

Graphics: A three format advertisement integrating raster and vector graphics

Scope

The primary purpose of an ad is to attract one's attention to what is being sold, and more importantly to show how your product is unique and different from other competitors. This is also known as the Unique Selling Proposition (USP). The degree to which one remembers an ad, depends how effective the concept is, and how it is illustrated. Using Adobe Photoshop (raster graphics) and Illustrator (vector graphics), create a magazine advertisement, effectively using the principals of design.

The success of an advertising campaign is how the brand and product lives in your imagination well after you have looked at an ad, or listened to a radio commercial, or watched an advertisement before a youtube video. Since there are countless brands that have successfully done this, it doesn't make sense to advertise something that so well established. Therefore, you must pick a product that is relatively unknown.

Unknown products or services are being created every day. The tricky part of it is to finding out where you can find these products. Changes are the branding process has already started for these products. That said, you should make the branding your own unique idea. There is more flexibility with products that haven't been on the market that long as opposed to well established brands like Apple, Coke or Nike. Where can you find such products or services? Dragon's Den, your local community, any small community.

Requirements

You are required to do three advertisements, more accurately, you will create three variations of the same advertisement. The main difference between each ad is the outside format. These will include the following:

- a magazine ad (vertical format, 8 ½ inches wide by 11 inches tall)
- the front cover of a brochure (vertical format, 3.66 inches wide by 8 ½ inches wide)
- a billboard (horizontal format, 5 inches high by 10 inches wide)

Please note that which the dimensions are not accurate to the practical application, the you are designing within fairly accurate aspect ratio.

Each ad will include the following: a background; text (choice of words and typography must by your own); a raster image(s); a minimum of one original vector image you created in Adobe Illustrator.

The primary image will be a raster image and the vector images will be secondary to it.

The final advertisements will be assembled in Adobe PhotoShop and submitted in its layered form.

Content Requirements

You must pick a relatively unknown product or service. Please keep in mind that there are many products or services that are well established and their branding is strong and memorable. Young businesses that are on the rise have already started their branding process, but can always use a new look or identity.

Part One: Written
(Submit all paperwork as a package)

Product Explanation (Thinking)

All work must be word processed using the following evaluation categories as subtitles. Use double spaces between paragraphs. It must be printed and submitted with your package to the teacher.

- Write an explanation of the product or service. Include in your discussion, what benefits one would get when using such a product. These benefits may be the same as the competitors (Minimum of one paragraph)
- Discuss demographics of the user population, that is, a profile about who will use the product. Include factors like age, economic background of the customer, cultural background and any other factor which will help one to understand who will use the product. (One paragraph)
- The Unique Selling Proposition (USP). What are the biggest benefits that your product of service will offer that your competitor's products cannot offer? (Minimum of one paragraph)
- Which USP will you focus on; and how will you communicate this USP using images, ideas and words?

Product Explanation (Thinking)	Level One	Level Two	Level Three	Level Four
	20 22	24 26	28 30	32 36 40
All aspects of each section thoroughly covered; Answers are well justified; Paragraphs and sentences are well structured; Good use of grammar				

Thumbnail Sketches of Vector Images and Explanations (Thinking)

- Hand draw 5 thumbnail sketches of possible vector images that would enhance the concept of your advertisement.
- Write a minimum of one paragraph on the thumbnail image of your choice and how it enhances the idea and the USP of your advertisement.
- It must submitted with your package to the teacher.

Thumbnail Sketches of Vector Images and Explanation (Thinking)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Images depict a progression of different ideas; Images are original; Images are clear; Each image strongly connects to idea of the advertisement; All aspects of the explanation are thoroughly covered; Paragraphs and sentences are well structured;				

Unique Selling Proposition Phrase or Slogan (Thinking)

Create five phrases that may be put in your ad to communicate the Unique Selling Proposition to the target audience, keeping in mind that they should be conceptually strong, and more importantly, they must be memorable. It must be printed and submitted with your package to the teacher.

Unique Selling Proposition Phrase or Slogan (Thinking)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
All phrases attract and retain one’s attention; Phrases enhance the overall concept of the advertisement; Phrases have a strong connection to the USP				

Unique Selling Proposition Phrase or Slogan Choice (Thinking)

- Rank the phrases in terms of how well it communicates the USP and main idea. (One paragraph minimum for each phrase.)
- Justify your ranking, drawing comparisons with other phrases.
- It must be printed and submitted with your package to the teacher.

Unique Selling Proposition Phrase or Slogan Choice (Thinking)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Concept of each phrase thoroughly discussed; Ranking is justified using comparisons				

Part Two: Software

(Submit the PhotoShop and Illustrator files in a folder on the cloud)

Communication

Concept of the Advertisement (Communication)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Concept is original; USP is clear; Phrase enhances concept and USP; Design evokes curiosity and maintains interest; Very appealing				

Design: Unity and Variety (Application)

- All the elements within the illustration relate to each other in both a visual and conceptual way.
- Moreover, there is nothing that takes away from the overall design, or attracts attention to itself needlessly.
- Effective use of variety to attract and maintain the viewer's attention, but not take away from the unity of design.

Design: Use of emphasis and subordination (Application)

- This is controlling the order in which a viewer sees each of the elements within the illustration, specifically, what is seen first, what is seen second, third, etc.
- The order in which elements are noticed should help to communicate the message of the illustration.

Design: Use of balance (Application)

- Balance is the even distribution of visual elements. Elements within the illustration should be balanced horizontally (from top bottom) and vertically (left to right).
- The choice and employment of symmetrical or asymmetrical balance is appropriate. (Please note that at the grade 12 level asymmetrical balance is an appropriate choice unless there is a strong reason otherwise.)

Design: Use of gestalt (Application)

- Effective use of gestalt principles include similarity, proximity and alignment. These techniques are used to help simplify a composition.
- Similarity means using similar colours, shapes and textures in a composition. This creates groupings which simplifies the composition.
- Proximity: The closer two objects are together, the more likely you will see a group. Grouping objects together simplifies your composition.
- Alignment means aligning objects with each other. Like proximity it has a simplifying effect.

Design Rubric (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
All design principles are effectively used* Good design is implemented in all three formats **				

* Design principles include Unity & Variety, Emphasis and Subordination, Balance and Gestalt. Please note that balance should be asymmetrical unless there is a strong reason to use it otherwise.

** The three formats include the poster, the billboard and the brochure front cover.

Balance of Consistency and Variety

- The integrity of the designs amongst the 3 formats should be similar
- Vary the content slightly to keep it interesting.

Balance of Consistency and Variety (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Consistency of design is implemented throughout the three formats * Some variety included to keep the designs interesting				

* The three formats include the poster, the billboard and the brochure front cover.

Technical merit of PhotoShop (Application)

- Submit your Adobe PhotoShop file with the Illustrator file for this evaluation.

Technical merit of PhotoShop (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Effective use of layers: each layer contains only one object, each layer labelled Integrity of images is intact: images are cleanly separated from it's background, no "residue" Integrity of text is intact, no pixelation from stretching Filters and adjustment layers judiciously and effectively used Proper dimensions and resolution for each format				

Technical merit of Illustrator (Application)

- Submit your Adobe Illustrator file(s) with the Photoshop file for this evaluation.

Technical merit of Illustrator (Application)	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Effective choice and employment of tools are used to create an accurate rendering of the intended illustration which includes the effective use of the pen tool * Image is sophisticated				

* Using the control handles and anchor points to manipulate straight or curved lines while using a minimal number of anchor points).