

Creative Ad Project Report

Part 1: Draft

Part 1 of this Project Report will be turned in with the draft of your project. Part 2 will be completed and turned in with the final project.

Audience

Before you start a design project, you will want to determine who your audience is. This is the group of people that will be interested in your design and message. This can include age, gender, location, interests, etc. It is good to have a specific audience since this will help you make design decisions like color, images, message, etc. DO NOT say you are targeting everyone.

Gender: Male & Female

Age: 65+

Relationship: In a relationship

Education: Bachelors

Income: \$60,000 – \$89,000

At this aged people of both sexes begin to worry more about their health and especially sometimes their appearance. Many of them begin to lose their hair naturally which is very worrying and there are many products to counter this reality so they will be very interested in these types of products.

Message

After determining your audience, you will want to solidify your message. What is the one thing you want to communicate to your audience through your design?

The message is that as they begin to lose their hair and experience other types of changes in their bodies due to age, there are products like shampoos that will allow them to keep their hair maybe a little longer than it naturally is. By using this product, they can be confident that they will have more consistent hair and therefore be more confident in their appearance because their hair will no longer stick to their comb.

Sketches

NOTE: You will not be sharing your sketches for the critique.

All layouts and designs required for the final project should be planned before you start

working on the draft. To do this you will need to sketch out at least 3 variations for each layout

Idea #2



or creative ad size. A minimum of 6 sketches should be included below

Idea #3



Start Project Draft

After you have finished sketching you will implement your sketch(es) using the Adobe program outlined in the project requirements (InDesign, Illustrator, Photoshop). A PDF version of your finished draft will be turned in with this document. You do not need to insert your draft here, but instead, this is to let you know that you need to complete your draft as part of this assignment.

[Nothing needs to be added here]

Typography

It is important to understand what type of typefaces you are using in your draft. You will list out the typeface name and category (San-serif, Modern, Slab, Oldstyle, Decorative, or Script) of each typeface used in your draft. If the project doesn't require typography, like an icon set, you can delete or leave this section blank.

Typeface #1 Name: Dosis

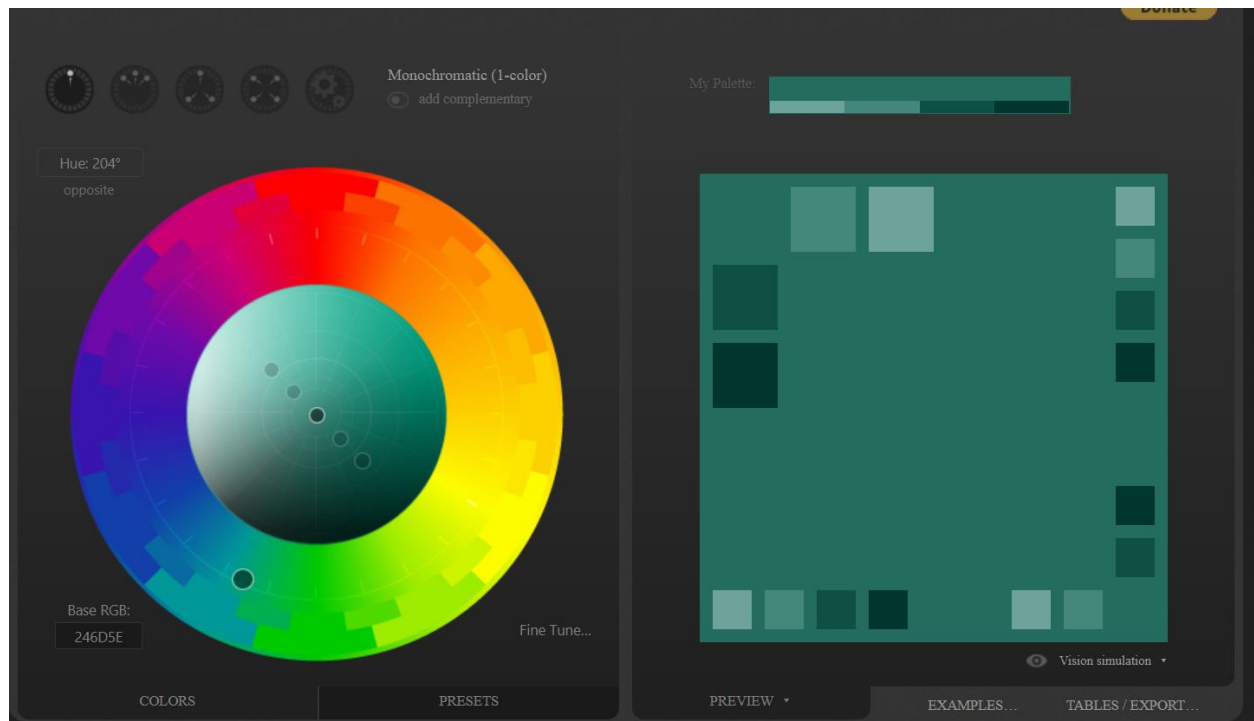
Typeface #1 Category: San-serif

Typeface #2 Name: Indie Flower

Typeface #2 Category: San-serif

Color Scheme

Choose a color scheme that fits your audience and intended message. You can create your own color scheme or use a color scheme generator (Here are some resources: [Kuler](#), [Paletton](#), [Color Schemer](#), [Colour Lovers](#), [Coolors](#)). Take a screenshot and display your chosen color scheme in this document. Give a brief color strategy that explains how and where you will be using the different colors in your project.



I have chosen the color by looking at advertisements for the Pert brand and since many of them are green and others a little bluer, I have decided on a combination of the two.

Draft Attribution

Insert imagery assets (images, photographs, graphics, etc.) attribution here. Insert an image of each asset used in your project into this document below. Provide a link to a page that showcases the original asset and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

Borrowed/Purchased Assets Photography: Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Meaning, provide a link to the image. The link cannot be a google image search result page. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.

Creations by others

[Insert an image of each imagery asset used (images, photographs, graphics, etc.) created by someone else. Include a link to the original download page of each asset (that showcases the asset and license type) if required by the instructions above. If you used more than three visuals, copy and paste as many subsections as needed.]

Important information: Depending on your professor/project, you may or may not be allowed to use visuals from other creators. If you are unsure, check with the instructions and then your professor.

Visual

Image:



Image link: <https://www.pexels.com/photo/wooden-hair-brush-near-a-woven-basket-9859322/>

License type: Taken from a page called pexel that allows you to download free images.

Visual

Image:



Image link: <https://www.pexels.com/photo/woman-in-collared-shirt-774909/>

License type: Taken from a page called pexel that allows you to download free images.

Visual

Image:



Image link: <https://www.pexels.com/photo/smiling-black-female-with-dark-curly-hair-7114326/>

License type: Taken from a page called pexel that allows you to download free images.

Photos by you

[In the following section, include any images you created and used for this project. Be sure to include the date you took the image. If you took more than three images, copy and paste as many subsections as needed.]

Photo

Image:



Date took: **06/16/2022**

Photo

Image:



Date took: **06/17/2022**

Photo

Image:

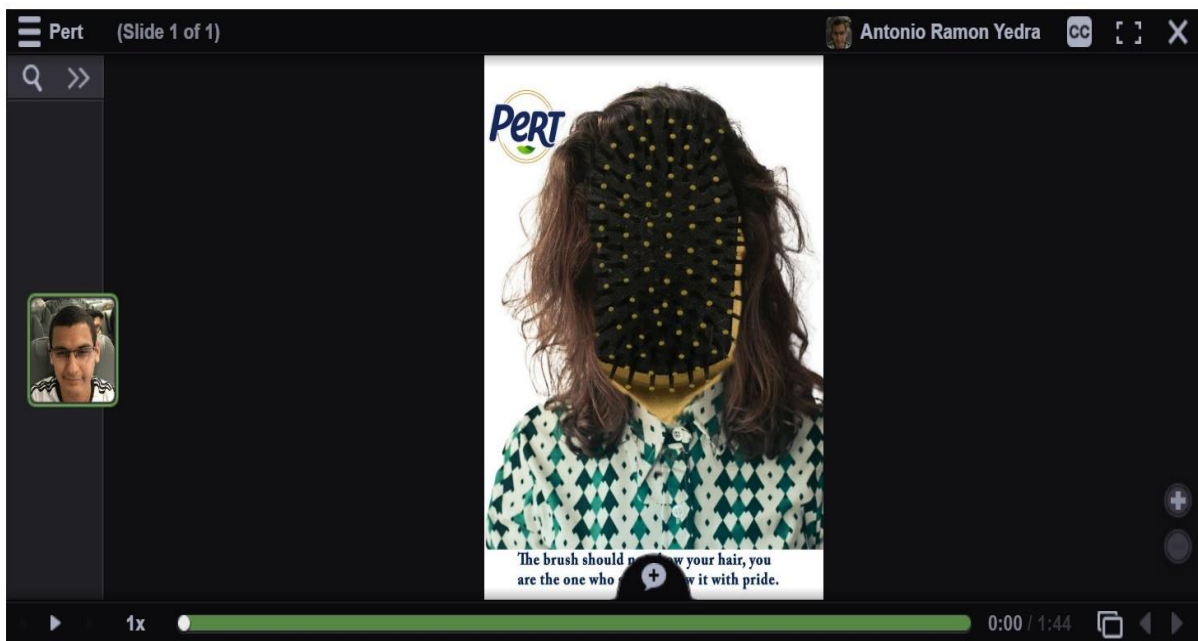


Date took: **06/16/2022**

Critique Initial Post

NOTE: You will not be sharing your sketches for the critique.

You will be creating a design draft using the outlined program, which meets all the minimum requirements for the project. After completing the design draft, you will be submitting it to the class critique thread in VoiceThread. Once you have posted your draft you will take a screenshot of it on the critique thread and include it below.



Part 1 Submission.

Save this document with Part 1 completed as a PDF (File -> Save As -> File Format: PDF)
Submit the PDF in I-Learn.

When submitting this document in I-Learn you will also be submitting a PDF version of your design draft.

Part 2: Final Reflection

Completed Part 1 and Part 2 will be turned in with the final project. Part 2 can be left blank when turning in Part 1 for the draft.

Final Attribution

Proper attribution is very important in this class and in the workforce. If assets have changed from the original draft, you will need to give attribution again here for the final reflection. Insert imagery assets (images, photographs, graphics, etc.) attribution below. Provide a link to a page that showcases the original asset image and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

- **No Imagery Assets:** Some projects will not allow the use of images or other assets. Leave this section blank if this is the case. Reach out to your instructor if you are unsure.
- **Personally Created Assets:** No link is necessary, but an image of the asset should still be included. These images should be clearly labeled that they were created or taken by you.
- **Borrowed/Purchased Assets Photography:** Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset it is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.

[If assets HAVE NOT changed from those listed for the draft (Part 1 of this document), you may simply state this here. If assets have changed, insert an image of each imagery asset used (images, photographs, graphics, etc.). Also, insert a link to the original download page of each asset (that showcases the asset and license type) if required in the instructions above.]

Target Audience Appeal

Include an explanation of how/why this design appeals to your target audience you outlined in Part 1 of this document.

[Insert explanation of target audience appeal here]

Main Design Decisions

Include an explanation of some of the main decisions you made when creating your design.

[Insert explanation of main design decisions here]

Design Analysis

Include an explanation of how you used principles of design, color, typography, and photography to enhance your design.

[Insert design analysis here]

Part 2 Submission.

Save this completed document as a PDF (File -> Save As - > File Format: PDF)

Submit the PDF in I-Learn

When submitting this document in I-Learn you will also be submitting a PDF version of your final design.