

name: _____

Advertising Design

You are going to make a Photoshop advertisement for something.

It could be a public service announcement (like anti-smoking or anti vaping, recycling, don't drink and drive, child poverty, etc.) or a product (like shoes, coca cola, perfume, make-up, etc.) - NO CELL PHONES!

Steps - NOT A GROUP PROJECT

- 1) Look at print ads in magazines and online ads for ideas for photography and good design with visual hierarchy.
- 2) Save photos or ads that you like that may inspire your work. Think about what ad you would like to make, and how you are going to accomplish it.
- 3) *Talk to your teacher for approval on your idea.*
- 4) You need to take the photographs and it needs to include a still life image, preferably with one of the class DSLRs, take many photos (10-20).
- 5) Add text a, then use photoshop to crop, adjust light and color, and add special effects and a logo. (logo may be sourced from the internet)

Setting up in Photoshop

Open up Photoshop. Click File>New

Your settings should be the following:

Size: 8" x 10" either vertical or horizontal

Resolution: 150 pixels/inch

Color Mode: RGB color

*****Name your file using your first name and 'advertisement'. (example: Jessica_advertisement.psd)*

Checklist for your work

- 1) Approval for your idea
- 2) should include some kind of selection use, manual or auto
- 3) played with colour
- 4) layers used
- 5) clone tool, added effect, or other manipulation
- 6) Use good/interesting, well crafted photographs
- 7) demonstrated good design (does it look good? is it interesting and creative?)
- 8) file is saved as a .PSD file, then .jpg
- 9) screen shot of info & more from the .psd file
- 10) post the .jpg & the screen shot & fill out the rubric & answer the questions.

Most importantly, your ad should be awesome!

Rubric:

name: _____/100

Idea: _____

approval: _____

	Excelling 20pts	Achieving 15pts	Developing 10pts	Beginning 5pts
Instruction & Concepts Level of understanding about instructions and concept of advertising & still life	The artwork is planned carefully; uses design effectively, has elements rendered masterfully	The artwork is planned carefully; has elements rendered in a detailed manner	The artwork is planned carefully; has elements rendered adequately	The artwork is planned adequately; has most of the elements Not all elements rendered well
Photo Quality clarity, angle, & lighting	The artwork shows outstanding photographic skills • Excellent clarity • Excellent use of angle and lighting that adds mood to the work	The artwork shows good photographic skills • good clarity • good use of angle and lighting that adds mood to the work	The artwork shows fair photographic skills • some blur • fair use of angle and lighting that does not add mood to the work	The artwork shows little photographic skills • lots of blur • angle is standard • lighting is dark and does not show off the product
Creativity/ Originality Inventiveness, expression of ideas and imagination portrayed in the project	The artwork demonstrates original personal expession, ability to conceptualize and execute an idea, and outstanding problem solving skills	The artwork demonstrates some personal expression, ability to conceptualize and mostly execute an idea, and logical problem solving skills	The artwork demonstrates an average amount of personal expression, some ability to conceptualize and execute an idea, and some problem solving skills	The artwork demonstrates little personal expression and problem solving skills
Behavior/ Effort Work ethic; the time dedicated to the project inside of class	The student put forth extraordinary effort to complete the project well; used class time extremely well	The student put forth the effort required to complete the project well; used class time effectively	The student put forth the effort required to finish the project; used class time adequately	The student put forth little effort required to finish the project; class time was not used well
Photoshop Skill Use of photoshop to enhance the mood and idea, added a logo and text	The student used advanced skill to crop, edit lighting & color, and added an additional element or used an effect to enhance the overall image, used excellent type & a high quality logo	The student used good skill to crop, edit lighting & color, and added an additional element or used an effect to enhance the overall image, used good type & a logo	The student used fair skill to crop, or edit lighting or color, and added an additional element or used an effect to the image, used type or a logo	The student utilized photoshop in a poor capacity to try and crop, or edit lighting or color, used text or a logo