

# Spelling Bee Invite

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RE382 W15

## Conceptual Media Plan

**Purpose:** The purpose of this flat is to invite immerse participants and guest instructors to an event.

### Objectives:

- Intellectual: Viewers become aware of the basic information about the event and they realize the difficulty and topics of the vocabulary.
- Emotional: Viewers will connect with the logo, vocabulary words and last line of the immerse oath by remembering experiences they've had throughout the year with the group.
- Behavioral: Viewers will choose to either attend the event or not.

**Themes/Sub-themes:** Attendance to this event is encouraged and will be a positive experience.

- **Sub-theme:** The immerse spelling bee/expert appreciation location and date are made clear
  - Messages:
    - It will be held on 4/26/15
    - Location is Mossewood Nature Center
    - Specified Times for the various components
- **Sub-theme:** Positive connections are felt when seeing the personal aspects of this flat
  - Messages
    - The logo is a centerpiece of the flat
    - Part of the oath is included
    - Vocabulary words give context for the information learned this past year

**Location:** This is sent out to all participants families and experts formally inviting them to the event

**Description and Conceptual Rendering:** This SGM is a one sided flat (postcard) and has been designed with the help of a few immersians (kids ages 8-11)

### Elements of Interpretation (POETRY)

**Purpose** - (See the Purpose section in Conceptual Media Plan)

**Organization** - This flat lays out the key information very clearly and brings in interpretive elements to better connect the specific audience with the specific event.

**Enjoyable:** The flat is simple and informative, but includes personal elements as well as appealing colors. The vocabulary words and creating a border and oath line at the end provide an extra interpretive dimension to an otherwise purely informative piece of SGM.

**Thematic:** (See the Theme section in Conceptual Media Plan)

**Relevant:** This invitation clarifies the details of an event that the kids have been preparing for for months. The personal touches provoke connections with the program and encourage attendance.

**You:** I was not the sole creator of this piece of SGM. I had help from several of the immersians who made the ultimate decisions on layout, overall design, content and color scheme. I merely acted as a guide to help clarify design concepts and kept it looking consistent as each student added his or her input.

**Self-Reflection:** This flat was created by working with a constant rotation of students. This was an interesting experience because a lot had ideas and we had to discuss which ideas would be more applicable given the form of SGM or the design elements already implemented. The kids grasped the difference between information and interpretation fairly easily and I was especially impressed with the idea to create a border with the actual vocabulary words. They went on to choose a font which was still readable, but not noticeable right away. It was interesting acting as an advisor and organizer for the most part. I felt that I really began to grasp the concepts of the design elements after having to simplify them and explain them to elementary age kids.

**Design Critique (2+1)** - Attached sheets

**Writing Critique (2+1)** - Attached Sheets