Project: Design A One Page Food Ad

TASK:

Create a one page ad for a favorite food or fast food. The ad should contain four design elements: Background Color or Texture, A Headline, the Product and Distributor Logos, Product Artwork

YOU WILL NEED TO:

- Create three thumbnail sketches for your ad.
- Create a final using Adobe InDesign

TIPS:

- Think about what you are advertising and who would purchase this product.. Make a list of anything visual that comes to mind in relation to the product and try to include that into your ad.
- Simplify – Simplify – Simplify
- You are being graded on your attention to detail, adhering to specifications regarding design elements, saving / printing / uploading.

OUTCOME:

Students use their lettering, layout, photography and typography skills to solve a visual problem. Ad design lends itself to print, social media and mobile applications.

RESOURCES:

- [Adobe's Guide To Print Ads](#) *Start Here*

- [How to Make an Advertisement with InDesign](#)
- [25 Food Ads](#)

PRE-PRODUCTION
Brainstorm around your product
Make a list of what the food item reminds you of. This could play into your headline

PRODUCTION
Create 3 thumbnails for your ad.
1. Show your values (lights and darks.)
2. Do more if necessary
3. Four Design Elements Only: Background – Product – Manufacturer Logo - Headline
3. Critique your ideas and get feedback with Mr. Juul before you create anything digitally.

Create a Final.
1. Create a final using Adobe InDesign
2. Save as an .ID file
3. Title it YOUR NAME_FOOD AD

POST PRODUCTION
1. Upload your .ID file to Focus or save into the class folder

Did You?

____Finish thumbnails-critique with Mr. Juul?   ____Turn in your thumbnails sketches?

____Finish the finals?   ____Save the finals where I was supposed to?

____Print the finals?

Grading Rubric – 3 points

An *A* grade will look like: 3 points
Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A *B* grade will look like: 2.5 points
Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A *C* grade will look like: 2 points
Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas.   The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A *D* grade will look like: 1 points
Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

An **F** grade will mean: 0 points
The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.