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 starting a design project, you will want to determine your audience. This group of people 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.

The target audience for this product is male, age 35-44 and single. The demographic is educated and makes a yearly income of between $40,000 and $59,000. They mostly consume their information in magazines and via Facebook. In addition to being in the university to further there education, individuals work in the office. They are located across the country and overall are well organized and efficient.

Product

Highlighters
(You will need to pick a specific brand)

Demographics

Gender:	Age:	Relationship:
Male	35-44	Single

Education:	Income:	Media Consumption:
Associates	$40,000 – $59,000	Magazines and Facebook

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?

Make your work easy to see. Illuminate (highlight) what you´ve done.

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

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; 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: Bookman Old Style
Typeface #1 Category: Oldstyle

Typeface #2 Name: Curlz MT
Typeface #2 Category: Decorative

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.
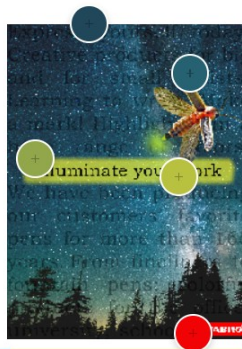
| #224459 | #246473 | #93A64E | #BBBF41 | #F20505 |

I want a cool (dark) background in order for the highlight to stand out. Using minimal warm colors should make them easy to see.

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, underline 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.
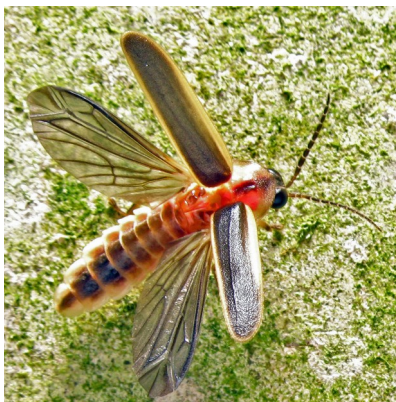
Creations by others

[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://visualhunt.com/f7/photo/3700384374/e6e094070c
License type: ShareAlike License

Attribution:

Visual
Image:

Image link:

https://unsplash.com/photos/silhouette-photo-of-trees-during-night-time-XE2RmuV6ed0
License type: Unsplash License
Attribution: Casey Horner

Visual
Image:

Image link:

https://commons.wikimedia.org/wiki/File:Artful_highlighter_pens_drawing_on_paper.jpg
https://www.flickr.com/photos/42931449@N07/5418401602/
License type: Creative Commons 2.0
Attribution: photosteve101

Visual
Image:

Image link:
https://pixabay.com/illustrations/glass-mason-jar-isolated-4810927

License type: Pixabay Content License
Attribution: maja7777

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:

Photo
Image:
Date took:

Photo
Image:
Date took:

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.
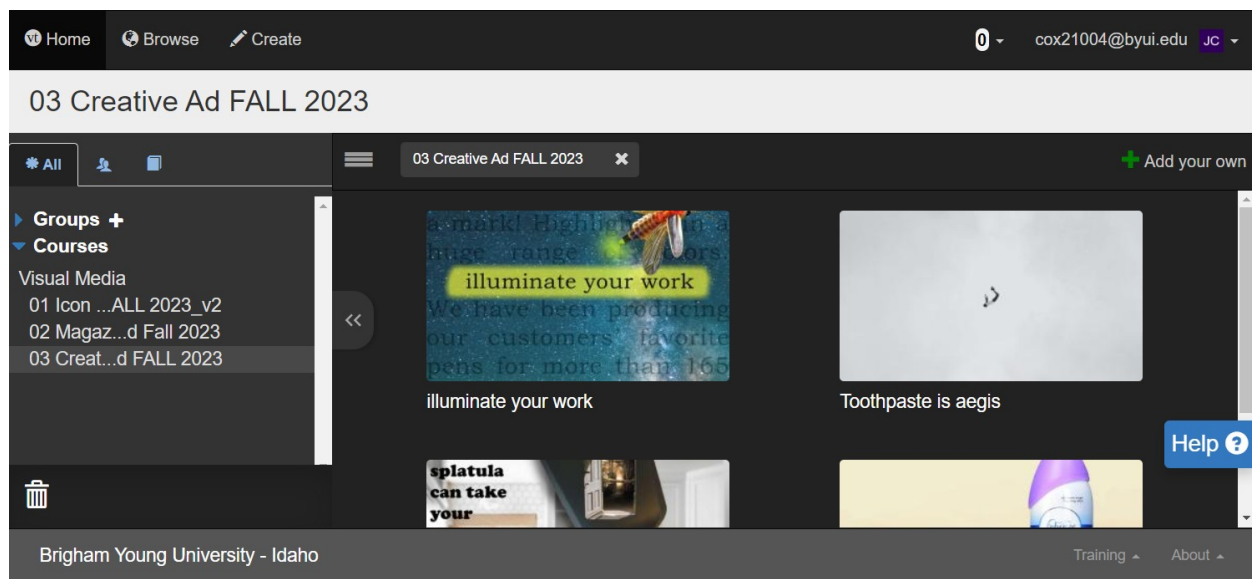
Part 1 Submission.

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.]

Assets have not changed from the earlier draft

Target Audience Appeal

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

This design uses images of the outdoors, adventure and exploration to appeal to single males in their mid thirties and forties. The firefly symbolizes standing out in a crowd while the highlighter emphasizes the ability of the target audience to mark their own future.

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

Once I had the product picked out, I tried to find a verb to describe the main feature of the highlighter. I looked for way to symbolize this action and felt a firefly would be perfect. I knew having the text on yellow would allow it to stand out. Initially, I chose a dark background. I added text underneath making it intentionally difficult to read. Honestly, I liked this design but thought I would try a night sky as well. This design got better feedback and allowed me to use the jar for the Facebook version to create a similar ad.

The magazine version of the ad contains a trail of white light that draws the eyes down from the firefly to the product logo.

I used the same firefly and sky background to connect the two ads but rather than repeat the same layout, added a jar and shadow to the Facebook ad.

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

Contrast
The magazine version of the ad uses contrast in font (oldstyle vs decorative) and also color. The sky transitions from dark to light with text that is visible yet somewhat difficult to see. In contrast, the text on yellow is easily read. The background is darker at the top of the page and gets lighter as you scroll down to the logo which is red and easily stands out.

Repetition
The same yellow color is repeated in the tip of the highlighter with the text at the bottom of the page, the fireflies in the trees and the mark left by the highlighter. The red in the Stabilo logo is also repeated in the firefly on both ads and in the lid of the jar on the Facebook.

Alignment
Body copy is slanted upward. Lines of text match the path of the firefly to create lines that flows across the page in an interesting direction. The text on the Facebook ad is right aligned above the product logo.

Proximity
In both creative ads, the highlighted word on yellow is close to the highlighter making the mark.

The call to action is also close to the product logo.

Color
There are a few splashes of bright yellow and red that grab attention from the much cooler blue and black background. These two elements emphasis the effect of the product in making an impression and standing out from the surrounding content.

Typography
I used a readable font for the body copy contrasted with a decorative font that had curves like a firefly trail for the word illuminate. This was another conscious choice to show the difference a highlighter could make. Specifically on the magazine ad, the font used on the "y" is decorative while the rest of following letters which are not yet marked are not.

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.