

Ask yourself what does Little Flower School do best? Communicating the value of a Catholic education Thérèse of Lisieux Patron Saint of Little Flower

LFS strengths per principal, Ms Alesa Weiskopf: Diversity - universality Family ACE teachers Dedicated staff St.Thérèse Supportive pastor Small class size Spanish classes with an instructor K - 8

Hispanic community connections

Catholic Tradition Loving staff Preparing students for college, career and heaven The 4 main marketing points for our Catholic schools: academic excellence, formation in faith and values, strong extracurriculars and student service Potential entry in Undergraduate Research Symposium

4.20 01 spring 2018 IMC GD lab

mw 1:46 - 4:00

Print: Posters Brochures Newsletters T-shirts Buttons Billboards Public Transportation Websites Blogs Apps Social Media Videos Explainer Videos Media Kits **Fundraising Concepts** Strategies Tactics What are the best means of communication? process DO THE RESEARCH Consider interviewing alumni.

promotional material suggestions

Typeface choices and style guide.

Headlines

Logo enhancement

Identity Branding

Infographics

Tag lines

Little Flower PMS red (associated with the rose)

Reflect on your discoveries resulting from interviews. Refer to information and photographs on Schoology. Record all information about your sources. Gather data. Gather photos or take your own. WRITE A DESIGN BRIEF Define user's needs based on your insights. Identify the audience for whom you produce the campaign. **BRAINSTORM** 

How can information be visualized to tell a story and

create a call to action? Paste examples of campaign concepts you find in your Discuss issues related to K-8 education and choose topic(s) you care most about and think have a good chance of making a difference. MAKE A SCHEDULE You are working in a team, so planning is essential. Plan your work, assign tasks to team members.

Record progress in your sketchbook. **CREATE MOCK-UPS** PRESENT TO CLIENT **MAKE REFINEMENTS** deliverables For the presentation: Include a written statement referencing the concept behind the campaign. The statement will accompany the designs when presented to the client. Prepare

comps for presentation and photography. Final original format files uploaded to Google Drive. You will be asked to give feedback about your experience working in your group. I will collect your sketchbooks, so record your progress!

mon mar 12 meet with Erik Goldschmidt wed mar 21 mini critique present to class mon apr 09 assignment 3 DUE present to client I will collect your sketchbooks Little Flower Catholic School 2103 Government Street, Mobile AL 36606 251.479.5761

wed mar 07

tour Little Flower School

Principal: Ms Alesa Weiskopf aweiskopf@littleflower.cc other contacts: Jean Dempsey
Director of Development for Catholic Schools jdempsey@mobarch.org Erik Goldschmidt Director, Foley Community Service Center egoldschmidt@shc.edu

251.380.3499 http://www.littleflower.cc/school.html https://www.facebook.com/Little-Flower-Catholic-School-Mobile-Alabama-1844065109147344/ learning

working for a client development process for a project executing comps in various formats making a presentation to the client dealing with uncertainty **TEAMS** Hannah Harvey Bailey Parrish Wesley Grace

working in a group

Dominic Backmann

Victoria Macia

Riley Navarre Brendan Murphy Elizabeth Coll Berna De Jesus Estrella Caoilinn Murphy Zoe Donalson

janden richards FA 218 MW 8:15 -12:15 & by appointment/text me 251.380.3854 251.454.4033 cell/text jrichards@shc.edu @jandenreflects Twitter SHC GD graduates Facebook SHCDesign Instagram



## Principal: Ms Alesa Weiskopf aweiskopf@littleflower.cc Today we will tour the school. Take notes on what inspires you about the children, faculty, staff, classrooms and the

building. You will be able to return to the school to take photographs throughout this assignment. You will also meet in groups with Little Flower students to ask guestions that could generate themes for promoting the school that were inspired by how the children feel about Little Flower.

share his perspective on marketing Catholic schools. I'm gathering information and existing photographs to share on GoogleDrive. You will be working in groups to create promotional campaigns to increase enrollment at the Little Flower Catholic School by attracting new parents and students, and retaining current students.

On Monday we will review details of the assignment. Erik Goldschmidt, Director of the Foley Center, will join us to

Questions to consider asking to get the Little Flower students talking about their school. What made you smile today? Does everyone have a friend at recess and lunch? Did anyone do anything silly to make you laugh?

Did you help anyone today? Did you tell anyone "thank you?"

Tell me something you know today that you didn't know yesterday. How were you brave today? What questions did you ask at school today? What made your teacher smile and why? What made you feel happy? What made you feel proud? What made you feel loved? What are you looking forward to doing at school before summer vacation?

Did you learn something new today?

What made you laugh?

What was the best thing that happened today?

Can you tell me an example of kindness you saw/showed?

What is something you saw or heard that made you think?

Riley Navarre

Brendan Murphy Elizabeth Coll

Caoilinn Murphy Zoe Donalson

Wesley Grace Berna De Jesus Estrella Dominic Backmann Victoria Macia

Hannah Harvey Bailey Parrish

**TEAMS** 

spring 2018
IMC graphic design lab mwf 1:45-4:00

Partner being evaluated\_

**LITTLE FLOWER** Partner Evaluation

following three questions. You may want to make comments.

Try to be as objective as possible. I will be the only person who sees this evaluation. 5 Excellent: superior performance in team building and leadership 4 Good: exceeded requirements in team work 3 Adequate: met requirements but no more 2 Weak: minimum effort

Using the 5 to 1 scale, evaluate this person's efforts as a member of your team for the

Your name

1 Poor: lack of team effort **QUESTIONS** 1.In your opinion, how cooperative was this person?

Scale number\_ Comments

2. How would you rate the quality of work done by this person?

Scale number Comments

Comments

**Little Flower School** 

3. How would you rate the amount of work contributed by this person? Scale number\_

ege communication fine & performing arts

What did you contribute to the group? What deliverables did you complete?

IMC GD lab

Your presentation is a way to tell the story of your designs: your goals for the campaign and the development process. Write a statement about your campaign to send with the client. considerations: Tell the client how you think your promotional materials will increase enrollment at the Little Flower Catholic School by attracting new parents

and students, and retaining current students.

Tell them HOW your campaign is original.

Why is it MEMORABLE?

Practice. Dress nicely.

SHCDesign Instagram

Tell them how it is targeted to the target audience.

Presentation should be no longer than ten minutes.

reflections/final client presentation

Share details of your research, development and creative process. Discuss concepts, mood, design, imagery, color, typeface. Why did you choose the different elements of the campaign?

You could use a card with important points you want to make.

Create comps of your print and other promotional items. Mount prints, sketches, storyboards and explanations of other components (social media, etc.) of the campaign. Talk about why various formats and outlets were chosen to create an integrated campaign.

Decide how you will share talking about your work with your partner(s).

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Little Flower rebranding story in The Catholic Week

What was your expectation at the beginning of the project?

acquisition of technical knowledge.

Discuss what you learned as a result of this assignment.

name

Could be regarding observations about the school, an ah ha design moment or

Did it change and how?

How could you apply these skills to other group situations?

What did you learn about your interpersonal skills when working with a partner(s)?

http://thecatholicweek.com/spring-hill-students-design-little-flowers-new-branding/





