Turn it upside down to Stretch It to Shrink Make the editorial look like an ad to Invent Idili Change its color of Make it bigger a new advertising medium and the children Make it smaller Make it round in the share it smaller Make it colder on Make it appeal to children it square in Make it longer in into Make it short Make it appeal to women Make it appeal to er on Make it visual on Put it into words on er men to Twist it to Make it transparent to Make Use repetition to Make it three-dimensional it opaque to Use a different background to Use Make it two-dimensional of the a different environment of Glamorize it of shape of it me Daylor it in Nake it into a set Use optical effects of Add human interest of Animate it on Reverse it on Make it look like Change the package of Eliminate of Nach something else to Addragate lair and Indianalist alize It on Make it darker Illuminate it on Make romantic on Add nostalgic appeal on the interior in the state of the s it glow it light in the Nation of Make it sparkle it sp look old-fashioned on Make it look futuristic Make it light up to Make it fluorescent in Make it heavier of Ring Contactor Make it lighter Make it around Make it a part of something redvier to wake it inglines Make it grow to promotion to Run a contest to Make it grow to promotion to the contest of the cont Change to photography & Change to photography the typeface to Tell your story by picture caption Improvise • Free-associate • Try a variety of approaches: Split it a Understate a Exaggerate as Sell it as a substitute of Find a new use Subtract of Divide of Combine of Use the obvious or Rearrange the elements or Lower it a Raise it a Divide it a N e the ad look editorial oo it or Translate it or Cut it into pieces or put sex appeal into it a Condense it ac it a Make it stand upright a Ti inside out of Make it symmetrical of Bend it oo Make it asymmetrical or partition it or Pit one against the other of Sharpen it oo Change the contour oo Encircle it oo Frame it oo Concentrate it oo Spread
it oo Open it oo Concentrate it oo Spread
it oo Open it oo Concentrate it oo Spread 3 Use symbolism oc " Match it on Tilt it on Suspend Advertising Creativity Turn it Page 11 Typography Today Typography Today

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