



Adobe Illustrator Project

Three Parts

PART ONE

Using typography and your tool box, design and construct a series of 4 watches:

1. dressy/ 2. sporty/ 3. funky/ 4. children's.

Check the attachments for some helpful techniques..

Print each one separately, centered in the middle of your sheet format. Choose one and print it again, trim it and lay it in one of the provided gift boxes. You can leave the box unadorned, or you can add to the decor of the box to coordinate with your watch. You might even want to design a simple logo to put on your watch gift box.

PART TWO

In order to flog your line of watches, you will need to advertise it. Design an 8" x 10" magazine advert. to show off your new product. You might want to include the prices, or even the store locations, or web site. Print and trim to finished size.

PART THREE

As a class, you will be required to display your products as if they were for a "Point of Sale" display in a department store. You may use the display window in the classroom for this part.

We will plan this together and determine what supplies we will need. In preparation for this,. You might consider doing a small rough layout of your ideas for the space. Maybe, later, we can combine several ideas together.