

FA102a_DL

Introduction to New Media Design

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course blog: <https://fa102afa202asummer2016.wordpress.com/>

Assignment Four

Social Media Branding

Software

PowerPoint, Photoshop, Illustrator or InDesign (your choice).

Output

Facebook page

Goals

Apply branding elements to social media

Project due 9am, July 13

Social Media

Social Media combines both elements of professionally authored design and content with input from members (this is called “co-creation”).

Applying Branding Elements to a Facebook Page

Create an actual Facebook page for your proposed product or service (**do not** use your personal existing Facebook page), and apply your branding elements to that page.

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Elements of the Facebook page:

-Your logotype will be the image in the upper left corner of the

main Facebook page for your proposed product or service.

For the “Photos” section, use your logotype plus an image (no cartoons or illustrations) appropriate to the proposed product of service. In this case, “appropriate” means images of people from demographic groups likely to use the proposed product or service.

Do not use “stock” images (images you get by Googling for a photo). Find your photos from film stills from unknown films (Indie films) or make original images yourself. To find images, search (for example), “Indie films, teenagers, female lead actress” (this search term might work if your product or service is intended for female teenagers for instance).

Adjust the transparency of the image using the photo adjustment part of the software you are using (if you do not know how to do this, search Help in the software you are using or search on the web). Adjust the transparency of the image so that the logo is “foreground” (prominent) and the image “background” (secondary).

These are instructions for transposing images in Photoshop:

<http://www.youtube.com/watch?v=GUzBUpPZy2g>

In general, when combining visual elements, designers choose which is to be more important and which is less so. In this case, the logotype is prominent and the image is secondary.

Do this with three different photos and post all in the Photos area of your Facebook page for the product or service. You will end up with three different logotype / image compositions in the Photos area of your product’s Facebook page.

For my example below, I choose the image of a young “urban” adult, one of the likely groups who would use my proposed translation via a smartphone product:



Example of one of the combined logotype / superimposed image combinations (note reduced transparency on the image).

Other Branding Element on the Product Facebook Page:

Put the name you have created for the product or service to the right of the logotype on the main (where the user lands) Facebook page.

Written Portion of the Page

Write the About portion of the Facebook page.

Study three existing brand or product pages from Facebook to see the sort of language that is appropriate. Length = 40-60 words.

Put the reference names and urls of the three existing brand or product pages from Facebook on your slide file. Label this, “Assignment Four, Social Media Branding, Research”.

Screen Shots of the Facebook Landing Page and Photos Area

Make screen shots of the created Facebook page:

Second slide for this assignment: One showing the first page.

Third slide for this assignment: One showing the 20 comments

Fourth slide for this assignment: One showing the Photos page

Label these, “Assignment Four, Social Media Branding, Facebook Pages”

Post these in your slide file (add to those from the previous assignments) via SlideShare and link to your blog.

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Generating Activity

Get at least 20 people to post (comment) on your page and “like” by the due date.

Getting 20 people to comment and like your page by the due date will count as 50% of this assignment’s grade.

Do this in any way you can devise (word of mouth, email, texting them, using your existing Facebook account, by starting a related Twitter account, a related Pinterest account, etc.)

Add to or adjust your Facebook page in anyway to facilitate comments and likes.

Document your methods for getting 20 people to comment and like your page.

Make a slide summarizing how you did this (short 1-5 word bullet point phrases). Label this slide, “Assignment Four, Social Media Branding, Creating Community”.

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Related Links

<https://blog.hootsuite.com/how-to-get-more-likes-on-facebook/>

<http://adage.com/article/digitalnext/facebook-base-engage-superfans/238773/>

[http://blog.hubspot.com/marketing/get-more-facebook-](http://blog.hubspot.com/marketing/get-more-facebook-likes#sm.000000pxvxbm8d37111prosinhse2)

[likes#sm.000000pxvxbm8d37111prosinhse2](http://blog.hubspot.com/marketing/get-more-facebook-likes#sm.000000pxvxbm8d37111prosinhse2)