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Professor Stuart

MCOM 471

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Bulletin Board Overview

After meeting with Professor Stuart to discuss the design schemas, my group chose to combine both of our design ideas. The following is an outline of how we chose to design our bulletin board.

- Headline: "Soar to New Experiences"
- Background: light blue paper with white clouds
- Extension: an airplane with the red and yellow colors of Spain "taking off" of the right corner of the board. The outline of each country pops out, too.
- Each cloud will be the backdrop to display information about each partner school, a student photograph from that country, a QR code specific to that program, and the 3D outline of the country.
- Information about each partner program was provided. The background and shape of each page of information was designed to resemble a Winthrop-colored luggage tag.
- Key messages for the overall campaign were shown on a smaller version of the Winthrop-colored luggage tag. The key messages for the campaign were
 - Take all classes in English
 - Stay on track for graduation
 - Pay the same tuition you pay at Winthrop

- Take-one component: mini flyers were placed around a viewer's eye level to be easily visible. Flyers were designed to look like a plane ticket and gave students a list of the programs they could attend with the mass communication department, along with contact information for the department's study abroad advisor. Flyers were held in a pocket that looked like a United States passport.

