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|------------|--|----------|-----------------------|
| Client     | Banking/Financial/Investment Corporation | Job #    | <b>ID-01-Print-Ad</b> |
| Desc/Title | Magazine Ad                              | Designer | _____                 |
| Specs      | 7.625" x 9.375"; non-bleed               | ID #     | _____                 |
| Colors     | 1C (B/W), 300 ppi                        | Deadline | _____                 |
|            |  | Start    | _____ End _____       |

### Competency/Task

Given specifications and copy, prepare 1-color layout.

### Instructions

1. Layout a minimum of 5-10 thumbnails.
2. Discuss thumbnails/layout with instructor; choose the best concept, acquire approval.
3. After selection of concept prepare 1 full-size computer layout in InDesign.
4. Submit digital files: B/W PDF (LoRes) = (High Quality Print, no marks, 150 ppi, @100%)  
B/W PDF (HiRes) = (Press Quality, marks, 300 ppi, @100%)

### Criteria/Required Elements

**Headline:** "World-Class Banking. World-Class Service." Optional: Write original copy.

**Subhead:** "Delivered Locally ...Every Day." Optional: Write original copy.

**Body Copy:** 75 words. Options: Write original copy or use Lorem Ipsum.

**Other Elements:** Logo/5 Addresses/5 Phone Numbers/URL. Create logo within InDesign.

**Other Options:** Choice of Clients: Palm State Bank, Sun Financial Corporation, TechFundia, BankMax.  
For imagery: Utilize photographic image(s) to enhance design/convey message.

### Supplemental Information

Financial institutions have large marketing budgets and advertise often in a variety of "business" publications; these ads are commonly found in magazines such as: *Time*, *Newsweek*, *Florida Trend*, etc. Historically, the expected style of a "financial" ad design has been dominated by a corporate, "business-like" look. Think about why this is and plan your design accordingly. Think classy, professional, solid, established, reliable, trusted. Remember: Accomplishing a convincing corporate "look" for an ad doesn't have to mean boring results.

### Grading Factors

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