

Project 2 Single Page Ad



Client:

HillBilly Beans®

Assignment:

Design a single page Advertisement for the three product lines we designed in Project 1.

Objectives:

To heighten awareness of the clients products to the general public and promote sales in supermarket chain of Sobey's across Ontario. This full page advertisement will be placed in magazines such as House & Garden, Homemakers, Canadian Living and other similar type magazines.

Target Audience:

Refer to project 1—the package designs. You will be featuring all three products.

Body Copy: required

Introduction of the products to the Sobey's chain. Write some copy about the products. Include the url for creator of the product HillBilly Beans®.

Specifications:

This is an 8.5 x 11 ad in CMYK - sometimes referred to as “full colour” , a bleed is your choice, and all images must be high-res.

You are to create your own headline based on the concept you determine for your Ad design. There are no hard and fast rules in advertising because it is a business that often breaks rules to get through to people. Here are some suggestions that may help you.

Concept Development:

Establish a benefit

Have a social conscience—do not use racist, sexist, or biased ideas, visuals or words.

Be original, fresh, and innovative (as long as it makes sense for the concept). Inform. Tell the consumer something they did not know.

Copy:

Write in plain, everyday, conversational language, not hype. Avoid sounding like a sales

pitch it can create a sense of mis-trust

Break copy line in logical places. Line breaks should echo breaks in speech.

Avoid two-part headlines — they tend to break the flow of the idea.

Keep it short — most people prefer to look at visuals.

Design

Establish a visual hierarchy.

The copy and the visual should not be the same size; they will compete for attention.

Remember: Type has a voice!

Remember the design process!

1) Do research (Lots)

2) Do thumbnails

3) Do semi-comps, colour printed

4) Do final comprehensives- mount your project on the appropriate 11 x 14 black board.

As always create a PPT, burn a CD of your final production PDF's and PPT.

I will give you due dates in studio