on the 3rd of September 2017 hosted by Elim Auckland. My main stakeholders will include Mike Devetter and Rebecca Green.

This will include creating pre event material to advertise as well as an experience design concept including stage sets for during the event. It is essential that my project output aligns with the purpose of the event which is to promote the family values of Elim Auckland; to encourage and teach fathers of the Auckland community on how to build a family that overcomes obstacles.

The actual physical and digital campaign will run two and half weeks in total prior to the event on the 3rd of September. The event design will be individually realized in five locations hosting an estimated 4,000 people (East: 2000, City: 300 South: 700, North: 400, Franklin: 150).

I will employ the skills of Graphic design to create promotional material on various programs within the Adobe suite that will be printed by Fuji Xerox on flyers, billboards and posters. Secondly, I will be using skills I have learnt in Social Innovation and yet to learn in Spatial design to create stage sets for five locations and foyer presentation for the Franklin Campus. I will also be partnering with other graphic designers and videographer to create social media material such as short video clips.

Budget is differing for each of the five locations however the total cross campus budget is \$5,000 NZD, which is to include:

- Printing – Billboards, posters and flyers
- Gifts
- Social media adverts
- And other expenses that are outside my personal project parameters.

A break down of my process and time management is attached a PDF Gantt Chart on my Wordpress.

It is important to Elim that this campaign is effectively executed because Fathers Day is a weekend in which they dedicate a lot of money and effort into building community relationships and building morale.