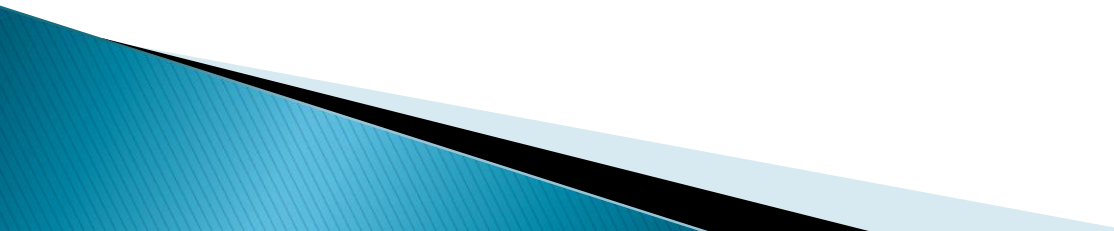


Perencanaan Kreatif Iklan

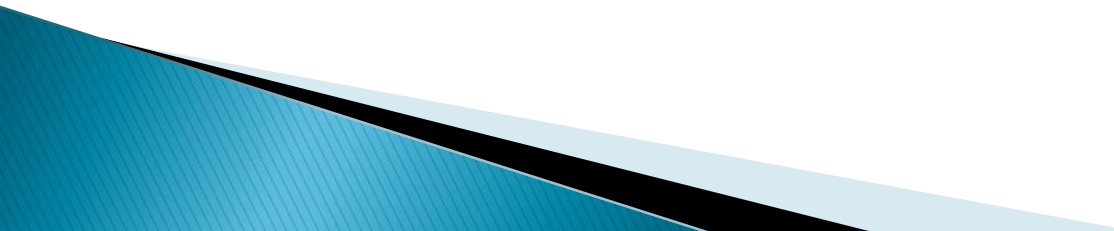
Ema Apriyani, M.Sc

DEFINING THE IDEA

- ▶ What is your idea as you see it?
 - ▶ What is the message you want to spread?
 - ▶ Explain your idea to someone else on 2 minutes!!
 - ▶ Ask them to repeat it to you and write down what they say?
- 

Does it match with your concept?

Break it down!!



Determining Goal

- ▶ What do you want people gain from your design?
 - ▶ What will happens if it is success to affecting people?
 - ▶ What happens if it doesn't work at all?
- 