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## The Greek Campaign

Victor Tran  
victortran794@gmail.com

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## Results

The newly formed identity is just about on target of what the purpose of this thesis was trying to accomplish. In the fraternity and sorority life community, the identity received a lot of positive affirmation as a way to better represent the scholastic values of the community. The fraternity and sorority life staff also found the identity as a successful mark for a new age of WMU Greek Life.

One of the things that could have use more time to further develop was the installation poster and the handheld artifact. While it still proved to be successful with a few testers who were not apart of the community, there are still limitations to make it a practical artifact to be used on a college campus (cost of printing, cost of making thousands of the handheld artifacts, etc.). If there was more research time spent on printing costs, paper, and ways to still construct a three-dimensional poster that would be easy to assemble and install, there may have been a stronger solution to come from the work. Some of the things that could still be revisited are continued uses of print media and introducing new media formats to the campaign. While an identity was developed and the two print-based artifacts proved to be successful, the main thing that is left unsolved is having the full campaign run at full force.

## **Process**

A large quantity of time was spent doing research and interviewing people within the local community and campus to get their insight on the project. The problem with this tactic is that there was a lack of strong research on other campaigns and how they were successful or unsuccessful. Other than from word of mouth, there could have been thorough analysis on the current campaigns that exist to see the pros and cons of each in various environments. For the future, there should be more time allowed to better analyze all aspects of a problem rather than focusing on the main core issue. This may have opened up new problems or solutions that could have discovered if the research was broadened.

There was also the factor of waiting too long in general to nail down a core concept for the thesis. There were so many ideas and failure in this project was narrowing down on an end result piece until very late in the game. More time should have been spent on just picking a concept and then moving forward with it instead of having twenty ideas up in the air and not doing anything with them.

## **Personal Development**

One of the developmental pieces gained from this project was an extensive use of critical thinking and problem solving. With the topic chosen, there was a lot of room for improvement in the fraternity and sorority life community. While there are many positive benefits, the negative stereotypes made for a very difficult challenge and cost many hours of analyzing and research to find the pieces to a very broken puzzle. Like stated earlier, one of the larger pitfalls of the project was not centralizing on a core concept earlier on. The production of the identity plus two print-based artifacts was a large undertaking so late in the game. In the future, there will be a plan set in place to centralize on to the main concepts of the task at hand. The trick of it all is making sure it does not close doors to any further opportunities or solutions.