

## Company Information

### Description

- Name: The Green Panda Group
- Location: St. Louis, MO
- New company (collaboration from executives from two previous agencies, retaining some clients)
- Clients: Appropriate executives/people/departments of businesses handling the decisions of their marketing
- Large group, can handle any size campaign

### Services Offered

- Large and Small Marketing Campaigns
- Brand Identity Establishing Campaigns
- Collaborative Re-Branding Campaigns
- Digital/Social Media Integration Options
- Creative Design Services
- Partnering with outside vendors to provide cutting edge services for all possible campaign logistics

### Negatives of Current/Old Site

- No site as is a new company

### Goals/Needs of the New Site

- Introduction of new agency, same quality as before
- Modern look and feel with a clean design
- Responsive
  - Need to be able to check the site on mobile if they see an ad they like!
- Strong flashy graphics to showcase the ads done.
- Focus on importance of one stop and customer service
- Form for requesting contact for clients
- Show current customers for credibility
- Gallery to show the best
- Aid in agency expanding its client base, regional and national

### To Avoid

- Template looking design
- Generic messaging
- Stock imagery

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OP 1231

Spring 2017  
TTh 10:30-1:20 pm  
Jan 17th-May 5th  
Final: May 8, 9:30 am  
OP 1220/1224

## Company Question Session/Meeting

- Main type of advertising
  - No real focus yes
  - Collaborating to change with the time
  - The agencies we come from heavy background in print avenues
  - New digital and social media hires
- Vibe
  - New kids on the block- show up competition
  - Trying to set a name for ourselves
  - No color scheme or logo
  - Focus on clients
  - Like green and panda, hence the name
- Look
  - Creative and fun aspect but don't look dated
  - No template look
- Pages
  - Portfolio
  - Form to request
  - Gallery of work
  - Make up client names and make Ads to show, 20-30 to begin with
  - Make sure you showcase work and awards more than people/employees
  - Environmentally friendly
  - Awards 8 prestigious awards: We can name them
- Partners both native of St. Louis
  - Hail from NYC and Chicago, coming home
  - NYC for the money and experience, get foot in the door
  - No slogan yet, something like, we will help sell you
  - February 2017 beginning getting up and running
  - 35 years worth of ad agency knowledge
  - Try to stay north america less international
  - Hiring at least BA, but experience a plus

ART 420  
Design III - Web Design  
Spring 2017

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## Final Site Presentation

### Description

Utilizing the information provided you are to represent your design agency to sell your options. Each student is representing a different design agency, with all cost associated being equal to allow the design and the sales presentation being the deciding factor.

### Requirements

- Design according to the information provided
- A power-point, keynote, presi type to present from
- Provide an informational packet with links to digital previews
- Mounted high quality printed samples
  - To include mobile, tablet and desktop views
  - Homepage and one sample interior page
  - Menu screen for tablet and mobile design size
  - Theme page at the desktop size.
- May use any other means or methods to sell your design, including videos
- Must be at least 15 minutes long, with a maximum of 25 minutes
- Track your time with Toggl.com

### To Turn In

- Upload to class Google drive (15 points)
  - Presentation file (power-point, keynote, presi, etc.)
  - Packet (pdf)
  - Print samples (jpg of each)
  - Links to Digital samples (txt or pdf)
- Printed Packet (10 points)
- Mounted Print Samples (10 points)
- Toggl report to include in process book

### Grade determinations

- Total points possible for presentation: 50
  - 35 points for Requirements
  - 15 points for Design and Success of Selling

### Notes:

- Be sure to run through it before you present!
- Anything used in your presentation must be included in the customer handout

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## Final Site Build

### Description

Work to build the site as you designed and presented.

### Requirements

- Build out a template
- Build out three pages (home and two interior)
- One main .css file
- Multiple images included on the pages
- Links must work!
- Images optimized for web
- No stock imagery or graphics
  - Must all be original
  - May use some stock icons, but the more original the better
- Responsive using Bootstrap
- File name and structure to be web standard as discussed
- Track your time with Toggl.com

### To Turn In

- Folder with site to include
  - template file (.htm) (10 points)
  - three files of example pages, home and two interior (htm) (20 points)
  - Folders css, images and documents with appropriate files in them (5 points)
- Toggl report to include in process book

### Grade determinations

- Total points for Project: 50
  - 35 points for Requirements
  - 15 points for Design Efficiency

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