



Advertisement Campaign

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This project will require you create a print advertisement for a magazine publication. It is to be a full (11 x 8.5) page ad and combine typography and imagery to sell either a service or product. Think of your portfolio and what you would want to have in it when picking your topic. Come up with a topic or product which is enjoyable for you to work with.

Before creating your advertisements, make sure to research magazines and other print ads. Look at creative award winning designs. Be inspired. Be prepared to discuss at least 5 print ads which you found inspirational.

Step One: Create your imagery in Photoshop. This will be the main element in your advertisement so spend time here making a realistic image. Think optical illusion, try to create an intriguing visual. By combining multiple pictures and various photoshop techniques this should be enjoyable.

Step Two: Save your file as .psd (Photoshop document) this will accurately open in Illustrator so remove any background fills you don't want.

Step Three: Copywriting. You write the copy for this ad. You can find information from other ads and reword it, but try to create your own headline and subhead.

Step Four: Using your Photoshop image add type to create your advertisement. Consider using a strong headline (to draw the viewer in), a strong subhead (to explain the headline), and body copy to explain your product or service. Body copy also can be used to balance your composition out.

Use strong Headline treatment to capture the viewers attention.
Effective subheads to lure them into the ad.
Concise body copy to state your case.

Objectives: (3 points each)

1. Effective imagery, created in Photoshop. Original and matches the pitch of the advertisement.
2. Creative typography skills. Proper type choice, scale, composition, hierarchy.
3. Discuss 5 ads (during your critique) which inspired your choice.
4. Final composition integrates type and imagery into one cohesive and effective ad.
5. Present for final critique