



Outdoor Advertising - Tech High School Concept

Meets Florida Curriculum Criteria(s):01.0; 04.0; 06.0; 09.0

TASK : Concept design a digital billboard that promotes Tech High.

School Choice is coming up for many Pinellas County Students. Tech High would like to promote our school to these interested students with a digital billboard. The design should showcase the school, be attractive, simple and to the point.



[2010 alumni Chandler Burke had her work displayed on a Clear Channel digital billboard](#)

PRE-PRODUCTION:

- What makes this place different? What would attract a someone to attend the school?
- What would a good catch phrase or headline be?
- Define your audience. Is this for students or parents or both?
- **Above and Beyond** on this project would be working for / with Mrs. Giancola and Mr. Wolfenden on implementation of design ideas they may have.
- **Above and Beyond** on this project would be reaching out to Clear Channel designers for feedback.

PRODUCTION:

4 Points for all completed Production and Post Production Work

- ◆ Resolution is 300 dpi.
- ◆ The project is completed according to specifications and on time.
Include an [isometric look](#).
- ◆ Once done I will look over your work and you may be prompted to make changes

POST - PRODUCTION

- ◆ Complete and save the finals in a digital format or file that showcases your design.

OUTCOME: This project incorporates:

- ◆ Critical Thinking
- ◆ Sketching and Drawing
- ◆ Full Design Process knowledge
- ◆ Measuring
- ◆ Photoshop knowledge and skill

RESOURCES:

[OAAA Outdoor Advertising Association of America](#)

YOU WILL NEED TO # 1:

Do your research

1. Thinking about headlines and visuals. Looking for examples. Concept sketching.
2. Maybe asking other students what would appeal to them?
3. Go over your best idea with Mr. Juul.

YOU WILL NEED TO # 2:

Production

1. Once you've signed off with Mr. Juul... go to work designing in InDesign, Illustrator or Photoshop.
2. Adhere to these digital design standards and sizes.
 - [Designing for digital limitations](#)
 - [Digital billboard design specifications](#)

YOU WILL NEED TO # 3:

Critique Your Design

1. Talk to two other designers in class and see what they have to say about your design.
2. If they have any changes to make, make them!

YOU WILL NEED TO # 4:

After You're Done...

1. Make sure your final is in the correct format.
2. Make sure the artwork has no frame... just the artwork sized correctly
3. You have participated in feedback and voting.