

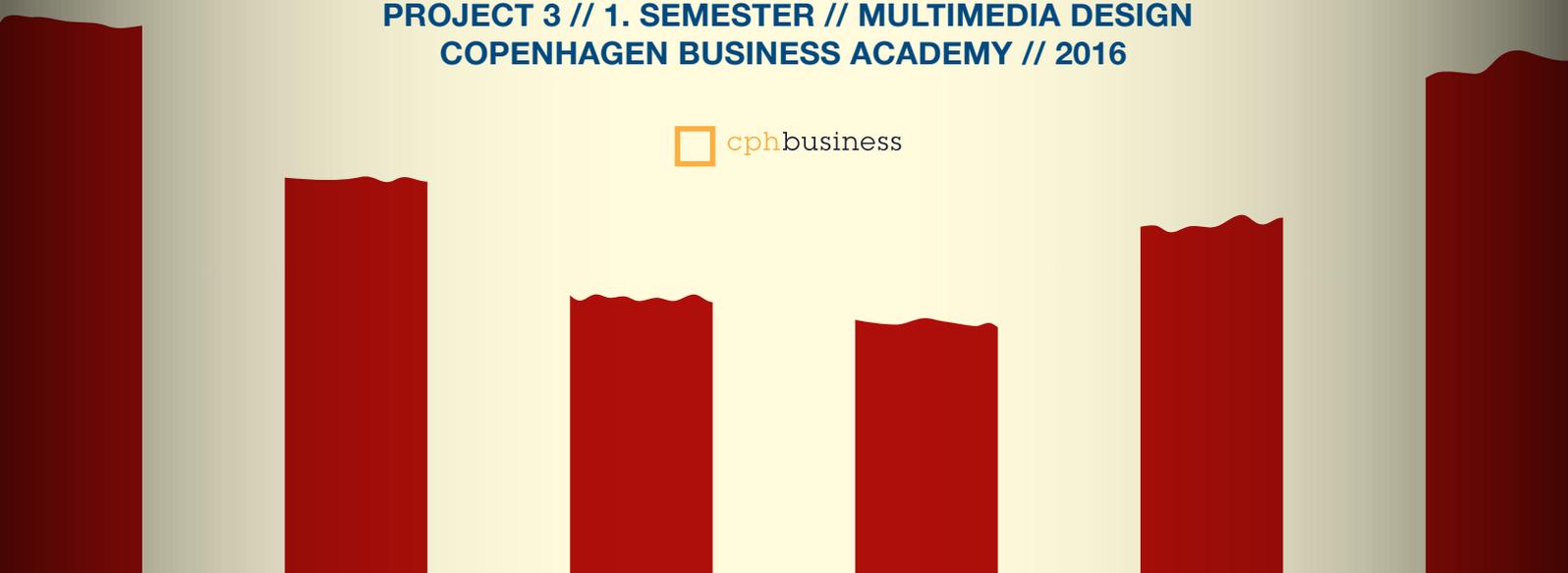


TRUMP // CLINTON

DESIGNING AN ONLINE POLITICAL CAMPAIGN

PROJECT 3 // 1. SEMESTER // MULTIMEDIA DESIGN
COPENHAGEN BUSINESS ACADEMY // 2016

 cphbusiness



The world's most powerful job is up for grabs! The United States presidential election is scheduled for Tuesday, November 8, 2016. The main candidates, Donald Trump and Hillary Clinton, are both fighting to take office in the white house.

// Your task

Your task, as multimedia designers, is to create an online campaign for one of the two candidates. You are free to choose whom of the candidates you want to promote. The target group of the campaign is the citizens of Ohio – one of the typical “swing states” of the election.

Step 1: Research and analysis

The first thing you need to do is to make thorough research about the target group (potential voters in the state of Ohio) in order to get a solid understanding of whom you are communicating to. It's essential that you base your research on valid sources only. By analyzing the research you must figure out the best way to communicate to the target group so they will end up voting for your candidate. You will document your research and analysis in a report (maximum 10 pages).

Step 2: Design and implementation

After the analysis you will design a banner add and a landing page. The purpose of the banner is to catch the attention of potential voters and persuade them to click on it, which will lead them to the landing page. The purpose of the landing page is to provide more information about the candidate and to persuade the user to vote for him/her on election day.

// Minimum requirements for the report

The report must contain

- desktop research on the target audience
- a communication strategy based on a communication model
- documentation of the use of rhetorical appeal as a mean to persuasion
- extensive use of references to valid sources (personal experience, assumptions, teacher slides and notes from lectures are not considered valid sources)
- a front page containing the following:
 - » a link to a webpage containing the banner add
 - » full names of all group members (no nick names)
 - » links to each group member's portfolio (link directly to the relevant subpage regarding this project)

// Minimum requirements for the product

The banner and landing page must demonstrate

- a clear coherence between the findings of the analysis and the communication/visual appearance of the product
- the use of animation (banner) to catch user attention
- valid HTML5 (landing page)
- proper separation of content (HTML) and presentation (CSS)
- code made from scratch without the use of CMS or CSS-frameworks of any kind (WordPress, Bootstrap etc.)

// Learning objectives (from curriculum)

- central theories and methods applied within communication in relation to multimedia
- central communicative instruments and applied genres

- central theories and methods in relation to animation techniques
- the correlation between usage and design in relation to the multimedia field
- collect and assess empirical data on target groups and usage situations
- apply central methods and tools to describe a target group in relation to multimedia tasks
- assess and produce communication aimed at specific target groups
- assess and apply central principles for digital graphic design
- assess and apply contemporary formatting languages
- handle and create the correlation between message and design

// Formalities

This is a group project. There should be 3-5 students in each group. You are allowed to form your own groups. You hand-in the project by uploading the report as a **PDF-file** to Fronter (remember to hand-in as a group).

// Study points

The project gives a maximum of 15 Study Points:

- 5 study points for registering your group at <https://goo.gl/forms/BvOWRdY6KVHPR8ay2> no later than 13.10.2006
- 5 study points for handing in on time
- 5 study points for uploading project description and learning reflections to your personal portfolio

// Deadline and feedback

Deadline for hand-in is 06.11.2016 at 23.59.

The group will receive a brief written feedback on the report (TBG) and the product (MORO).

