

Project Report

Creative Ad - Lynnette Beatty

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.

The target audience is single females ages 45-54. They have a high school education with an income of \$40,000-\$59,000. The media they consume includes Facebook and magazines.

Message

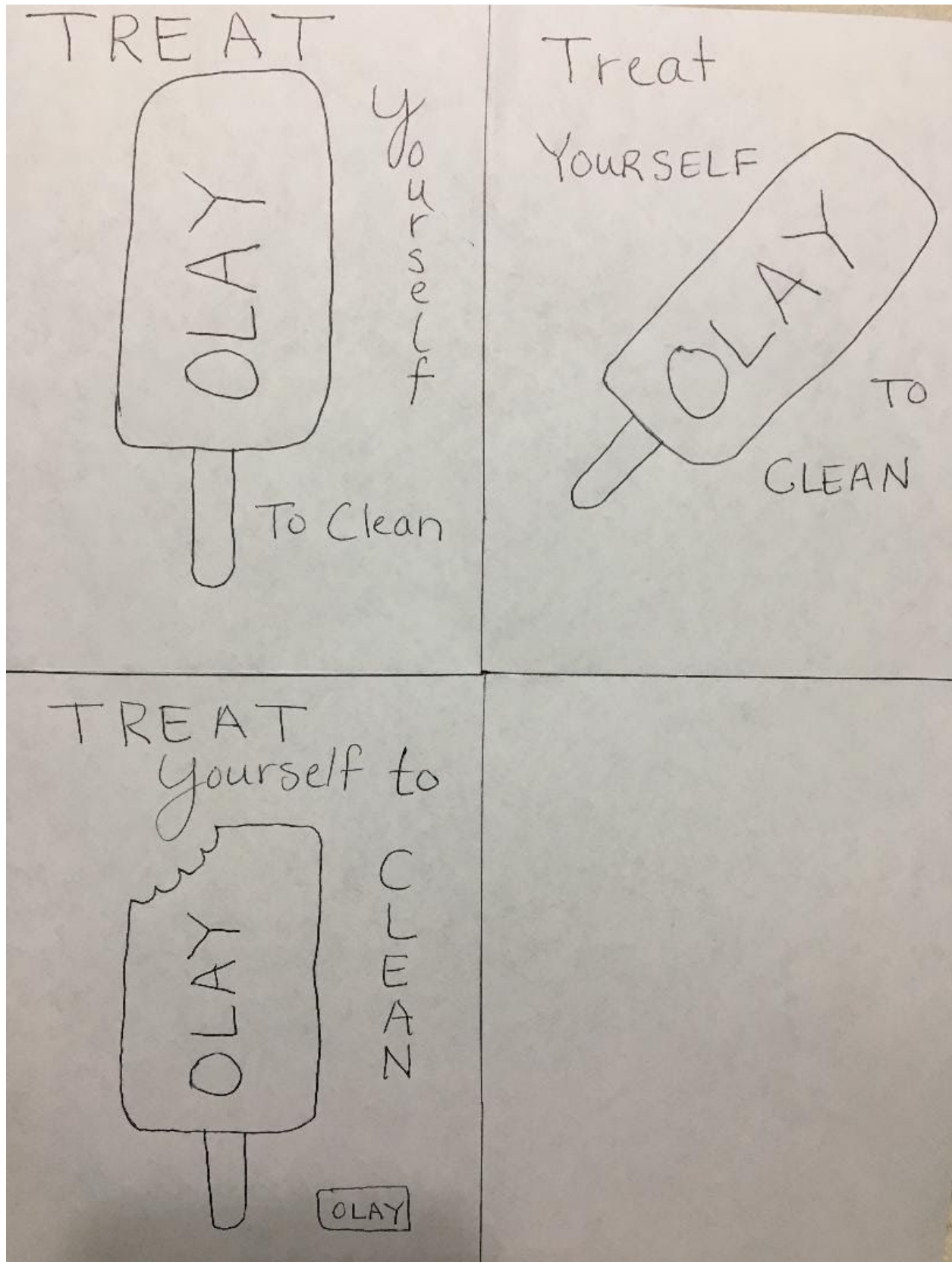
After determining your audience, you will want to solidify your message. What is that one thing you want to communicate to your audience through your design?

You will feel clean when you use “Olay” soap.

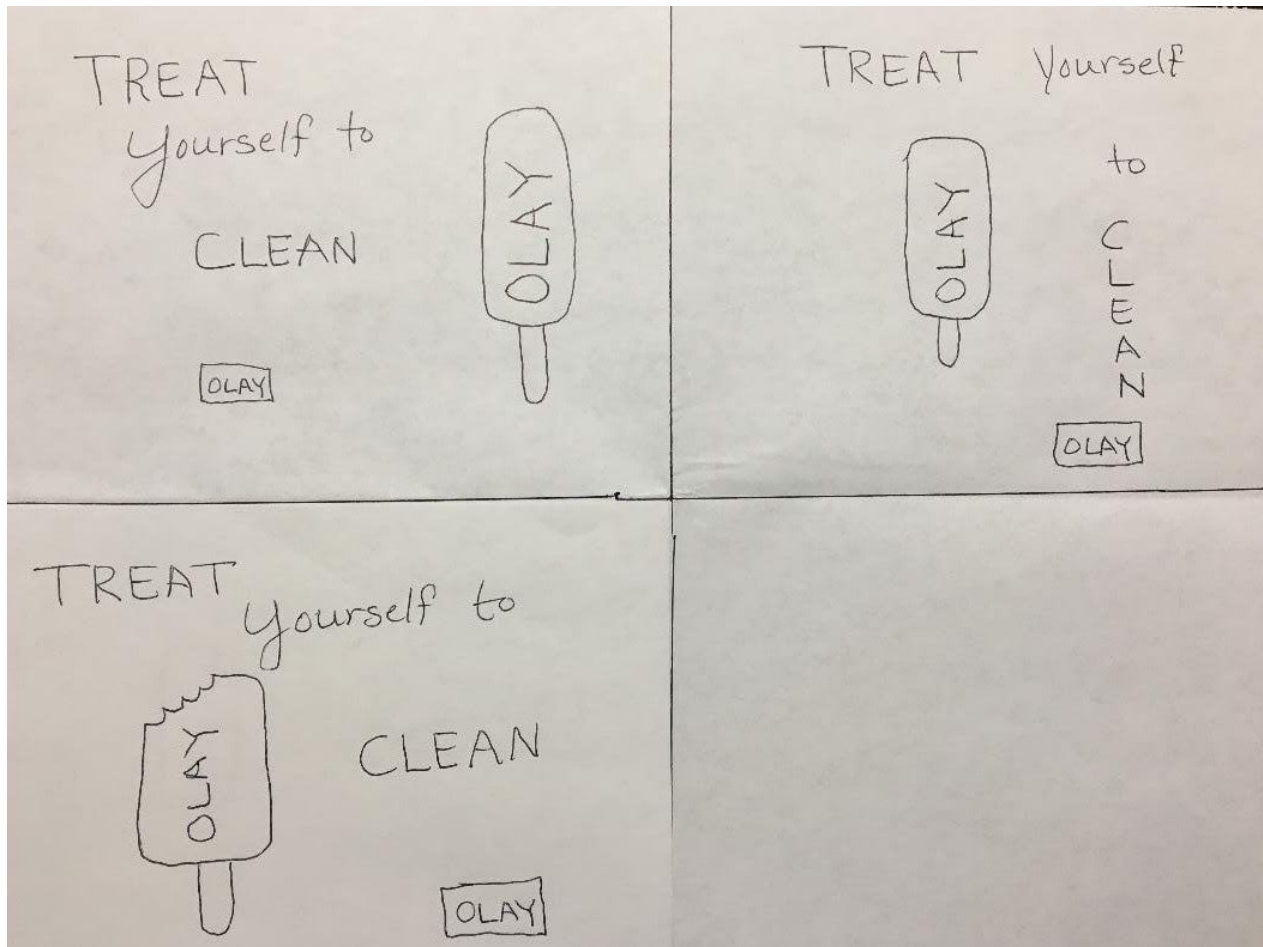
Sketches

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 3-4 variations for each layout or design. Include as many of the minimum project requirements as you can in a sketch. (Magazine Spread Project: 3 variations x 3 required pages = at least 9 sketches; Icon Set Project: 3 variations x 4 icons = at least 12 sketches; Creative Ad Project: 3 variations x 2 sizes = at least 6 sketches; Slide Design Project: 3 variations x 6 slides = at least 18 sketches)



These sketches are for the large or magazine ad.



These sketches are for the small or Facebook ad.

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 (where applicable)

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: Bevan

Typeface #1 Category: Slab Serif

Typeface #2 Name: Parisienne

Typeface #2 Category: Script

Typeface #3 Name: Myriad Pro

Typeface #3 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.



The blue I will use for the background. The cream is the color of the soap. The purple will be used for the word, "TREAT". The white will be used for the words, "Yourself to". The yellow will be used for the word, "CLEAN".

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.):

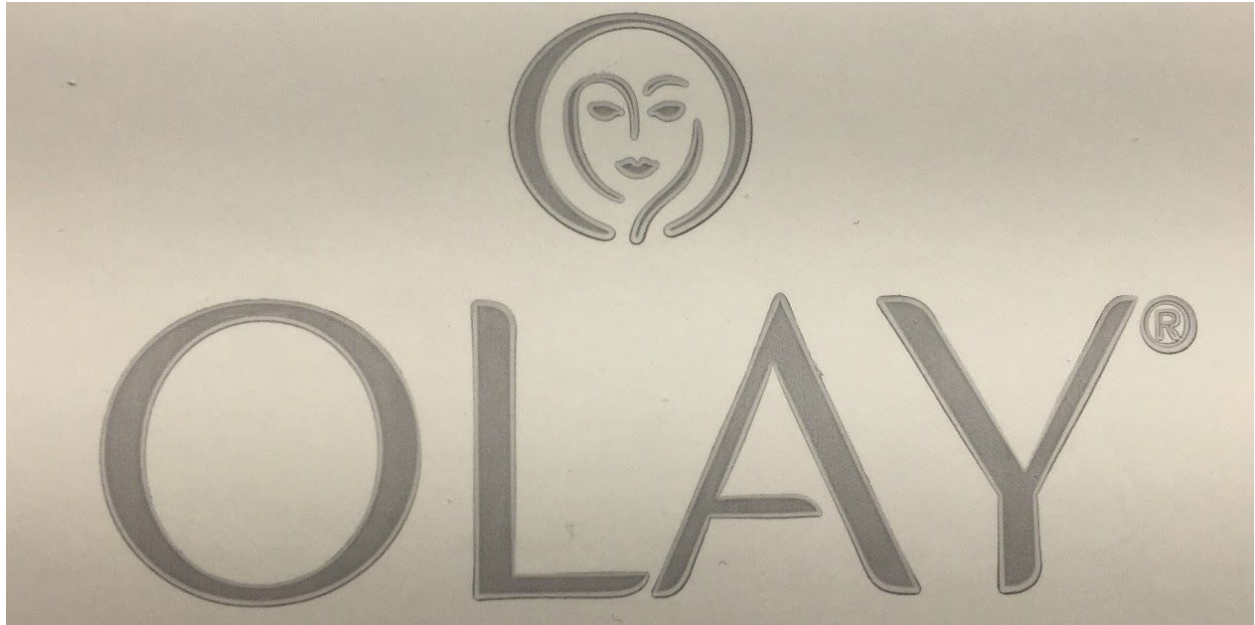
- **No Imagery Assets:** Some projects will not allow the use of images or other assets. Leave this section blank if this is the case. Reach out to your instructor if you are unsure.
 - **Personally Created Assets:** No link is necessary, but an image of the asset should still be included. These images 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.
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This picture of a popsicle was taken by myself, Lynnette Beatty, on February 28, 2020.



This picture of a bar of soap was taken by myself, Lynnette Beatty, on February 28, 2020.



This picture of an “OLAY” soap box was taken by myself, Lynnette Beatty, on February 28, 2020.

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.



This is the DRAFT magazine ad for a bar of “OLAY” soap.



This is the DRAFT Facebook ad for a bar of “OLAY” soap.

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.]

The assets HAVE NOT changed from those listed in Part 1.



Here is the FINAL VoiceThread post for the magazine or large view.



Here is the FINAL VoiceThread post for the Facebook or small view.

Target Audience Appeal

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

Single, middle-aged women love ice cream. It is a comfort food and provides welcomed refreshment from a stressful day at the office. Although ice cream is something these women adore, none of them would take a bite out of a bar of soap for a treat. It is a little shocking just to suggest it. That's the beauty of the design. The ad will cause them to stop and pay attention. It makes them say, "Wait a minute... what's this all about?" It will lure them into the ad to read the words on the page. This ad takes a boring old bar of soap and gives it a new life. It will give them something to talk about and it is something they will remember.

Main Design Decisions

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

I thought about the shape of a bar of soap and other things that had the same shape. Then I thought about swapping out an ice cream bar with a bar of soap. I took pictures of the soap and ice cream bar and copped them out in Photoshop. Then I replaced the ice cream with the "OLAY" soap. After that, I decided to put in some bite marks so it looked like someone took a bite out of the soap.

Design Analysis

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

I really wanted to make the soap stand out, so I put it against a bright blue background. Then I chose 3 different styles of typography that would look great together. I gave each font a contrasting color so they would pop off the page.

In the design's visual hierarchy, a person's eyes are drawn from the bar of soap to the word, "TREAT", at the top of the page. Then, reading from left-to-right, the words, "Yourself to" come into view. From there, I used the principle of alignment along the right edge, and the eyes are drawn downward to read the word, "CLEAN". Finally, the reader ends on the brand name of the soap, "OLAY".

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.