

Digital Imaging
Mr. Faltinoski

Project: Toy of the Year!

You are going to create the advertisement for this year's toy of the year. You are also going to have to design the toy. This new toy can be as outrageous as you want, BUT ALWAYS WITHIN THE REALM OF GOOD TASTE (and Mr. Faltinoski gets to decide what is "in good taste.") Here's what you need to do:

Step One: Look for your original "clab" number from the list below. Choose one of the three categories available to you.

Step Two: Create a "new" toy from that category. Be sure to create all images at 8" x 10.5" and 200 ppi. You can search for elements of your toy in Getty Images or the internet. Remember to collect all your "parts" on a single page and save that, you will have to turn in the "parts" page with the project.

Step Three: Create a new document that is 200 dpi, and 8" wide by 10.5" tall.

Step Four: Create an ad for your new toy. The ad must include a large view of the toy, the name of the toy, text and slogans to entice people to buy the toy, an image of a child interacting with the toy, and any other elements that makes your ad more complete and believable.



Toy Categories

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|-----------------|--|-------------|--|--------------|--|
| clab 1, 13 & 17 | action figure sports toy robotic toy | clab 5 & 21 | sports toy robotic toy doll | clab 9 & 25 | robotic toy doll vehicle toy |
| clab 2, 14 & 18 | doll vehicle toy flying toy | clab 6 & 22 | vehicle toy flying toy beach toy | clab 10 & 26 | flying toy beach toy plush toy |
| clab 3, 15 & 19 | beach toy plush toy electronic toy | clab 7 & 23 | plush toy electronic toy game | clab 11 & 27 | electronic toy game building toy |
| clab 4, 16 & 20 | game building toy craft | clab 8 & 24 | building toy craft action figure | clab 12 & 28 | craft action figure sports toy |