

COURSEWORK

Southern Illinois University
Edwardsville. Mass Communications
with a focus in Advertising and
Strategic Media.

eZine Spread

Digital Publishing and Design

This project was to create an ezine spread for a free event in or around the St. Louis area using Adobe InDesign. Some specifications for this assignment included text wrap, more than one image, and paragraph styles.

Created by using an article I sourced online and a fictional event at the St. Louis Art Museum.



Brochure

Digital Publishing and Design

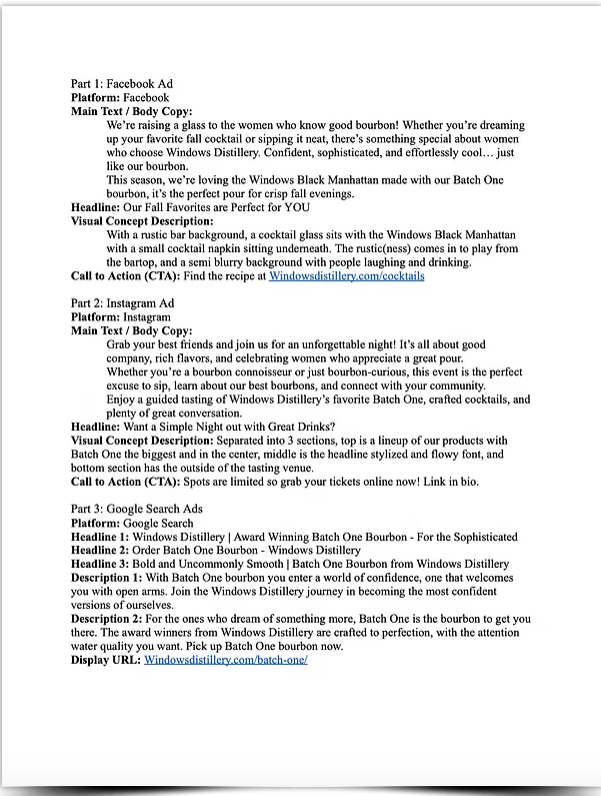
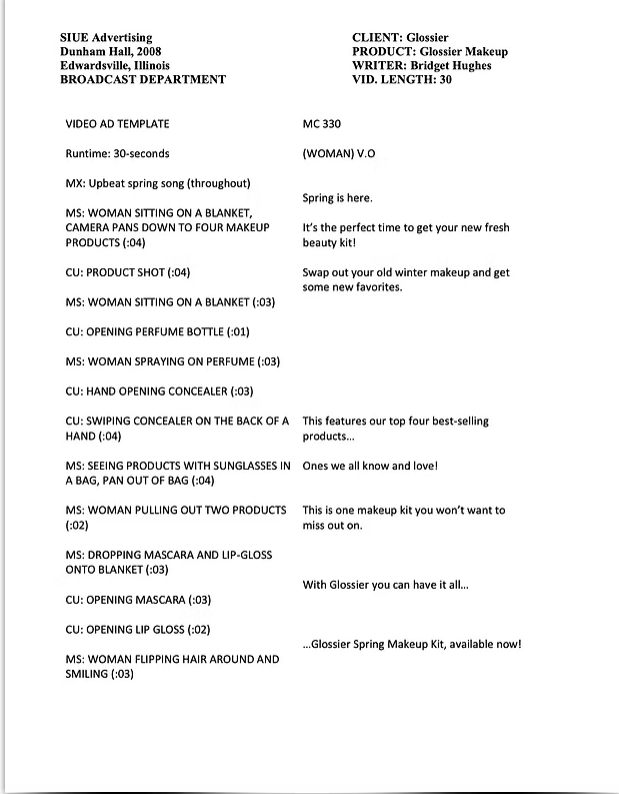
For this project, the task was to create a brochure for any city in the U.S., and I chose St. Louis. Using InDesign, all pictures and the second page article were sourced online. The assignment required the use of three different text styles and one article in a tri-fold design.



Video Ad Script

Advanced Broadcast Writing

The final project for this class involved a video ad script along with a campaign. I chose the makeup brand Glossier as my company and designed a campaign centered around a Spring makeup kit. This script had to follow the template given to us by the professor and make it cohesive with our overall campaign concepts.



Digital Ads

Strategic Media Writing

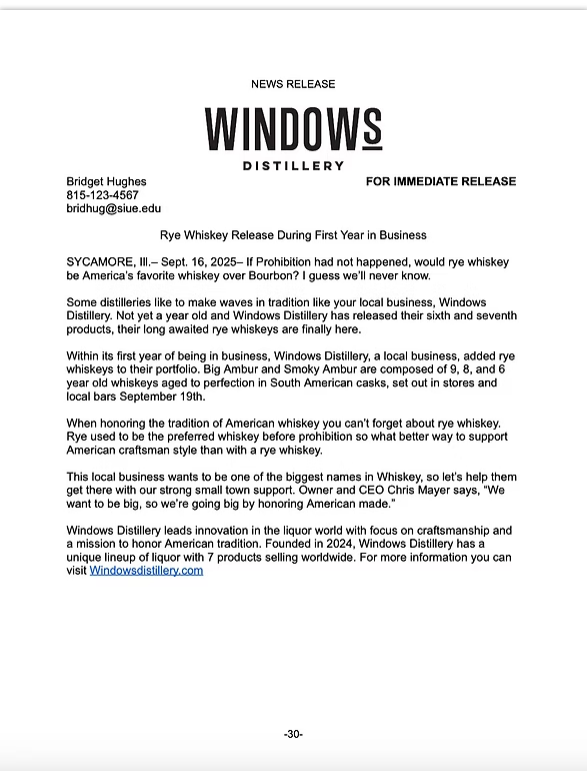
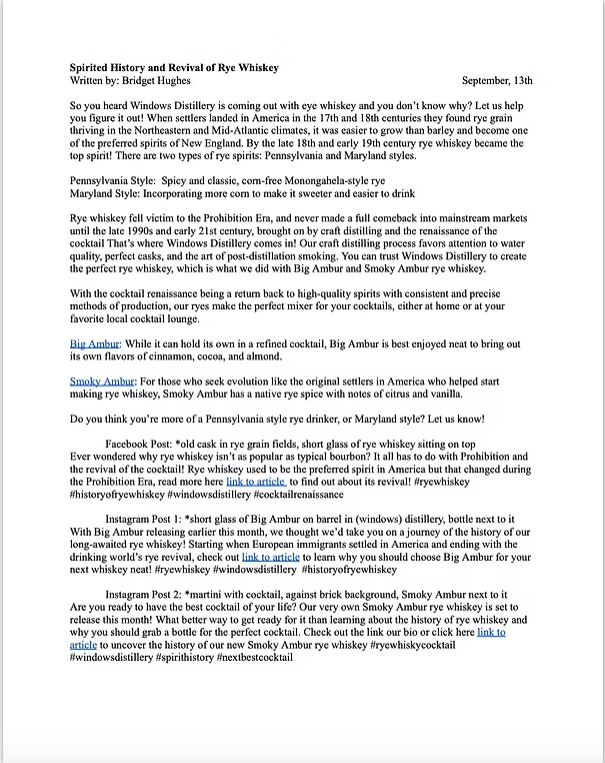
In this class we were tasked with choosing one company to spend the semester writing copy for, I chose Windows Distillery; which will be the same for the next two works.

This assignment was to write the copy of digital ads that would be for three separate platforms. Following the precise format given, I wrote the main text, headline, visual concept, and CTA for each platform.

Blog & Socials

Strategic Media Writing

This assignment was to write the copy for a proposed blog post about one of the products at Windows Distillery, as well as three social media posts. Some specifications included links to their website, three hashtags for each post, and the concept had to tie into a hypothetical "launch."



Feature Release

Strategic Media Writing

For the feature release our task was to come up with a fake concept related to real events from the company, and write the copy of a news release that was to be sent to a real publication. Some requirements for the assignment was to have a letterhead, one link, and follow the template exactly as it was given to us in class.