

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



2. 67 racing game launch government and corporate partnerships with NYC Taxi, Police and BP gas stations

## STUDENT WORK INTEGRATED ADVERTISING DESIGN, CUNY TECH

Andres T.

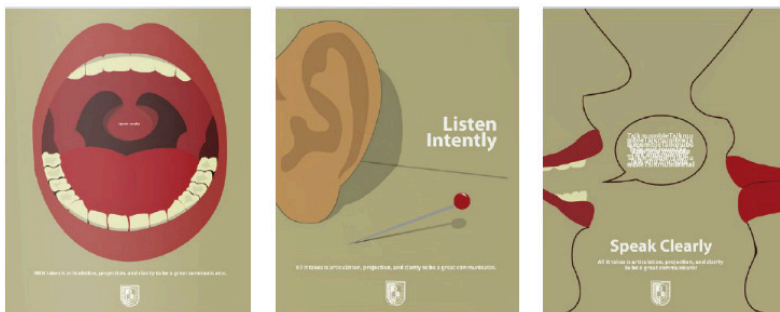


3. Peace One Day anti-violence campaign outdoor posters with QR code links



4. Peace One Day subway and guerrilla advertising

Crystal H., Yat L., Andres T.



5. Campaign to promote better communications skills for students

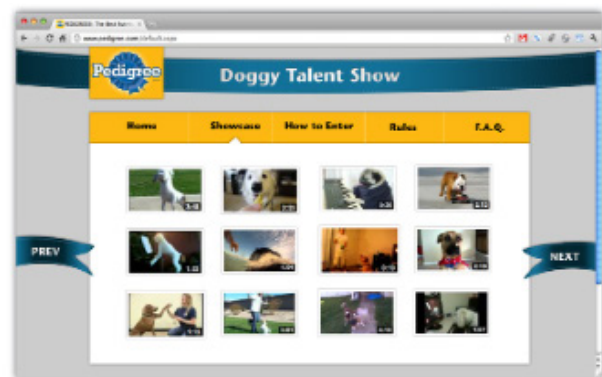
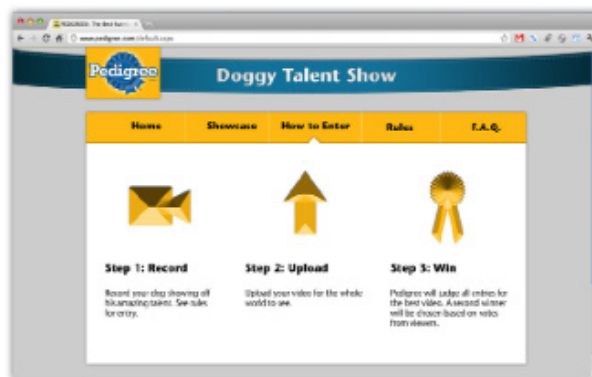
## STUDENT WORK

### INTEGRATED ADVERTISING DESIGN, CUNY TECH

Rumman A.



6. Pedigree dog food print advertising campaign

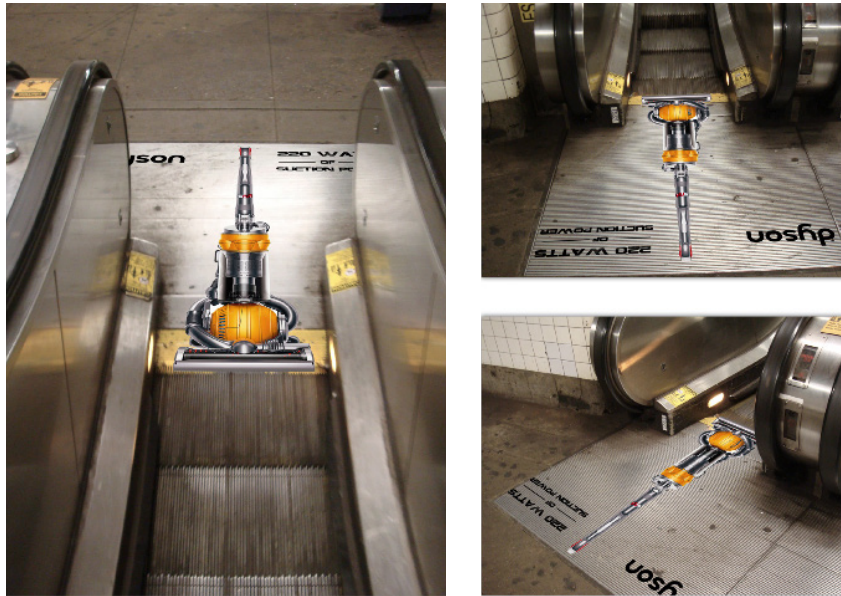


7. Pedigree dog food Doggy Talent Show promotional contest website where users can upload video submissions and vote for favorites



**STUDENT WORK**  
**INTEGRATED ADVERTISING DESIGN, CUNY TECH**

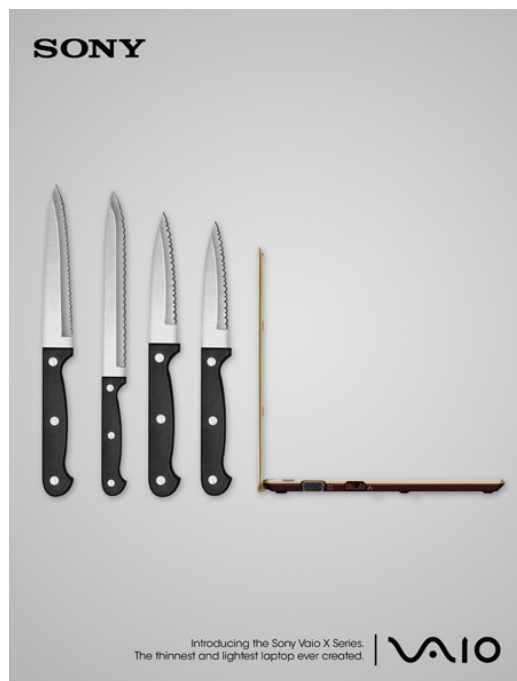
Rumman A.



8. Dyson vacuum environmental advertising campaign



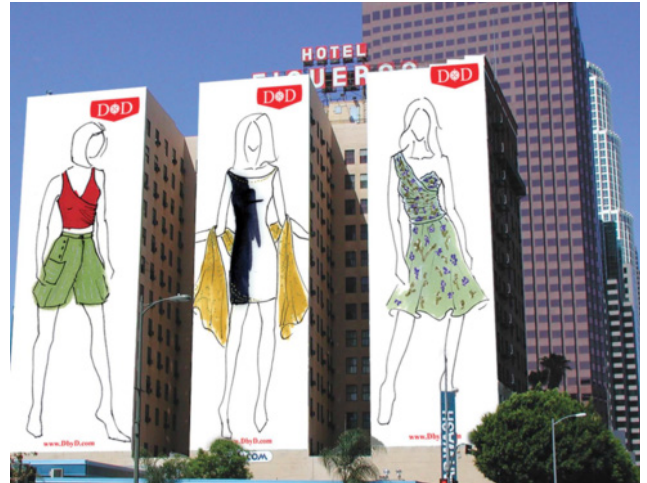
9. Sony Vaio laptop print advertising



## STUDENT WORK

### INTEGRATED ADVERTISING DESIGN, CUNY TECH

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

## STUDENT WORK

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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

## STUDENT WORK

### INTEGRATED ADVERTISING DESIGN, CUNY TECH

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

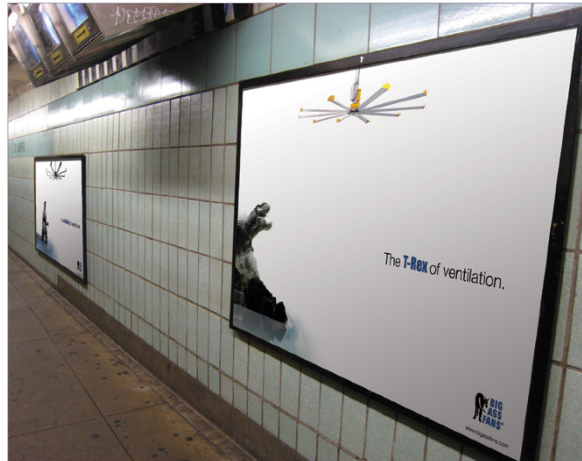


16. Billboard campaign for WD-40 multi-use spray



## STUDENT WORK INTEGRATED ADVERTISING DESIGN, CUNY TECH

Philip S.



17. Transit display advertising for Big Ass Fans

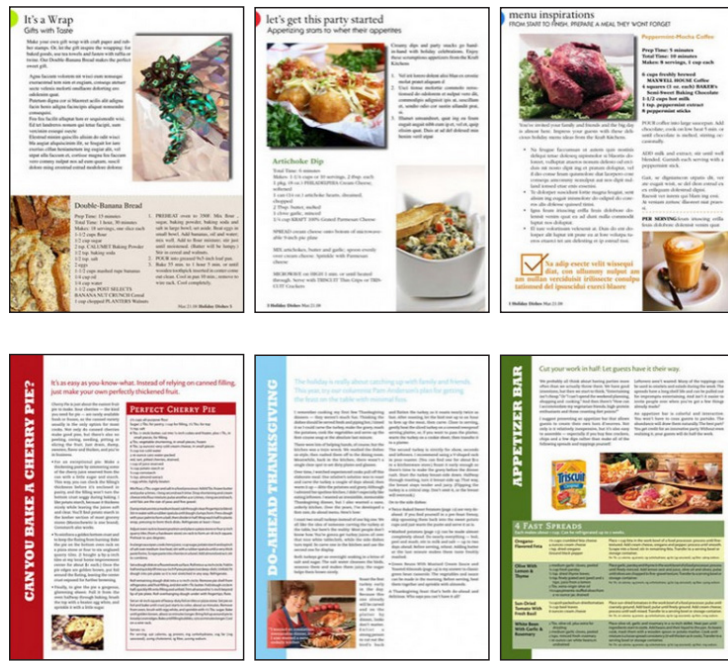


18. Amnesty International freedom of speech print campaign posters



# STUDENT WORK INTERNSHIP AT USA WEEKEND MAGAZINE CREATIVE SERVICES STUDIO

Kenny C.



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

**Expand Your Reach** on the largest and most-respected ad network representing the most powerful online verticals.

**Increase Conversions** target and tailor message delivery - directly influence the purchasing behavior of your target audience.

**Drive Measurable Results** utilizing reporting, tracking & trending technologies through our customized client logn.

**Maximize ROI** using proven digital strategies to dynamically optimize your marketing performance.

**Protect Your Brand** with the industry-leading compliance team, aggressively monitoring your campaigns 24/7.

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20. Promotional informational brochure distributed at trade shows