

Creative Advertising Student, Hannah Grippe, Shares Five Tips for Producing Quality

Content

By: Molly Melnick

MSU creative advertising major. Hannah Grippe has learned a thing or two over the course of her studies in creative production. What started as a long-held love for art, evolved into



Hannah Grippe is a sophomore studying creative advertising at Michigan State University.

an interest in creative design that landed Grippe an internship with Red Bull over the upcoming summer.

As an intern, Grippe's responsibilities will include commercial production and creation, as well as social media production for the brand.

According to Grippe, commercial production can feel daunting before it has begun, but can be easily managed with the right tools. Grippe shared

her five holy-grail tips for producing content that she has learned through her classes at MSU.

To start, she says creators need to have interest in what they are creating.

"It can feel really draining to put so much time and energy into a project you're not passionate about," said Grippe. "I always try to make sure the content I produce is something I would enjoy watching myself."

Second, she notes creators should utilize Google and YouTube as much as possible. Grippe shared that nearly all her inquiries about Adobe apps such as photoshop and illustrator can be answered by a YouTube tutorial or a simple Google Search.

"Nearly everything you need to know is already out there," Grippe said. "Having a good understanding of video and image software will elevate any content you produce to the next level."

Third, Grippe shared that a laptop with good storage and a quality external hard drive are her best friends when it comes to working with high quality images. Having high storage has helped her keep everything she creates in one place and lets her work on projects on the go.

Next, Grippe shared that learning organizational skills has helped her create some of her best content to date.

“Organization and having a plan make all the difference. You need to have a plan for executing your content down to the exact angles you want to showcase your product from. That way, the day of shooting, you know exactly what needs to get done,” said Grippe.

Finally, Grippe stresses the importance of adaptability.

“Have a backup plan. Things don’t always work out the way you want them to, and you have to be able to adapt to changes and think on your feet,” said Grippe.

Despite her success, Grippe attests that it took a lot of trying and failing to learn these tips and the best part about creative production is that there is always more to learn.

“I think the best part about creating media is I learn something new every time I sit down to work,” said Grippe. “I love that what I do allows me to express my creativity while also building a quality portfolio that will build my career in the future.”