

MAGAZINE

A D V E R T I S E M E N T

September, 2009

Magazine advertisements are usually printed on glossy paper and have three combinations of design elements: photos, headlines, and text.

In addition, they are colorful, organized to get your attention, sometimes have a brand logo, and usually lead you to a location or website in order to purchase or get more information about the content.

Remember that you are keeping in mind the five basic elements of design:

- balance**
- contrast**
- proportion**
- unity**
- color**

Your ad will be 8" wide and 10" tall. You will be selecting one of the following to "sell"

- 1. Product**
- 2. Service**
- 3. Idea**

Once you make your decision on what to "sell" you will prepare **6 THUMBNAIL SKETCHES**. Then choose the one you want to proceed with and create a **ROUGH LAYOUT**. Get it approved and then make a **COLOR COMP** using colored pencils or markers. When this work has been approved, you

may go to your computer and create a new document named Magazine Ad and begin working.

Occasionally, print out a black and white version to assess your progress. Do not print in color until approved. After you print in color, trim the edges, put your name on the back and turn in to your 2nd or 3rd period basket. After your work has been graded, fix any issues noted and print a final version for your portfolio.

