
mag ad design

OBJECTIVE: Researching and designing a magazine ad based on a targeted demographic.

PREPARATION

Identify product or brand that you will advertise: _____

Identify targeted demographic:

- a. **R**ace _____
- b. **A**ge _____
- c. **G**ender _____
- d. **E**conomic/**E**ducational background _____

Identify two magazines where this advertisement would be placed:

Identify a **concept** that you will base your design on: _____

IDEATION

Draw at least four sketches of full-page ads.

1. Does your page organization (layout) help communicate your **R.A.G.E.** and **concept**?

- a. **T**ext (wording)
- b. **C**aption placement
- c. **L**ogo placement
- d. **S**logan placement
- e. **I**mage placement

2. Does your composition (Design Principles) help communicate your **R.A.G.E.** and **concept**?

- a. Balance
- b. Symmetry
- c. Movement
- d. Emphasis
- e. others . . .

DESIGN DEVELOPMENT

1. Choose your best idea and create an **image board**:
 - An organized collage depicting a variety of image of your **R.A.G.E.** and a smaller sketch or sketches of your chosen idea.
2. Develop your chosen idea in three different ways, keeping the layout but modifying:
 - Images
 - Color
 - Type (font)
 - a. These three drawings should be professionally done with attention given to detail.
 - b. Clean drawing, coloring and design will sell a designer's idea better.
 - c. Format: 8x10.5 or 9x12

FINAL DESIGN

Choose one developed design and re-create it in Photoshop.

1. Keep all of the requirements listed on page 1.
2. Do NOT change your design.
3. Make your document 300 ppi, RGB.
4. Refer to your Photoshop handout for clean Photoshop skills.