

DESIGN STUDENT WORK

INTEGRATED ADVERTISING DESIGN, CUNY TECH: A mid-level college course with multi-platform advertising and marketing campaign assignments. The students worked in teams to identify key demographics for the client through research, develop a creative strategy and produce advertising and promotional materials.

Andres T.



1. 6.7 racing game launch interactive gaming stations placed throughout NYC where players can race others live



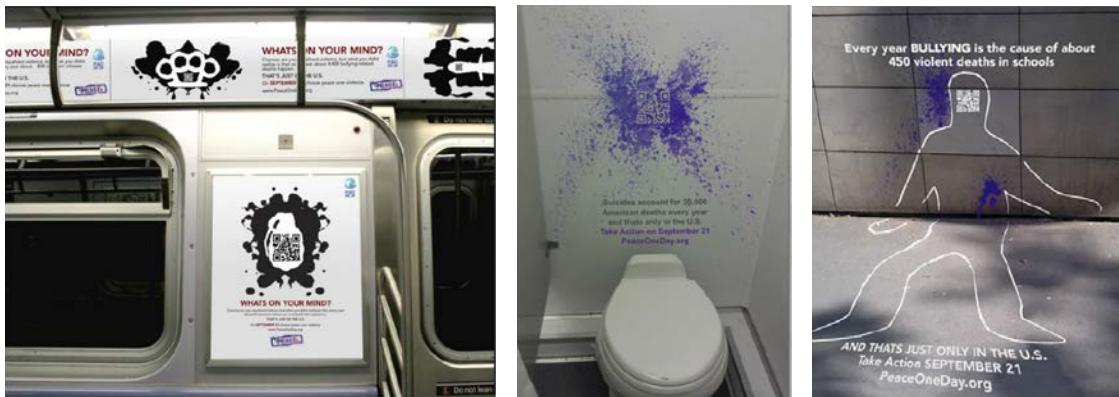
2. 6.7 racing game launch government and corporate partnerships with NYC Taxi, Police and BP gas stations

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Andres T.



3. Peace One Day anti-violence campaign outdoor posters with QR code links



4. Peace One Day subway and guerrilla advertising

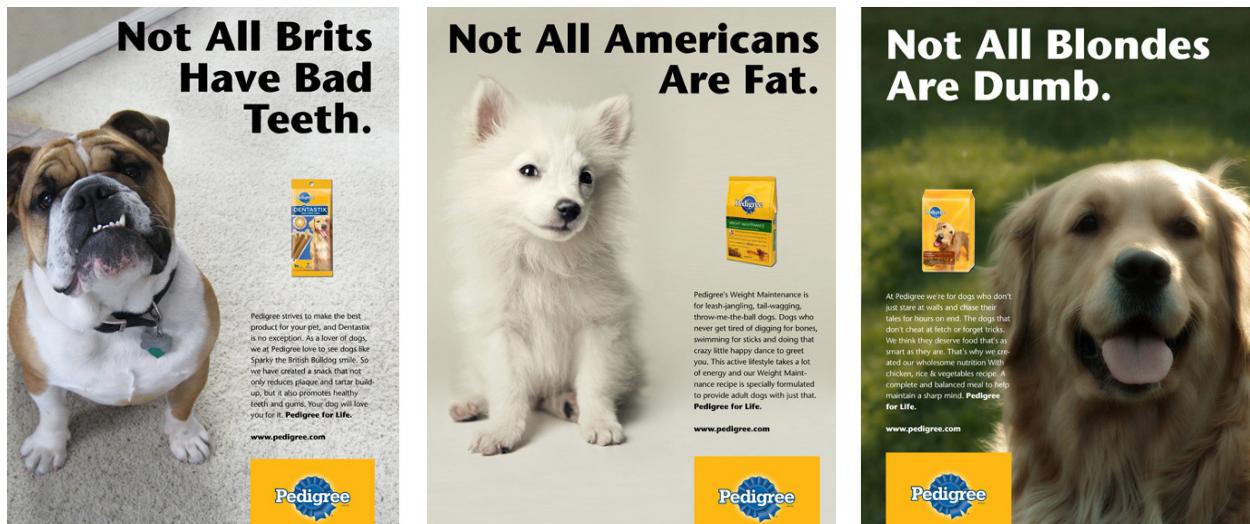
Crystal H., Yat L., Andres T.



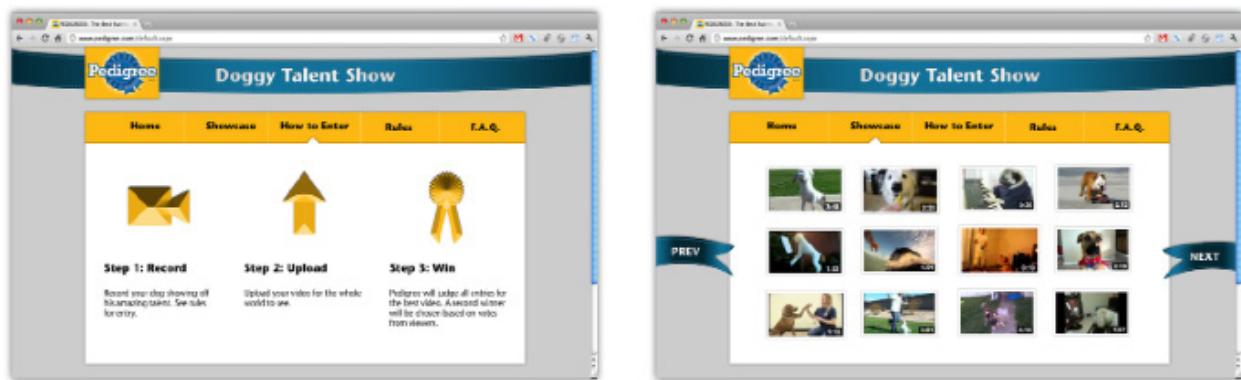
5. Campaign to promote better communications skills for students

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Rumman A.



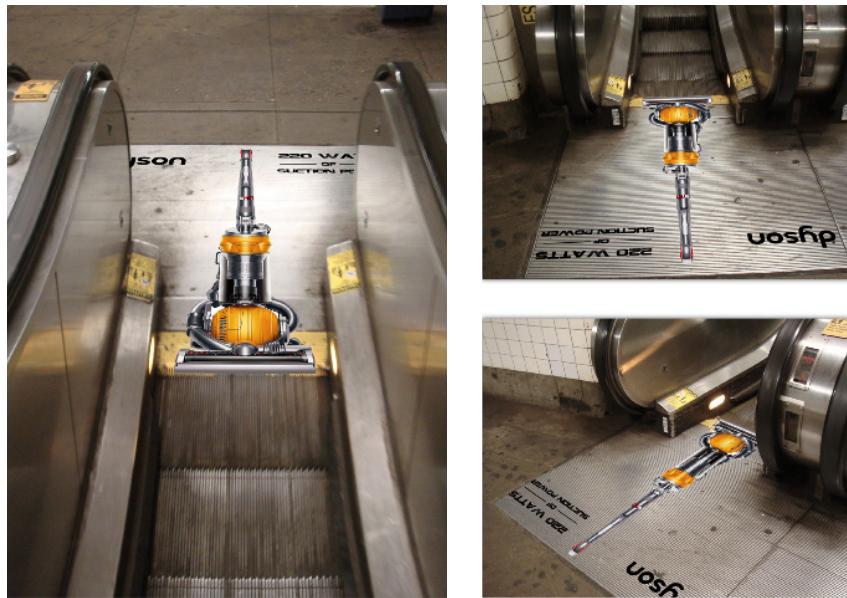
6. Pedigree dog food print advertising campaign



7. Pedigree dog food Doggy Talent Show promotional contest website where users can upload video submissions and vote for favorites

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Rumman A.



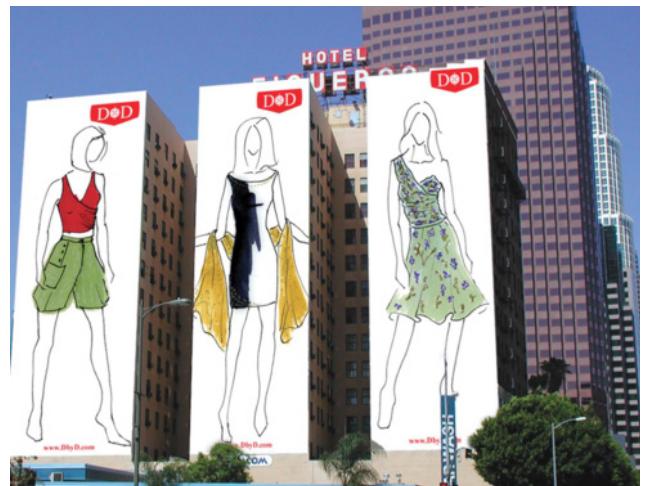
8. Dyson vacuum environmental advertising campaign



9. Sony Vaio laptop print advertising

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Andre R.



10. Dress by Design billboards in NYC Fashion District



11. Subway advertising for United States Postal Service comics stamp launch to benefit after-school art programs

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Svetlana A.



12. Bloom Organic Farm Goods bus shelter environmental advertising



13. Promotional shirt designs for Bloom Organic Farm Goods



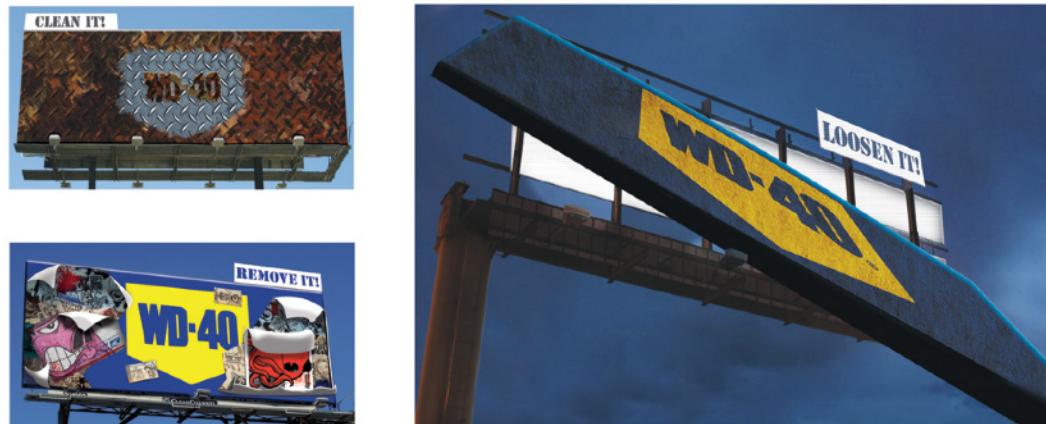
14. Fracking awareness billboard and online campaign

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Philip S.



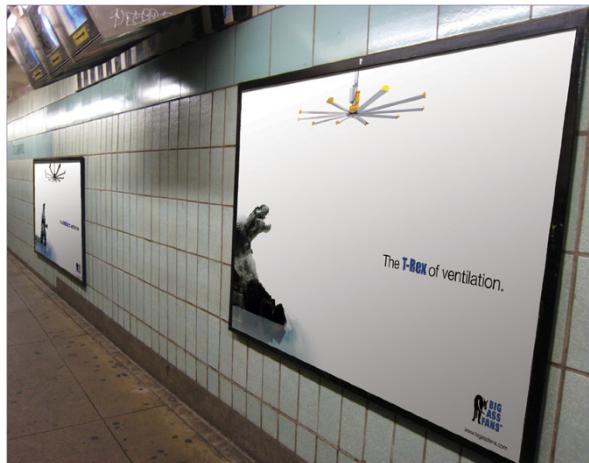
15. Hawaiian islands Tourism rewards campaign entitled Pakele (Hawaiian for escape) Journey, featuring a co-branded MasterCard and travel partnerships with Norwegian Cruise Line and Delta Airlines



16. Billboard campaign for WD-40 multi-use spray

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Philip S.



17. Transit display advertising for Big Ass Fans



18. Amnesty International freedom of speech print campaign posters

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INTERNSHIP AT USA WEEKEND MAGAZINE CREATIVE SERVICES STUDIO

Kenny C.

19. Advertorial section for Kraft foods featuring recipes and product information



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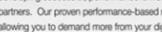
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20. Promotional informational brochure distributed at trade shows