

Print Ads Assignment

Follow these instructions carefully to ensure success. Create a new folder in your D:drive/Final photoshop folder called Print ads. Save the completed assignment in your **D: Drive/Final Photoshop/Print ads folder.**

SAVE EVERY 5 MINUTES

You are now a graphic design contractor. Three potential customers have asked you to create:

- 1) a powerful logo and
- 2) a catchy magazine print ad for their product.

Step 1: Decide (Estimated time 5-10 min.)

You decide on two of the three companies. The companies and their criteria are listed below:

Company name: Rent Your Goalie

Product: Goalie service.

Special Feature: All levels of ability.

Target Audience: Pick-up hockey leagues.

Atmosphere: The most convenient and best priced goalie.

Company name: Monsour's Pizza Palace

Product: Pizza

Special Feature: Best pizza in Ottawa

Target Audience: 20-35 year old males

Atmosphere: A must meal for Superbowl Sunday or a romantic night on the town.

Company name: Personal Perfume

Product: Unique perfume just for you.

Special Feature: Individually created scents.

Target Audience: Women 18-28

Atmosphere: Unique...very unique...

STEP 2: RESEARCH (Estimated time 30-40 min.)

Search the internet for information on businesses like the ones you are working for.

Search the internet for images that you would like to use for your logos and advertisements. Save images in your **N: Drive/Final Photoshop/Print ads folder**.

STEP 3: CREATING THE TWO SELECTED ADVERTISEMENTS AND LOGOS IN PHOTOSHOP. (Estimated time 120 min.)

Using your knowledge of colour theory, contrast and design, create two fabulous print ads using Adobe Photoshop Elements 7.0

-All **logos** must be set up as follows:

Title: firstlastname_businesslogo1

Size: W-3 inches X H 3 inches

Resolution: 100 ppi

Mode: RGB

Contents: Transparent

-All **advertisements** must be set up as follows:

Title: firstlastname_printad1

Size: W – 8.5 inches X H - 11 inches

Resolution: 100 Pixels/Inch

Mode: RGB

Contents: Transparent

Create a background layer and work up from there.

Make sure to look at the Print ad rubric to see how you will be assessed on this assignment.

STEP 4: SAVING (Estimated time 15 min.)

Within your **D : Drive/Final Photoshop/Print ads** folder save your final work (advertisements and logo) FIRST as a *.psd and THEN save as a *.jpg using the following format:

firstlastname_businesslogo1.psd and firstlastname_businesslogo1.jpg

firstlastname_businesslogo2.psd and firstlastname_businesslogo2.jpg

firstlastname_printad1.psd and firstlastname_printad1.jpg

firstlastname_printad2.psd and firstlastname_printad2.jpg

Now burn a DVDRW - PORTFOLIO backup. If this is your first time burning your DVD-RW, then goto the "How to burn a DVD-RW" lesson in the course documents posted on our wiki.

After you complete this assignment, post your print ad .jpgs on your personal wiki site so others can see how awesome your ads are.

Only save the two logos and advertisements you want marked in your final photoshop/print ad folder.

While you work on the preliminary versions of your logo, you should save them in the **N: Drive/Working On folder.**

Step 5: Marking

Your logo's and advertisements will be evaluated based on the photoshop rubric. This rubric is on our wiki. To get full marks on the application part of the assignment, I will be looking at your effective use of colours, masking, layering, and blending. All of these things were covered in classroom lessons.