



SOCIAL MEDIA CAMPAIGN VISUAL DIRECTIONS

PRESENTED BY

Higgston Manor Creative

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buddyhiggs.com

1A.

DIGITAL VS. REALITY

A visual depiction of a health and wellness topic within our gaming world and then in reality. Art direction uses a split screen image —combining pixel art from the gaming world to add an element of fun and playfulness.

Additional subjects:

- washing hands
- medicine bottle

ASK Educational Games
Just now

If we all work together, we can modernize the way our students learn.

Kids learn it in our world.

So they can conquer it in theirs.

Donate today.
\$3 can help us bring meaningful change to education.

ASKGAMES.ORG

Like Comment Share


Chuck Norris

ASK Comment ...


1B.

GAME LIFE

This direction incorporates pixel illustrations into photography.

 **ASK Educational Games**
Just now




If we all work together, we can modernize the way our students learn.









**Real-life lessons.
Virtually anywhere.**

Donate today.
\$3 can help us bring meaningful change to education.

ASKGAMES.ORG

 Like  Comment  Share

 Chuck Norris

 Comment ...    

2.

ORIGAMI

This direction focuses more on the donation aspect. We use origami made out of dollars to grab the viewers attention.

Alternate posts:

Dollar origami elephant.

Copy: You want to modernize education.


That's wise.

Dollar origami sunglasses.

Copy: Educational gaming can brighten a student's future.




 **ASK Educational Games**
Just now


\$3 can help change the way kids learn.








Because you care about
advancing education.

Donate Today!
Help ASK Educational Games bring an impactful digital and learning environment to classrooms across the nation.
ASKGAMES.ORG

 Like  Comment  Share

 Chuck Norris

 Comment ...    

3.

YOUR CHOICE.

A campaign that contrasts the cost of every-day items to a small donation to ASK.

Alternate posts:

Fast food burger. Copy: Impact your waistline. Or impact education.

Car wash. Copy: Wash your ride. Or give education a new shine.

