

DESIGN OF PROMOTIONAL MATERIALS FOR CAVITE STATE
UNIVERSITY'S STUDENT ARTISTE SOCIETY

THESIS

IRISH D. MISOLA
JANINE C. SANGREO

College of Arts and Sciences
CAVITE STATE UNIVERSITY
Indang, Cavite

Cavite State University (Main Library)



T6220

THESIS/SP 070.4 M69 2016

April 2016

✓
**DESIGN OF PROMOTIONAL MATERIALS FOR CAVITE STATE
UNIVERSITY'S STUDENT ARTISTÉ SOCIETY**

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Journalism



*Design of promotional materials for Cavite
State University's student artistesociety*
070.4 M69 2016
T-6220

IRISH D. MISOLA
JANINE C. SANGREO
April 2016

ABSTRACT

MISOLA, IRISH D. and SANGREO, JANINE C. DESIGN OF PROMOTIONAL MATERIALS FOR CAVITE STATE UNIVERSITY'S STUDENT ARTISTÉ SOCIETY. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. April 2016. Adviser: Mrs. Erica Charmane B. Hernandez.

This study was conducted to design promotional materials for Cavite State University's Student Artisté Society (St.Ar.S.). Specifically, it aimed to: determine the materials that can be designed to promote Cavite State University's St.Ar.S; determine the factors in designing promotional materials such as tarpaulin, flyers and posters; and identify the effectiveness of the design in terms of its content and layout to selected students of Cavite State University Main Campus.

Descriptive method of research and two sets of survey questionnaire were used in the study.

The first set used convenience sampling technique to conduct the pre-survey to selected 40 students, taken from the ten percent of the 391 total number of participants, in each of the nine colleges of the main campus. The benchmark survey questionnaire included questions to determine the affordable to be used in promoting an organization, and the perception of selected students about the content and layout of the design of promotional materials for Cavite State University's Student Artisté Society.

The second set of questionnaire also used convenience sampling to 391 participants from Cavite State University Main Campus. The questionnaire included questions that determine the effectiveness of the design in terms of its content and layout

as perceived by the selected students. Frequency, percentage, mean and standard deviation were also used in the process of data gathering.

Moreover, based on the results of the benchmark survey, the three most preferred materials as perceived by the participants in terms of its promotional and affordability of the organization were tarpaulin, posters and flyers. The result in terms of content and layout was also included in the design such as logos, symbols, picture colors, simple font styles, benefits, contact information, and English medium. Further, the results of the second set of questionnaire on the effectiveness survey showed that the promotional materials are 'effective' in terms of layout and 'highly effective' in terms of content as perceived by selected students.

In addition, it is recommended that Journalism students should also try to design or think of other promotional materials to support arts, culture and tradition. They should make it more creative and artistic not just for StArs, but also for the whole socio-cultural organization of Cavite State University. The layout can also be amended in terms of font styles or other graphics and text placement for the improvement of the design to have a highly effective result as the content.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT.....	v
ABSTRACT.....	ix
LIST OF TABLES.....	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES.....	xv
INTRODUCTION	1
Statement of the Problem	2
Objectives of the Study.....	3
Significance of the Study.....	3
Time and Place of the Study	5
Scope and Limitation of the Study.....	5
Theoretical Framework.....	6
Conceptual Framework	7
Definition of Terms	7
REVIEW OF RELATED LITERATURE	10
METHODOLOGY	35
Research Design.....	35
Sources of Data.....	36
Participants of the Study.....	36

Sampling Techniques.....	36
Data to be Gathered.....	37
Statistical Treatment.....	38
RESULTS AND DISCUSSION.....	40
Promotional Materials for Cavite State University's Student Artisté Society.....	40
Design of Promotional Materials for Cavite State University's Student Artisté Society in terms of Content.....	42
Design of Promotional Materials for Cavite State University's Student Artisté Society in terms of Layout.....	47
Effectiveness of the Design of the Promotional Materials in terms of Content.....	49
Effectiveness of the Design of the Promotional Materials in terms of Layout.....	53
SUMMARY, CONCLUSION AND RECCOMENDATION	57
Summary	57
Conclusion	58
Recommendation.....	59
REFERENCES	60
APPENDICES	62

LIST OF TABLES

Table		Page
1	Promotional materials for CvSU's StArS.....	40
2	Affordable promotional materials for CvSU's StArS.....	41
3	Participants' preference in terms of content.....	42
4	Participants' preference in terms of layout.....	47
5	Effectiveness of the design of promotional materials in terms of content...	50
6	Effectiveness of the design of promotional materials in terms of layout....	53

LIST OF FIGURES

Figure		Page
1	Conceptual framework.....	7
2	Flyers in 5.30 x 8.25 inches size.....	44
3	Tabloid poster in 11 x 17 inches size.....	45
4	Tarpaulin in 4 x 8 square feet size	46

LIST OF APPENDICES

Appendix		Page
1	Research Instrument.....	63
2	Validation Letters.....	70
3	Design of Promotional Materials for Cavite State University's Student Artist Society.....	74
4	Certificate from Statistician.....	78
5	Certificate from the English Critic	80
6	Certificate from the Validators	82
7	Routing Slip	84
8	Curriculum Vitae.....	86

DESIGN OF PROMOTIONAL MATERIALS FOR CAVITE STATE UNIVERSITY'S STUDENT ARTISTÉ SOCIETY

**Irish D. Misola
Janine C. Sangreo**

An undergraduate thesis submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No. _____. Prepared under the supervision of Ms. Erica Charmane B. Hernandez.

INTRODUCTION

Promoting the organization helps create a brand image, builds a presence and also attracts the attention of donors. It is a way of connecting with the people around them and communicating the message of the organization (Webinar, 2012).

With this, promotional materials are used in any combination of media that provides participants with descriptive information regarding the learning activity. Materials can be in any form in promoting the organization such as tarpaulin, flyers, stickers and posters.

Now, the researchers have designed promotional materials for Student Artisté Society, the dance theater organization founded on August 2001 that promotes arts and culture in Cavite State University Main Campus.