

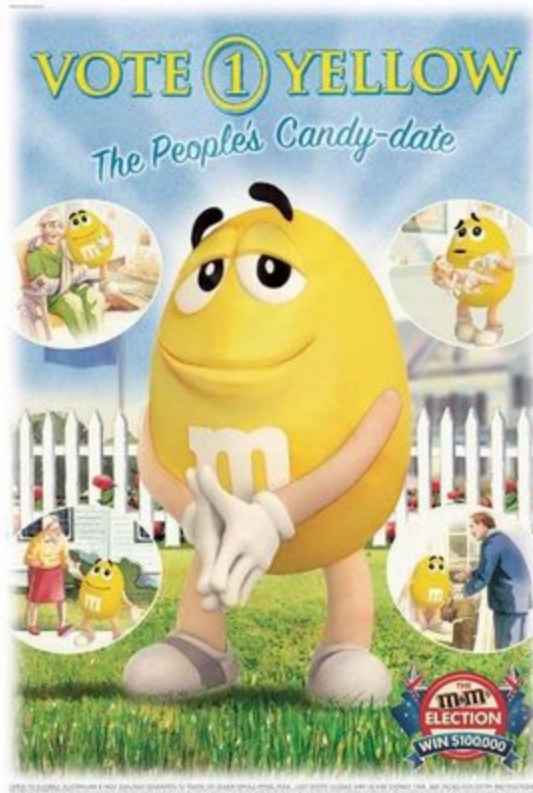
Name:

Ms. Garrisi

Magazine Ad Assignment

For this assignment, you will be creating two different magazine ads for the same product. You will be working with a partner. Each of you will be responsible for designing a different magazine ad for the same product.

Once you have found a partner, you will need to pick a product index card; this will tell you and your partner what you are going to be advertising. The ads that you design should look similar and have similar components (images, text, color schemes, layout, etc) but they should not be exact replicas of each other.



For this assignment, you must:

- Determine an advertisement "theme" with your partner
- Determine an advertisement slogan
- List things that will be similar
- Sketch possible layouts
- Create an 8.5 X 11 Ad (Portrait or Landscape)
- Include the original company logo
- Print your advertisement in color
- Present your advertisement to the class
- Write how you have incorporated design principles