

Advertising Project

You are welcome to use film or digital images for this project. If you are shooting film, you may either scan a negative, or print your photo and scan the photo.

I will be looking specifically at 4 different aspects of your project.

1.- **The image** itself. Is it creative? Is it properly exposed? Make sure you use the M,A,S, or P, setting on your digital camera.

2.- **The logo**. You will need to have the logo somewhere on your ad. This should not be pixilated. You can find a logo on Flickr.com, or Google images. You will need to Photoshop the logo so that it “fits” into your ad. (ie.-There is no white background around your logo, etc.)

You will need to save your logo file as either a .psd, or a tiff, to preserve the transparency

Alternately, you may choose to scan a logo from a wrapper, or magazine. (There are instructions on the scanner, or ask me)

3.-**The copy and tagline**, or catchphrase, that you will be using to sell your product. (ie.- “Secret; Strong enough for a man, but made for a woman”)

4.-**The ad as a whole**. Have you convinced me, or others, to buy the product?

Click here to see a video for how to resize your image and begin!

