The Art of Advertisement

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Serve Learn Sustain focuses on the theme of creating sustainable communities. By integrating sustainability and community involvement content into academic programs, Serve Learn Sustain will provide opportunities for Georgia Tech students to learn and serve through engaging content and relevant context. Georgia Tech’s vision puts an emphasis on addressing critical global challenges for the betterment of the human condition. Through Serve Learn Sustain, our students will have the opportunity to make service contributions based on their disciplinary expertise. There will be classes that are marked with an SLS logo during registration. These classes will have a service learning element of hands-on involvement in the community in order to get students out of the classroom and better facilitate learning.

The general campaign cohesive theme is awareness. This is a great opportunity that is relatively unknown to the student population of Georgia Tech. Many people have heard the words “Serve-Learn-Sustain”, but they don’t know what it is and what it can do for them. People wear the shirts and have the hand outs from FASET, but they don’t know what the program does. Out of curiosity, in order to form a knowledge base of our target audience, we conducted a survey across Georgia Tech. We asked a small group through random sampling of 20 students who had Serve Learn Sustain T-shirts on, the following question, “Can you tell me about your shirt? What is the program, and what does it do?” The responses were recorded and out of the 20 surveyed students, not a single one could give an accurate description of the program. This speaks volumes as to the general awareness of the program. The theme of the entire campaign has been to purely get the word out in order to educate the community about what this program really has to offer. The three prong approach to achieving this goal necessitated the
establishment of a solid platform for social media, creation of a re-designed website, and construction of a sixty second promotional video.
Chapter 1: The Creative Brief

The creative brief is a tool used in the advertisement campaign to concisely summarize what was discussed in the client meeting to make sure both the team and the client are on the same page. Moreover, it assists in directing the team’s efforts on a clear goal that is detailed. For the client meeting the team went in with a set of questions that included, but were not limited to, who the main audience would be, what the main focus was to be, and image the client wants for themselves. Once the team got the client’s response the creative brief was outlined. This included categories such as why we were writing the creative brief, and what the team would be doing throughout the marketing campaign. Once all the information was written there was more focus on the format of the actual brief. There were two main idea which were navy background with white and gold lettering, the other format was a white background with a Georgia Tech logo watermark and navy lettering. The team settled on the white background with the Georgia Tech watermark deciding it was more professional and conveyed Georgia Tech’s theme more clearly, as many other university have the same color schemes in use. After deciding the color pallet the font was decided to be a standard Calibri font as the font was sufficiently professional, but it was also fresh and clean. Once the format and content was decided on the team sent it to the client to verify that both parties had the same understanding before proceeding with the advertisement campaign. Once this process was completed the team began working on the other aspects of the marketing campaign.
Serve-Learn-Sustain Launch
Creative Brief

Introduction

Serve Learn Sustain focuses on the theme creating sustainable communities. By integrating sustainability and community involvement content into academic programs, Serve-Learn-Sustain will provide opportunities for Georgia Tech students to learn and serve through engagement with content and context.

Purpose

Georgia Tech’s vision puts an emphasis on addressing critical global challenges and its mission calls for improving the human condition. Sustainability goes beyond environmental considerations to include community-level social considerations which provide practical and meaningful context for Georgia Tech students. Through Serve-Learn-Sustain, our students will have the opportunity to make service contributions based on their disciplinary expertise. There will be classes that are marked with an SLS logo during registration. These classes will have a service learning element of hands-on involvement in the community in order to get students out of the classroom and better facilitate learning.

Objectives

1. The Georgia Tech student body will be made aware of the Serve Learn Sustain program and its possibilities.
2. Serve Learn Sustain will have a strong media presence for the future.
3. The program will be defined with a clear, concise image and a virtuous purpose.

Execution of Objectives: Social media, website re-design, 60 second promotional video

Audience

Primary Audience: Georgia Tech student body
Sub-Audience: Freshmen and Sophomores
Communication Method: Social Media, Website, Video

Focus

The primary focuses will be to create a functional social media system, redesign the website to engage those interested in Serve Learn Sustain while adhering to the Georgia Tech template. Additionally, a 60 second promotional video will be created to teach everyone about Serve Learn Sustain. Together, these elements will inform the student body as to what Serve Learn Sustain has to offer in terms of courses and how it can help students during their time at Georgia Tech as well as in the future.

Outcomes

Serve-Learn-Sustain is working towards a minor or certificate in Sustainability. Not only will these classes allow for a unique experience that enables learning in a hands-on setting, but it also grants a feeling of self fulfillment for conservation minded individuals. Students who chose these courses will have more experience in their career path and marketability in the competitive job market.
Chapter 2: Visual Design

The goal of the website redesign for Serve Learn Sustain was to alter the layout and content from the “Quality Enhancement Plan” (QEP) version which was in place up until October of 2015 to a version that is a better fit in order to recruit future students. The first step in the redesign process was to examine the old website, and look for possible solutions to the issues that we found with it. We first found that the main page had a lot of text, which was extremely challenging to read considering that all of the font was the same size and color. There were also a lot of images completely unrelated to what Serve Learn Sustain does, confusing many visitors. Another issue was that the “News and Events” tab contained events that had nothing to do with Serve Learn Sustain, and so replacing it with a simple calendar would make more sense. Of course, the largest problem with the website stemmed from the fact that almost all text information was concerned with the QEP - offering a description of how the program came about - and very little information about what Serve Learn Sustain could offer.

To find a new website format that would fit our needs, we looked to the Scheller School of Business, whose Georgia Tech theme seemed to best represent what our end goal was, while still adhering to Georgia Tech guidelines. We decided to make many changes to the existing website including adding all new photos, implementing the new color scheme and tab format modeled after the Business School, placing links to the new social media pages being developed and creating new tabs for: frequently asked questions, courses being offered, as well as one for a description of what Serve Learn Sustain actually does at Georgia Tech.

This website redesign will work if implemented due to its professional look and its ease of use. There are no extra buttons or tabs, and all parts of the pages are used effectively, which
assist in the transition between subsections. The site is also very sleek and modern looking, perfect for Georgia Tech students who are for the most part influenced by technologically advanced forms of communication. The new tabs that were created also provide great resources for new students or students who are unaware of what Serve Learn Sustain allows them to accomplish with their educations. All in all, it provides a neat, simple solution to the problem laid out to us by Serve Learn Sustain.

Many specific fonts and colors were used during the design, which are compliant with Georgia Tech guidelines, these include:

- Tab and header page font – Palatino Linotype
- Body paragraph, major text font – Helvetic Neue
- Grey background color – R245, G245, B245
- Gold font and text box color – R255, G192, B0
- Grey font color – R118, G113, B113
- Grey calendar box – R175, G171, B171
- Blue website header – R32, G56, B100
Homepage

Why Serve-Learn-Sustain?

Serve-Learn-Sustain will provide students with a multitude of learning and co-curricular opportunities designed to help them combine their academic and career interests with their desire to improve the human condition. The result? Georgia Tech students will help build healthier, more sustainable communities where people and nature thrive, in Georgia, the United States, and around the globe. And more Georgia Tech grads will pursue careers and lives filled with meaning.

Join us on Social Media

What does a sustainable community look like to you? Share your thoughts on our Facebook page:

Or join us on Twitter:

Upcoming Events

NEW INITIATIVE!

Introducing our new Public Service Pathway initiative, funded through a generous grant from the Commerce Club Foundation of Atlanta. Pathway grants will support the development of learning experiences for undergraduate and graduate students starting with Spring 2016 courses or student led projects.

CHECK YOUR ELIGIBILITY

CLASSES OFFERED

Want to learn more? Stop by the Center for Serve-Learn-Sustain in Clough Commons for a conversation with our inaugural director, cultural anthropologist Dr. Jennifer Hirsch.
What is Serve-Learn-Sustain?

Serve-Learn-Sustain is an Institutional effort to equip Georgia Tech students to learn and serve around the theme “creating sustainable communities” through engagement with content and context. The initiative was developed as Tech’s Quality Enhancement Plan (QEP), as a key component to its reaffirmation of accreditation.

We believe the plan, which formally begins in 2016, addresses educational needs clearly voiced by our graduates, enhances long-held Georgia Tech values and directly responds to Georgia Tech’s Strategic Plan.

For us, sustainability means “transforming our ways of living to maximize the chances that environmental and social conditions will indefinitely support human security, wellbeing, and health” (as defined in the Science article “New Visions for Addressing Sustainability”). This definition is explicit about not only environmental considerations but also community-level social considerations such as human security, well-being, and health — considerations that provide a practical and meaningful context for Georgia Tech students.

For a deeper understanding of Serve-Learn-Sustain, we invite you to review some of our documentation. Sign up for our email list to stay up-to-date on our latest and greatest opportunities.

If you are passionate about community involvement, sustainability, or just want to learn more about how to help save your planet, Serve-Learn-Sustain is the right program for you. Take a look at the departments that will offer Serve-Learn-Sustain courses over the next year:

The George W. Woodruff School of Mechanical Engineering
School of Civil and Environmental Engineering
H. Milton Stewart School of Industrial and Systems Engineering
Scheller College of Business
Ivan Allen College of Liberal Arts
Frequently Asked Questions

How many courses are you offering?
The number of classes is yet to be determined but the opportunity to take these classes will open up to everyone in the Fall of 2016.

What would you do in the courses?
The courses would consist of hands-on learning while assisting the community in a sustainable manner on top of normal lectures.

How are the courses major specific?
There will be pathways through many existing majors that with a minimum addition course load, you can become a part of Serve Learn Sustain. Service learning will be incorporated into existing classes for your major.

How many credit-hours is each course?
At the moment the number of hours will vary depending on the courses that one is taking. Each course that has the SLS stamp will yield the same number of credit hours as the standard course without the stamp.

Who is the course designed for?
This course is designed for students that are service minded and want to learn how to create a more sustainable and connected world.

What’s the benefit for following an SLS path?
By following the SLS path, one would gain extensive knowledge in the fast growing field of sustainability while hardly deviating from your current course trajectory.

Did we answer all of your questions? If not, send us an email here.
Chapter 3: The Film

The goal with our video was to create a piece of media that kept the viewer engaged through a humorous plot that highlights the void in education that Serve Learn Sustain is filling and the modes through which you can connect with Serve Learn Sustain. We had a main character who wanted to help a city in Texas that had just gone through a natural disaster. He proceeds to take an Uber to Home Depot to grab construction supplies, run with the supplies to the city, try to build a house, go to an ATM to get more money, realize he’s out of money so he must run back to school, only to be kicked out and forced to go to UGA. The clip then rewinds and he instead goes to the Serve Learn Sustain website and office, both of which are shown on the screen in the process.

While crafting the script we strived to write something that was interesting, narrative, and demonstrative. To keep the film interesting we cut to a lot of shots through the video, play up-tempo music in the background, use a fast-talking voiceover, and use a special rewind effect. Since our audience was Tech students, we threw in specific shots of notable parts of campus and references in the script to RAT caps and a joke about UGA. A Georgia Tech student who wants to help the community can identify with the logistical problems of making a large impact that our character runs into in the commercial. The video demonstrates the lengths a student would have to go to in order to directly help in a natural disaster, and then we show them a better way, Serve Learn Sustain, and how to get involved with the program through their office and website. Specific shots of the character walking into the office and of him on the website provide a visual demonstration to Georgia Tech students along with the auditory explanation.
During filming we wanted to use something with better video and audio quality than an iPhone. We chose to borrow our filming equipment from the LMC Video Lab at Georgia Tech, receiving a Panasonic HVX200, a shotgun microphone, a tripod, and a boom pole. The major downside to using this camera was the difficulty of removing footage from the camera and working with the type of file that the video came in. In order to export footage from the camera, one must own a computer with a FireWire port (for MacBook’s this means your computer must be 2012 or older), and one must move the files in the correct order from the camera (.txt file then content file) otherwise the film will not correctly download. This camera shot in MXF format, which means that the film can’t be edited in iMovie, so we had to use Adobe Premiere.

Through the entire filming process, we used the camera hooked to the shotgun microphone and occasionally used the tripod. There was no noticeable difference between shots with and without the tripod for this camera, so a tripod isn’t completely necessary as long as you have a steady hand.

For the audio in the film we needed a voiceover, up-tempo background music, and a rewind effect. The boom pole was intended to be used for the voiceover audio, however due to circumstances beyond my control we had to use the shotgun mic instead. The shotgun mic picked up more background noise than a boom mic would have, as one would expect, however, with the use of the noise reduction effect in Audacity, we were able to minimize this occurrence. Other audio manipulations that we performed to the voiceover in Audacity were pitch alteration to make the voiceover an octave lower and the leveler to reduce the disparity between loud and soft audio takes. One noticeable problem with the audio is the difference between louder and softer recordings; even with multiple takes and leveling in Audacity, there was still a noticeable difference. For future filming we would recommend reserving an audio booth for the voice over
rather than a shotgun or boom mic. The up-tempo 1920’s themed music and rewind effect were both downloaded from websites containing royalty free music and audio clips (http://incompetech.com/music/royalty-free/ and http://www.soundsnap.com).

For the footage editing process we used Adobe Premiere since it was the only editing software we knew of that worked with the MXF video format that we had. When importing from the content file created by the Panasonic HVX200 it is import to have all the sub-files (video, audio, voice, etc.) left inside the content file and to import the content file as a whole to the editor in order to keep the audio with the video. If you import video and audio separately or remove the video from the contents folder (as we did with the majority of the video files), then you lose the audio that corresponds with the video. There were a couple of instances where we wanted to use a whole clip and it was either too short (ex: the actor at the desk with the thumbs up) or too long (ex: the actor riding the bike across the bridge) for the spot. To correct this, we speed up the shot or put it in slow motion. The only slightly technical piece of editing we did was reversing all the shots and speeding them up to create the rewind effect.
Serve Learn Sustain Final Script

Scene: Sitting in your dorm room

VO: So you are sitting in your dorm room, scrolling through Facebook and next to the picture of your friend in their rat cap you see that a tornado struck a town in Texas.

This is what you’re not going to do

Scene: Getting in an “uber”

VO: You’re not going to hop in an uber to the airport, and take the next flight to Dallas without packing any clothes.

Scene: Home Depot

VO: Then get to a home depot and buy 250 two by fours, five hundred sheets of plywood, rolls of roofing shingles, a whole kitchen set, beautiful hardwood floors and everything else you need to make the home of your dreams.

Scene: Running on side of the road (redo audio, no bike)

VO: You are not going to then haul all of your supplies on foot to the tornado zone

Scene: Construction site

VO: Then when you finally get everything there, you will see that you will not be able to use the DIY network to find all of your information on how to build a house, and you will realize that the solar panel and windmill plans you found online can only charge a cell phone battery.

Scene: ATM
VO: You are not going to go to the ATM to get more cash for the Ramen that you have been living on for the past two weeks only to see that you have already gone through your whole college fund, and maxed out all of your parents credit cards.

Scene: Riding bike

VO: realize that you are in way over your head and now you have to ride a crappy mountainbike 1,000 miles back to campus through the heart of Atlanta.

Scene: Can’t open a door to a building

VO: only to find out you have been kicked out of Tech and now have to become a Bulldog in order to finish your education.

--Rewind through the events of the video to the beginning --  VO: But here’s what you can do.

Scene: SLS offices

VO: You can head over to the Serve Learn Sustain office on the second floor of the Clough Undergraduate Learning Center or visit their website and learn more about the great environmental and community focused courses Tech now offers, and realize that you do not have to change the world on your own.

Scene: SLS graphic/tag on screen


Technical Details:

1. Actors needed
The only actor that will definitely be needed will be the main character that will be performing all of the actions described in the script above. In addition, a person will be needed to perform the voiceover. Apart from that, extras may be needed to fill in the background to populate certain scenes.

2. **Shoot locations required**

   a. A dorm room - Towers 262  
   b. Getting into a car - Call an Uber in between Glenn and Perry  
   c. A Home Depot or hardware store - 2525 Piedmont Rd NE, Atlanta, GA 30324  
   d. A Construction site - construction on NW campus  
   e. An ATM - ATM’s in student center  
   f. A road where he/she is riding a bicycle - going across bridge from Varsity, going past Tech Towers, riding bike up to Bursar’s office  
   g. Bursar’s office - getting shoved out the door  
   h. SLS office - located in Clough Commons  
   i. The registration page for GT  
   j. A sustainability-course classroom setting -

3. **B-roll required**

   A B-roll will not be used or required for this video as it will be filmed in scenes and not require a b-roll to cut to.

4. **Interviews obtained**

   For this video idea we will not be obtaining interviews as it will not fit well with our video design as we will mainly be following the main character around.

5. **Voice over talent needed**

   There will be a voiceover that will narrate the entire plotline. Although there will audio from the main character’s point of view, the story as a whole will be told by the voiceover artist as he/she will explain each of the main character’s actions and what he will and won’t do.

6. **Music track style and other sound design issues**

   The music will be upbeat and lighthearted so that it promotes the humorous tone of the video as a whole. It will weave together with the voiceover and main character’s actions so that it does not clash multiple sounds together at the same time and helps to focus the viewer on what we want them to focus on.

7. **Graphics**
At the very end a graphic will be incorporated that will showcase the Serve Learn Sustain logo on the screen so that students will know exactly who Serve Learn Sustain is and how to identify those courses.

8. **Materials needed**

Camera, shotgun mic, boom mic, tripod
A few pieces of assorted lumber
Construction plans

Adobe Premiere Editing Software
Audacity Editing Software

Sample Image of Final Product

Link to the film: https://www.youtube.com/watch?v=WTExm6pACeM
Chapter 4: Social Media Strategy

Social media is critical to an advertising campaign because it is the newest and most effective way that ideas are translated between people in the upcoming generations. The beauty of social media sites such as Twitter, Facebook, Snapchat and Reddit is that they all reach a younger audience, but in order to use them for promotion effectively, an organization must be able to speak their language. “Georgia Tech Center for Serve-Learn-Sustain” is a clunky name for a new organization. A change to something like “Serve Learn Sustain at Georgia Tech” would be clear, to the point, and would put the Serve Learn Sustain name in the spotlight, instead of burying it behind the Institute. To get the ball rolling for your social media accounts, Serve Learn Sustain should take the initiative with students by providing incentive. An idea might be something along the lines of “Like Serve Learn Sustain at GT on Facebook and get a free Krispy Kreme”. A table could be set up on Skiles during the week with people to give out donuts if a student likes the page while explaining Serve Learn Sustain. Another way to increase followers on your account is to turn the spotlight onto the students or professors by having a Serve Learn Sustain Student of the Week and by creating a post whenever a new professor joins Serve Learn Sustain. Twitter is another platform that needs to be utilized due to the ability to connect your program to other programs or general causes by adding them to the end of a post with an “@” or “#”. Because content needs to be relative to students and interesting to gain traction with the youth on this platform, we strongly suggest that a current Tech student runs the account. First this means that they can tell their friends about the account and the account will seem more transparent and relatable because it’s a student run account. The student can do the networking, and can create funny and relatable tweets to a Tech’ student’s life. Snapchat can also be added to
the programs social media arsenal, by simply creating a Geofilter for students in the Atlanta area to use. We have created a sample of what this filter could look like for the campaign. Once your filter is made it becomes an effortless form of advertising where students on Tech campus can add their logo to a picture they take. Reddit is a unique platform that Serve Learn Sustain needs to expand to. The administrators of Serve Learn Sustain can host an AMA (Ask Me Anything). AMA is a good way to provide transparency by creating an open dialogue between students and administrators. Administrators create a forum that anyone can ask questions to and they answer them for a certain time frame. This makes the process of finding new information on the program much easier for prospective students. Lastly, these accounts must somehow be linked. When posting information to one platform, it would be advantageous to post to all platforms in order to get the message to the most people possible. For example, if you share the article written about Serve Learn Sustain on Facebook and the GT page shares it, then share it on Twitter and ask @GeorgiaTech to retweet you, so that their followers can see your content as well.
Hello everyone! We are a group of instructors and administrators taking part in Serve-Learn-Sustain. Serve-Learn-Sustain is an Institutional effort to equip Georgia Tech students to learn and serve around the theme “creating sustainable communities” through engagement with content and context. The plan, which formally begins in 2016, addresses educational needs clearly voiced by our graduates, enhances long-held Georgia Tech values and directly responds to Georgia Tech’s Strategic Plan.

Serve-Learn-Sustain will provide students with a multitude of learning and co-curricular opportunities designed to help them combine their academic and career interests with their desire to improve the human condition. The result? Georgia Tech students will help build healthier, more sustainable communities where people and nature thrive, in Georgia, the United States, and around the globe. More Georgia Tech grads will pursue careers and lives filled with meaning.

Ask us your questions now and be sure to connect with us by liking us on Facebook, follow us on Twitter, and add us on Snapchat.
Twitter Home Page

Twitter Retweet Example
Snapchat Geofilter
Chapter 5: Oral Presentation

Once all of the elements were finalized, our team then proceeded to create a PowerPoint presentation that would bring together the themes that we had been working on throughout the semester. When picking the main theme from the list of possible options, we wanted to pick one that was simple yet elegant. In the end, we decided to use the ‘Wisp’ theme that comes preinstalled in Microsoft PowerPoint. This simplified the process as we used the default fonts and colors that came with this template. For future reference, all of the headings throughout the entire presentation utilized the Century Gothic (Headings) font with a size of 36 and 15% lighter black color. Everything that was not a heading utilized the Century Gothic (Body) font with a size of 18 and 25% lighter black color.

The information was then added to the PowerPoint in the order that it was prepared to show the chronological development of our thoughts and products as time went by. Therefore, the slides were ordered with our overall goals first, followed by the redesigned website, promotional video, and finally the social media plan. Our team also highlighted key areas in certain parts of the presentation with red boxes to draw the attention of the viewer to the part of the presentation we were showcasing. In addition, we kept the amount of words on each slide to a few key points and added in pictures and animations to showcase the power of visual information and how it can be used to keep and hold the attention of an audience. In the following pages our presentation is shown from start to finish for easy reference.
Serve Learn Sustain Marketing Campaign

Nikolai Peterson, Abhinav Sundaresan, Brian Duffy, Jack Conway, Juan Almagro

Slide 1

Overall Goals

- Increase the overall awareness of the student body
  - Target freshmen & sophomores
- Concise and clear communication
- Implementation
  - Redesigned Website
  - Promotional Video
  - Revamped Social Media

Slide 2
Slide 3

Slide 4
FAQ

- Visually Appealing
- Quick Information
- Links to get involved

Frequently Asked Questions

How many courses are you offering?
The number of classes is yet to be determined, but the opportunity to take these classes will open up to everyone in the Fall of 2016.

What would you do in the courses?
The courses would consist of hands-on learning while assuring the community in a sustainable manner on top of normal lectures.

How are the courses major specific?
There will be pathways through many existing majors that with a minimum addition course load, you can become a part of Serve Learn Faculty. Serve learning will be incorporated into existing classes for your major.

How many credit-hours is each course?
At the moment the number of hours will vary depending on the courses that one is taking. Each course that has the SLS stamp will yield the same number of credit hours as the standard course without the stamp.

Who is the course designed for?
This course is designed for students that are service minded and want to learn how to create a more sustainable and connected world.

What's the benefit for following an SLS path?
By following the SLS path, one would gain extensive knowledge in the fast growing field of sustainability while hardly deviating from your current course trajectory.

Did we answer all of your questions? If not, send us an email here

Promotional Video

- Narrative
  - Tells a story

- Inform
  - Office location
  - Website
  - Ending slide

- Retain Attention
  - Comedic
  - GT specific
Social Media

- Facebook
  - Smaller younger audience
  - Little Interaction
  - Low number of SLS posts

- Goals
  - User Participation
  - Larger Audience
Front:

- Interaction
- Clarity Questions
- Easy Maintenance

Back:

- Interaction
- Clarity Questions
- Easy Maintenance
Reddit

- Interaction
- Clarity Questions
- Easy Maintenance

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Hello everyone! We are a group of instructors and administrators taking part in Serve-Learn-Sustain. Serve-Learn-Sustain is an institutional effort to equip Georgia Tech students to learn and serve around the theme "creating sustainable communities" through engagement with content and context. The plan, which formally begins in 2016, addresses educational needs clearly voiced by our graduates, enhances long-held Georgia Tech values and directly responds to Georgia Tech's Strategic Plan.

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Ask us your questions now and be sure to connect with us by liking us on Facebook, follow us on Twitter, and add us on Snapchat.

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Twitter

- Interaction
- User Content
- Large Audience

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Slide 13

Slide 14
Slide 15

- Interaction
- User Content
- Large Audience

Slide 16

- Wide Audience
- Gamers Interest
- No Maintenance
Snapchat

- Wide Audience
- Garners Interest
- No Maintenance

Slide 17
Conclusion

We would like to thank Serve Learn Sustain for giving us a wonderful opportunity to work with you guys. We hope that the work we have done can be useful in publicizing the start up and the eventual full implementation of the program into the general curricula. Between the tips and tricks on the suggested social media platforms, promotional video, and new website layout, the program should be able to thrive in the coming years. We will continue perpetuating the message of Serve Learn Sustain and we are excited to see the program grow to its full potential.