

# **Project Outline**



### **Main Priorities**

Designing print materials to be shared through print and online platforms. Managing and creating social media campaigns. Designing and promoting t-shirts to be printed for clubs and organizations on campus.

### **Challenges**

- Getting the campus on board with using Headwaters as a resource for club merchandise.
- Creating engaging social media campagins
- Figuring out the best way to utilize funds for marketing

### **Deliverables**

- Social Media Design
- Photography
- Sale Marketing Materials (Fall Sale, 2 Facebook Flash Sales, Homecoming)

#### **Future**

- T- shirt design
- Branching a connection between Headwaters and the campus community
- Encourage Headwaters to hire a Marketing Intern rather than an IMA Intern

### **ASSESS**

After assessing the scope of the project with the community partner, it was identified that Headwaters was in need of consistent design materials.













## **RESEARCH**

Review how other businesses similar to Headwaters have designed promotional materials:







## **DELIVER**









## **DELIVER**









