

Client Italian Restaurant (Fictitious Local Business*) Job # GD-04-Ad-Campaign
Desc/Title Newspaper Ad + Magazine Ad + Postcard Designer _____
Specs Nsp: 5" x 7.75"; Mag: 4.25" x 3.75"; ID # _____
PC: 6" x 4.25" (2-sided, with .125" bleed) Deadline _____
Colors 4C (CMYK) for all Start _____ End _____

Competency/Task

Given specifications and copy, **design and prepare (3) different 4-color pieces for this ad campaign.** The branding design challenge is to create an original, cohesive look in all 3 pieces.

Instructions

1. **Layout** a minimum of 5-10 thumbnails for each piece.
2. **Discuss thumbnails/layouts** with instructor; choose the best concepts, acquire approval.
3. After selection of the concept(s), **prepare 3 full-size digital layouts** in *InDesign*.
All will be 4C Process. Postcard has a second side (4C) to be designed (use this space well)!
4. **Submit outputs:**
Nsp: 4C (150 ppi, marks, @100%)
Mag: 4C (300 ppi, marks, @100%)
Postcard: 4/4 (300 ppi, marks, @100%)
5. **Submit digital files:**
Nsp: 4C PDF (High Quality, 150 ppi @100%)
Nsp: 4C PDF (Press Quality, 150 ppi, marks, @100%)
Mag: 4C PDF (High Quality, 150 ppi @100%)
Mag: 4C PDF (Press Quality, 300 ppi, marks, @100%)
Postcard: 4C PDF (High Quality, 150 ppi @100%)
Postcard: 4C PDF (Press Quality, 300 ppi, marks, @100%)

Criteria/Required Elements

***Client (choose one):** *Bella Trattoria, Emporio, Napoli Now, Pastamania*, or create original name.

Headline: *"Best in the City"* Optional: Write original copy (add to/replace existing). **Subhead:**

"Authentic Italian Cuisine" Optional: Write original copy (add to/replace existing). **Body Copy:**

75 +/- words: Write original copy to include at least 3-5 Meal Specials on each piece.

Other Elements: Logo/Address/Phone/URL. Use *Illustrator* to create logo and/or vector art.

Use *Photoshop* for any photo prep/manipulation. **Other Options:** May create an masterfully-crafted, fully-typographic design (i.e. no graphics, photos, etc.).

Supplemental Information

Advertisements for small businesses should be designed simply and directly with clear messaging that showcases their products or services. Typographic choices should indicate the type, mood or style of a business/product. Photos, Illustrations or Graphics (you design) may be used as attention-getters. Effective use of color should help increase impact. Campaigns work when the brand is recognized.

Grading Factors

- Procedural/Specification Accuracy
- Concept Quality
- Design/Layout Effectiveness
- Art/Photo/Illustration Usage
- Proficiency/Production Speed