DIGITAL ADVERTISING GRAPHICS

Project Highlights
- Value: 20% of your final grade
- Due: at the end of your finals period
- Objective: Design digital advertising graphics using Photoshop skills.

Assignment

Your assignment is to design four (4) advertising pieces to promote a musician, band, video game, movie, television show, athlete, team, or fashion designer.
- Website home page
- Mobile app button
- Poster (24 x 26 inches)
- Magazine cover (8 x 11 inches)…you choose the magazine!

The aesthetics (look and feel) of your pieces will be based off an actual release (album, game, etc.) by the artist, studio, or designer of your choice. For example, if you were to choose Coldplay, you would use photos, fonts and colors from one of their albums and not mix it up with aesthetics of another album nor artist.

The main purposes of these advertising pieces are to provide information about the musician, band, video game, movie, or television show and to market the product. Strong imagery is necessary, and a mood for a specific genre should be implied visually, both of which you will be responsible for creating. Assume that you have the budget for any kind of programming, and let your creativity loose. The goal is to create an experience for the consumer.

Project Timeline

Class #1
During the first class:
- Research online to find five (5) examples of good websites and five (5) examples of bad websites from within your selected medium (music, gaming, film, TV).
- Screenshot the homepage of each, and paste into a new file.
- Analyze each site by listing what you like and what you do not like using appropriate terminology.
- Select a musician, band, video game, movie, television show, athlete, team, or fashion designer for your final project.
- Start sketching ideas.

Class #2
Come to class with sketches of possible advertising pieces, and continues to brainstorm ideas. During this class, you will create a mood board, which will include:
- Font families

- Color schemes
- Photography treatments
- Similar site designs for inspiration
- Individual design elements
- Three specific/precise words on your board which describe it. (i.e.: edge, soft, elegant, illustrated, bright, etc…)

Create your mood board in any application you want but save it as a PDF to submit.

Class #3

Continue work on design for your website and mobile icon. By the end of class, you need to turn in a PDF with at least three (3) pages:

Page One: Mood Board
- 11" x 17", either landscape or portrait
- Should have all the elements of [this example]

Page Two: Homepage Design
- 1024 pixels wide
- Should show the layout of the page

Page Three: Mobile App Button Design

Page Four: Poster Layout

Page Five: Magazine Cover

Remaining Classes: WORK TIME

Use the remaining class periods to complete final products for each of the required items. You are responsible for creating all visual elements in Photoshop!

Final Class: FINAL PROJECT DUE

Turn in the following items in final form:

- ❑ Mood Board
- ❑ Homepage Design
- ❑ Mobile App Button Design
- ❑ Poster Layout
- ❑ Magazine Cover
- ❑ Written analysis of the Photoshop skills you used

Lastly, complete Self-Evaluation.

EVALUATION

Evaluate your project using the following rubric:

0	2	4	6	8	10
No Value	*Little Value*	*Below Expectations*	*Meets Expectations*	*Exceeds Expectations*	*At/Above Industry Standard*

	Your Score	*My Score*
Research & Analysis (10)	_____	_____
Concept & Design (10)	_____	_____
Software Application (10)	_____	_____
Presentation & Craft (10)	_____	_____
Written Analysis (10)	_____	_____
TOTAL: *50 points*	_____	_____

Comments: