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Topics In Graphic Design

Art & Copy film essay

In the film Art & Copy a myriad of campaigns were discussed. They discussed things from different types of advertising agencies to actual clients and campaign ads. This taught me many things and inspired me, as an aspiring designer, many problem solving designs that came to life in the real world.

The inspiration for these campaigns come from many places. It can come from the client, like in Crocher Bank campaign. The Bank campaign was about rebranding their target audience. The Crocher Bank was targeted to very elderly individuals who were dying. When this happened, this left the bank with no clients. With that being said, they wanted a younger target audience. So the inspiration for this campaign was youth. For the Volkswagen campaign the inspiration was to think outside of the box and be honest and humorous.

One of the Advertising campaigns that caught my attention the most was the Tommy Hilfiger campaign. This campaign caught my attention because it demonstrates the power that is advertising and graphic design. Tommy Hilfiger, was the client of a designer straight out of Riverdale in the Bronx who was known for his MTV ads that became very successful. Hilfiger was a new aspiring designer at the time, and wanted to have his name on the map and become known in the fashion industry. The target audience was mainly high end fashion consumers. Georges' idea was to create an international reaction for Hilfiger's name to become known in the industry as planned. They went through a series of processes such as different types of ideas. George's first idea was to have Hilfiger's photo next to top designers such as Ralph Lauren, Perry Ellis etc. However, Hilfiger thought that idea would rise up too

much chaos. However, a reaction is what George wanted to cause. So George came with such a simple idea that arose the same reaction along with some thinking of the observer. The outcome to this campaign was, He took famous designers Initials and put in blank spaces for the viewer to fill in the blanks in their heads along with Tommy Hilfiger's initials as well. This was powerful because even though they didn't know his name, it was like saying they will know his name just as well and as quickly as people recognize the other designers names as well.

The levels of perception that George used for the Hilfiger advertisement was sensation. The use of sensation arose reactions from the audience. The reactions were surprise. The audience was surprised in how Hilfiger could compare himself to designers who have been in the industry for years and he up incoming.

Lateral thinking, in this case helped a lot for the success of his brand because most of the ads would show the clothing on models however, the name is the most important part in this campaign so just showing words and the logo was very effective in having the name memorable because that's what your showing and not the clothing which can be mistaken for another brand.

I believe marketing and advertising are both is true to me because in this career field, I believe you cant have one without the other. You have to market products or objects or a brand in an artistic matter, so both of these are true to me and my life.