ADVERTISING CAMPAIGN

DUE: APRIL 29, 2013

For this project, you will need to choose a product or service that you would like to advertise. For example, a shoe line, a store, a personal shopper or a 5K race.

You need to use original photography: NO photos from past trips or events, but specifically for this assignment. In lieu of a photo, you may create something artistic - like a figure or a graphic that makes sense with your product. No Google pics.

You need to design THREE cohesive advertisements for this product or service you have chosen. They go together.
.
Each ad will contain 1)a picture(s), 2) a headline, 3)a created brand logo, and 4)any pertinent information in regards to your product or service.
.
You will create your ad in photoshop.

The creative is entirely up to you - have fun and make it visually yummy! Remember, the idea is to create a want or need in your audience! You must know your market and create something they must have or must use to fulfill their needs. Welcome to the world of marketing. This will be worth a whopping 300 points (100 per ad), so TAKE YOUR TIME!

RUBRIC:

1).
- One dominant, well-done photo clearly representing product/service -20 pts
- One dominant, okay photo that somewhat represents product/service -15 pts
- One photo that is marginal and not clearly representing product/service -10pts

2).
- Catchy Headline that clearly represents idea/theme-20pts
- Good Headline that goes along with idea/theme-15 pts
- Headline that is marginal - 10pts

3).
- Creative and Innovative Brand Logo (clearly represents product/service) -20 pts
- Good Brand Logo (fits product/service) -15 pts
- Marginal Brand Logo (times roman w/no effects) -10pts

4).
- Great addition of pertinent information and great editing.-20 points
- Good use of pertinent information, could use more editing.-15pts
- Needs more editing of pertinent information and more thought put into creative presentation- 10pts

5).
- Overall Creativity - -20 points possible

GO, FIGHT, WIN