Project 1: Recreate a Print Ad

ASSIGNMENT CONCEPTS

• recognize audience and intended message are necessary when determining the effectiveness of a print ad

• begin to see printed materials with a critical eye

• find the grid behind the ad

• consider visual hierarchy in page layout

STEPS

one: Search magazines to find two print ads: one that you believe is particularly good and one that is bad. Bring to class for review and discussion. You will hand in both ads at the end of the assignment.

two: Determine what makes the “good” ad effective visually. Recreate the bad ad using what you've learned from the good ad.

KEY ELEMENTS TO LOOK FOR:

• use of image

• headline

• body text

• color, contrast, white space

• overall layout

three: In InDesign recreate the grid hidden behind the good ad. You can do this by measuring the physical ad and setting up on-screen guides accordingly. Or, you can scan in the actual ad at 100% and place it into your InDesign document. Drag guides to define where image, headline and body text will be placed then delete the scanned art.

note: You are only creating a mock up. You are welcome to use a simple gray box (or boxes) as a placeholder for the image, or you can scan and crop photos from the bad ad. If there are too many images in the bad ad, reduce the number you use. Also, play with scale until you get it to work like the good ad.

four: Place text onto the page. Use text derived from body text in the ad you are recreating. If there is too much text, edit. If the headline is weak, rewrite it. Do your best to match the font. It's OK to substitute if you can’t find an exact match.

PRODUCTION

Print out the final ad in black and white or color. Be sure there is a border (box) around your finished ad. When printing, set the document to fit the page so the entire image within the border will fit on an 8.5 x 11” page. Hand in the printout, the good and bad ad samples and your digital file.

Due next class