IL 4450 Illustration Marketing

This course enables students to create a professional marketing plan and brand identity that reflects their personal career goals through strategically advertising their services to clients using a range of new web technologies and traditional marketing modalities. Upon successful completion of this course, students will be able to determine which marketing tools are most effective and know how to use them. Students will be able to demonstrate a solid understanding of how to leverage offline and online tools, like new media, to drive art buyers to an illustration portfolio website. Students will understand focused methods to present a portfolio online or in person. Finally, students will be able to clearly communicate and implement actionable steps to competitively market their professional illustration services.

Prerequisites: Must have completed 90 credits in the degree program

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not Meeting	Corresponding Program Learning Outcomes	Institutional Outcomes
Create a marketing plan and materials reflecting individual career goals and visual style.	Creates a marketing plan and brand identity reflecting illustration career goals with design and illustrations reflecting a superior market analysis.	Creates a marketing plan and brand identity reflecting illustration career goals with design and illustrations reflecting a moderate market analysis.	Creates a basic marketing plan and brand identity reflecting illustration career goals with design and illustrations reflecting an average market analysis.	Demonstrates little or no use of market planning or branding.	Professional Practice	All Institutional Outcomes
Employ digital and traditional marketing modalities to advertise the illustration brand.	Employs digital and traditional marketing modalities to advertise the illustration brand with compelling, impactful design and art.	Employs digital and traditional marketing modalities to advertise the illustration brand with moderate design and art.	Employs digital and traditional marketing modalities to advertise the illustration brand with basic design and art.	Demonstrates little or no use of digital or traditional marketing modalities for branding.	Professional Practice	All Institutional Outcomes
Research and analyze target audience for illustration services.	Demonstrates thorough research and analysis of target audience, including specialized niche markets for illustrative services.	Demonstrates moderate research and analysis of target audience, with specialized niche markets for illustrative services.	Demonstrates basic research and analysis of target audience, with average niche markets for illustrative services.	Lacks evidence of target audience research for illustrative services.	Professional Practice	Cultural Competence, Critical Thinking