“Graphic Design in a Global Marketplace”

Module Description

This module is designed to introduce first-year graphic design students to the concept of international advertising design, and to encourage them to consider their profession in the context of a global marketplace. Students will begin by choosing an American brand name that also markets abroad. They will consider the logo (as part of a system of corporate identity), compare and contrast other forms of advertising such as the design and layout of print ads, web pages, outdoor ads and packaging. The use of composition, color, typography, negative and positive spaces, eye direction, headlines, subheads and copywriting will be studied. Students will note differences, or similarities, between American and foreign consumers such as: culture, education, economic, demographic or psychographics. They will discover the effect these variables can have on consumer behavior, and how they ultimately influence the final outcome of advertising and graphic design across cultural boundaries.

Objectives

At the completion of this module the student will have:

1. *Investigated*. An American brand that advertises in at least one other country.

2. *Compared*. Differences (or similarities) in target consumer markets based on culture, economics, demographics and psychographics.

3. *Compared*. Differences (or similarities) in graphic design such as colors, composition, typography, division of space, logo, and copywriting.

4. *Identified*. The important role cultural diversity plays in a brand’s advertising strategy, and how this can influence its graphic design.

5. *Discussed*. The marketing and advertising of an American brand in a global marketplace and the challenges this represents for designers.

Methodology

This will be the final module of the semester and will give students the opportunity to view the graphic design concepts and skills they have learned in a much broader global context. The module will be conducted over four class periods (eight contact hours) as follows:
1. **Lecture and discussion**  
During a class lecture the instructor will present an overview of the module. This will include a case study of an American brand with an international presence, along with visual examples, and followed by a discussion including questions.

2. **Resources/Readings**  
Prior to beginning the actual assignment, students will gather additional background information using the resources provided to them as part of this module, and others of their choosing.

3. **Assignment**  
Students will be paired off (to work in teams of two). Each team will select and investigate an American brand that markets in at least one country outside the USA. The class will be provided with a list of *discussion points* (questions to ask) as they research and gather information about the brands they have chosen. The discussion points will also serve as a guide, to help the student organize and structure their information, when they present it to the class.

4. **Student Presentations**  
In the final class meeting of the semester, students will address the specific discussions points of this module, organize them into a PowerPoint presentation, and share their findings with the class. Each student presentation will include an outline, visual examples, and a brief summary and conclusion. During the presentation the student teams must show at least one graphic example (to help illustrate) while covering the discussion points. The example(s) may include a logo, print ad, web site, outdoor ad or packaging. Each student team will have 10 minutes (not including questions).

5. **Evaluation**  
During each presentation, a rubric will be used to evaluate (and award points) based upon (a) how thoroughly the team covered the discussion points of the module (b) how well the graphic example(s)* were utilized to help illustrate and support the presentation and (c) how coherently the module information was presented to the class.

* Additional graphic examples used to effectively support, and enhance the presentation will be worth bonus points toward the student’s grade.

**Discussion Points**

- Provide brief background information about the brand (selected by the student).
- Describe the target consumer for the brand (as promoted in the USA).
- Describe the target consumer for the brand as promoted abroad (country chosen by the student).
• Advertising Design Strategy. Compare or contrast the apparent advertising design strategy used to promote the brand between the two countries. Point out any differences or similarities. Briefly comment on how this may help the marketer connect with the targeted consumer in their respective countries?

• Graphic Design Elements. Compare or contrast the essential graphic design elements working to promote the brand. Use your example(s) to point out similarities or differences in graphic design between the two countries?

• Based on your understanding of the target consumer, why do you think the graphic design elements (between the two countries) are similar or dissimilar? Be sure to point out specific areas in your ad example(s) to help support your reasoning.

• In a global marketplace, what might the challenges be for designers to effectively communicate across cultural boundaries? Briefly describe what you have learned about the role graphic design plays in internationalizing a brand.

• Summary and conclusion.

Resources

Books


**Websites**

How Design  
http://www.howdesign.com/footermenu/

Mysterious Ways  http://www.mways.co.uk/international_branding.html

ID International  http://www.identity-international.com/branding_services.php

Global Advertising Strategies, Inc.  

PBS, Frontline. *The Persuaders*. This is a documentary; site also contains articles, expert commentary, discussion questions and forums.  
http://www.pbs.org/wgbh/pages/frontline/shows/persuaders/view/

*An Authoritative Guide to International Graphic Symbols*  
http://tinyurl.com/m7haq3

International Council of Graphic Design Associations  
http://www.icograda.org/about/about.htm

International Graphic Design Boutique. Articles, Brand Identity, Print and Packaging, Web Design, Examples and recent works  
http://hovie.com/

The International Design Magazine. Articles, news and features.  
http://www.id-mag.com/currentissue/
Graphic Design Blog
http://www.graphicdesignblog.co.uk/corporate-identity-guidelines/

Killer Creative Group. A Raleigh NC agency featuring, print, web, branding, corporate ID, advertising and engaging graphic design.
http://killercreative.net/

WebGuru. An international design firm based in India
http://www.webguru-india.com/about-us.php

Advertising Age
http://adage.com/

Perks Consulting Blog
http://blog.perksconsulting.com/tag/brand-identity/

The American Advertising Federation
http://www.aaf.org/

Databases

Access NCLIVE through your college library.
1. Go to >“Need A specific List”, then > “Use Our Alphabetic List”
2. Business Source Premier is also highly recommended

Google Searches

- Corporate identity graphic design
- International Graphic Design
- International Brands
- International Advertising
- Global Advertising