

GRA3611 Vector Art Editing

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ADVERTISING

Inspiration Websites:

www.oneclub.org/os/os/showcase/?year=2009
www.commarts.com

Begin to work on the advertising component:

1. **Magazine ads** - min. of 3, same concept different representation
2. **Billboards** - min. of 3, same concept different representation. Not to be the same as the magazine ads or newspaper ads re-sized (bus stops, buses & taxis, highways...)
3. **Subway ads** - min. of 3, same concept different representation. Not to be the same as the magazine ads or newspaper ads re-sized
4. **Poster** - 24in x 36in (can be designed at a proportionately reduced size)
5. **Online Ads** – see handout

Your ad campaign should promote awareness and generate interest in your product. Define your target audience. What media will be an effective outlet to capture their attention?

The campaign should consist of a series of three ads, same concept different representation. Ads must include:

1. Product's identity
2. Style-guide specifications as outlined in your project deck
3. Clearly defined concept
4. Clever and succinct tagline
5. Contact information and/or website