**PROJECT EXTENSION**

If you created a new name for your campaign, or if you're excited about the way you graphically reinterpreted your campaign's original name, use the next 3 weeks to do the following:

- develop a more robust visual language or identity system
- propose at least 8 different solutions in various media for engaging your audience
- refine as many of these solutions as possible into a cohesive, final presentation

**WEEK 1**  (IF YOU ALREADY HAVE A NAME/IDENTITY)

PART 1  REFINEMENT

You may need to dedicate some time refining the language, typography, or graphic form of your campaign identity. Even tiny adjustments can have a significant effect on your identity's interpretation. Please bring whatever refinements you make to class so that we can judge whether these refinements have improved your original idea or not.

PART 2 EXPLORING IDENTITY APPLICATIONS AND ENVIRONMENTS

After having refined your identity, take what you consider to be your most successful iteration and experiment with how that identity works in numerous applications, environments, and media. For example, how is your identity's meaning enhanced:

- with photography, imagery, etc.
- in various sizes, colors, materials
- in motion or in narrative form
- in space, in light, in 3-D, etc.

- with additional text and content
- as a dynamic or flexible system
- as pattern, abstracteion, in parts
- as performance, as action, etc.

While you may apply your identity to more traditional identity system components* we are far more interested in seeing *unconventional* applications of your identity: surprising imagery, actions, materials, motion graphics, i.e. whatever adds substance or a surprising twist to your message.

PART 3 PROPOSE AUDIENCE ENGAGEMENT PROJECTS

In addition to experimenting with your identity in various applications and media, we would like you to show, on a weekly basis, 4 or more ideas (sketches, models, etc) for engaging your campaign's audience. Engaging an audience means involving them in a participatory manner rather than expecting them to be passive consumers of your message. In other words, try and create a role for your audience within your campaign.

* traditional identity system components: print collateral, stationery, websites, promotional materials, apparel, billboards, signage, etc.

**WEEK 2**

Continue to refine your system by expanding your identity's visual language into as many different media as you can imagine. Develop at least 4 more proposals for your final project. Look for ways to blend this unit with the other units in DS2 e.g, narrative, auto- mation etc. Some of your freshest ideas might come from this approach.

**WEEK 3**

Professionally present entire system: 1. Core identity (logo, color scheme, identity sys- tem, etc.)  2. Identity applications (website, promotional materials, etc.) 3. Engagement piece/s. Visualize as many aspects of this engagement piece as you can.

Examples of engagement projects from other classes:

*HOM (Humans on Mars):* Martian invasion gone right

*Verde Go:* "no place you cant grow" seed dispersal parade

*Hydrate My Sate:* redesign of water bill

*Worn Again:* clothing repair kit

*De-light:* excite in the light (of the stars) campaign

*Lawnmower museum:* "Showdown/Mowdown" lawn mower race

*DHOM:* bucky fuller geodesic dome partnering with Dwell magazine

*Salt and Pepper Museum:* "black and white" night dinner to discuss issues

*911 Museum:*  "where were you when?" notecard campaign that virtually rebuilds the towers with written memories

*Too Many Men:* sporting event disruption kit

**POSSIBLE ACTIONS YOUR CAMPAIGN CAN TAKE**

- Raise awareness (happenings, provocations, advertisements, public statements)
- Detournement/disruption
- Grow membership (build a following or a fan base)
- Create partnerships with other organizations or efforts
- Raise funds
- Encourage participation/action
- Influence politics
- Educate, inform, entertain

**WEEK 1** (IF YOU'D LIKE TO START OVER)

If you *do not* have a name, logotype, etc. from the first crit but would like to continue on with this unit, you may need to dedicate another week to name and logotype exploration. Don't be too concerned by this: the next 3 weeks should be enough time to conceive of a new name, logotype, identity system and engagement piece/s.