

Indy Zoo ads

Concept and design by **Jim Kuzdal**.

This project is a good example of how I think and work.

I applied for a graphic designer job at the Indy Zoo, and I created these ads to show them what I could do. (Sept. 2008)

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Brainstorm

- What is the main **BENEFIT** of going to the zoo?
- What's in it for the customer?
- Why do people go to the zoo?

Answer: Entertainment

So, maybe I make the connection between zoo animals and great entertainers:
Elvis, Michael Jackson, The Beatles ...



1. The Beatles

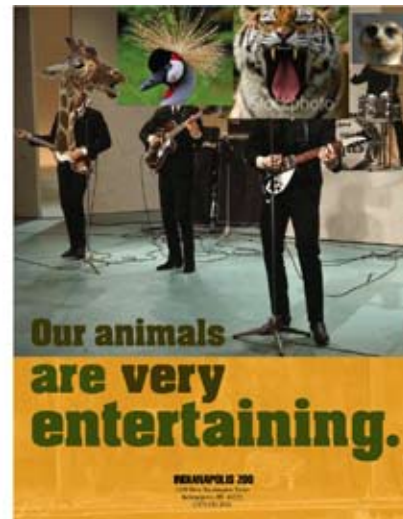
Need "magic" photos of great / cool animal heads.

Monkey heads on The Beatles? – creepy >

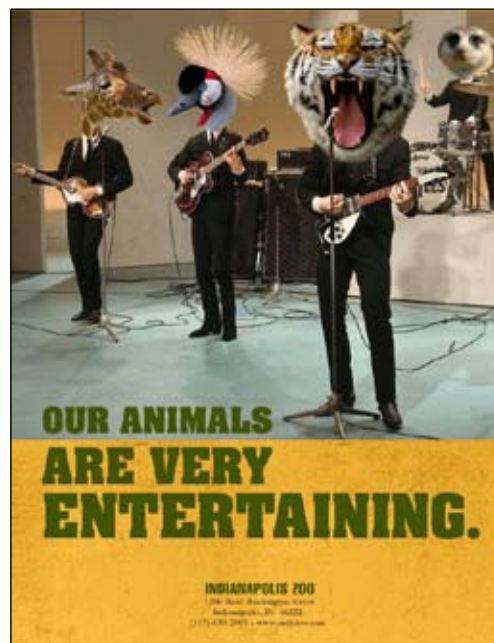


After hours of search,
I find 4 animals that I think are perfect!

- Giraffe – Singing!
- Crowned Crane – Wild hair!
- Tiger – Screaming!
- Meerkat – Cute



Experiment with how to handle the type.
+ add texture to bottom panel.

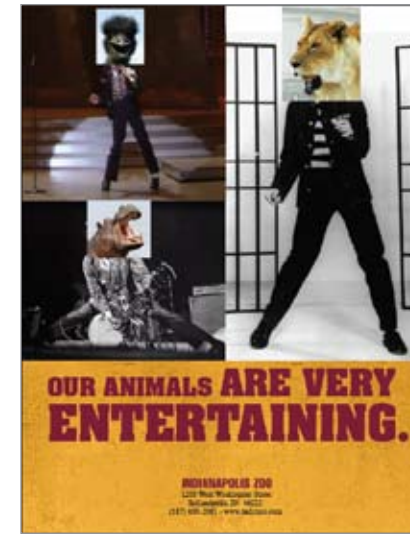


Ad #1

A big part of the appeal of this concept is the "borrowed interest" of using entertainment superstars.

2. MJ & Elvis

I liked The Beatles Zoo Ad so much, I thought I'd try a series.



Michael Jackson: Emu

Chuck Berry: Hippo – nobody will know that's Chuck Berry

Elvis: Lion – oops, that's a female lion



Elvis: Giraffe needs to be singing

Ad #2

Found a male lion head for Elvis.



3. Gene Kelly



His "Singin' in the Rain" image is classic, but ...

Ad #3

... I liked this pic of him tap dancing.



To see full sized finished ads,
go to: www.kuzdal.com