

# PROJECT OUTLINE + CREATIVE BRIEF

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**PROGRAM NAME:** Advertising + Marketing Communications

**COURSE NAME:** Advertising Creative Studio 2

**PROJECT NAME:** Whitepaper for Print and Interactive PDF, Project #4

**PROJECT DUE DATE:** April 16 | 12:00 P.M.

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## PROJECT DESCRIPTION AND OBJECTIVES

White Papers are an integral part of corporate business. They may appear in many forms “Advertorials,” “Product Launch Information Sheets” and the standard “White Paper.” So what is the point of a White Paper? To get your idea, product or event communicated quickly and concisely to a target audience. You will usually see White Paper articles in industry specific publications and on niche websites. The purpose is to sell the product or idea as directly as possible. White Papers must contain very clean and precise formatting to be effective. Whitespace, margins, spaceafters and leading are paramount in designing a White Paper.

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## PROCESS/DESIGN

1. Research a company, product or topic that you are passionate about and want to promote
  2. Define your target audience, topic (product), set your objectives (what you will write about)
  3. Create a great title, to pitch your White Paper
  4. Collect all graphics you need: Icons, Infographics, Charts, Product Images (Save in your Links folder)
  5. Use your copywriting ability to construct a direct, clean White Paper, do your best to create original copy and list/cite your content sources where applicable. Sources may be listed on a separate page and Conestoga APA format should be used
  6. Get creative with your communication, remember, this paper is not only to inform, but to sell as well
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## RESOURCES

**Resources list:** You may make use of stock royalty free, creative-commons licensed raster artwork. Below is a list of acceptable sites in which you may use. Please don't forget to cite the resources (See Technical Requirements)

Acceptable website resources:

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- <https://www.pexels.com>
  - <https://allthefreestock.com>
  - <https://stock.adobe.com/ca/>
  - Actual product content may be used, as long as the imagery meets the requirement for print (High Resolution, 300dpi, CMYK, Tiff/EPS)
  - Use of rights-managed, royalty based vector/raster imagery and templates are strictly prohibited  
*(Please refer to Conestoga's Copyright and Plagiarism policy on Page 2)*
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## SUBMISSION REQUIREMENTS

**Your Whitepaper must contain the following:**

1. A feature photo and one smaller photo or graphic (infographic or chart) to text-wrap
2. Include Headlines, Subheadings and body copy (Use the techniques learned in class; Justification, Space Before/Afters)
3. Use ONLY 2 font families maximum (Headline can be fancy, all of the subtitles and body copy must be same (You must use Paragraph Styles)
4. 2 and 3 columns of text (created with 1 text box)
5. Must use Parent Pages for base design elements and page numbering
6. CTA (The point of the WP is to sell your wares)

### TECHNICAL REQUIREMENTS

- 8 pages in length (Inc. Cover/Back)
- 8.5 x 11" (Design in Adobe InDesign)
- 2 and 3 Column layout
- Final print piece must have at least .5" margin around edge of page
- If bleeding images off of pages, you must include bleed margin and crop marks in PDF
- Both colour or B&W is acceptable as long as you are consistent with the treatment
- Export Print file as a PDF file as PDFx1a-2001

### INTERACTIVE REQUIREMENTS

- Must include page links to your pages
  - All buttons, hyperlinks and video must function (Include 2 hyperlinks per page minimum)
  - Export final file as Interactive PDF for upload
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## EVALUATION TOTAL WEIGHT

Project percentage of total grade: 20%

Rubric Included: • Yes No

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## PREPARED AND GRADED BY

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## IMPORTANT - LATE SUBMISSIONS OF ASSIGNMENTS AND PROJECTS

The School of Creative Industries has programs directly associated with industries that require commitment to deadline. As such, it is expected that students adhere to the school's late submission of assignment policy.

All students are expected to submit their assignments on the due date and time specified by their Faculty. If a student fails to do so, the following late assignment policy applies.

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## SEMESTER 1 (LEVEL 1) ONLY

Assignments received on or before the due date and time will be marked out of 100%.

Assignments received within 24 hours of the due date and time will receive a 20% reduction and be marked out of 80%.

Assignments received after 24 hours from the initial due date and time will receive a mark of zero (0).

**NOTE:** Assignments, projects, presentations, quizzes, tests and or exams requiring in-class attendance and participation must be performed on the assigned date and time. Failure to do so without a substantiated reason will result in a mark of 0.

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## ALL SUBSEQUENT SEMESTERS

Assignments received on or before the due date and time will be marked out of 100%

In cases whereby there is an unsubstantiated late submission of an assignment the student will be awarded

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a zero grade for the assignment. Students are advised to meet with the respective Faculty member to discuss how the zero grade will impact their overall academic standing. Assignments are posted with reasonable advance notice for students. It is the responsibility of the students to plan ahead to ensure the work is completed on time. It is recommended that students balance commitments and time to account for unforeseen delays.

### Substantiated late submissions are as follows:

- Due to a pre-arranged accommodation, as arranged through Accessibility or Counselling Services with the Faculty member, well in advance of the submission deadline
- Due to a medical illness, with completion of reporting the absence on the Student Portal
- Due to an accident, with submission of a police report
- Due to a death in the immediate family, with a copy of the death certificate required

Students must provide the supporting formal documentation with the late submission and submit the items to the appropriate Faculty member, Program Coordinator and/or Student Advisor.

This process ensures that all students within the School of Creative Industries are following academic and industry protocol and are treated fairly and equally in their evaluations.

If you require further information and/or clarification on the process for late submission(s) please contact your Student Advisor or Program Coordinator.

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## PROGRAM HANDBOOK & POLICY REFERENCE

Advertising + Marketing Communications  
Program Code: 1532

[Program Handbook Link](#)

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