

5GD121
GRAPHIC DESIGN FUNDAMENTALS
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TC Room 239
Instructor: Deane Nettles
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ASSIGNMENT #7:
Advertising Critique

You will work with a team of one or two classmates

Obtain a copy of the most recent Advertising Annual of *Communication Arts Magazine*

Choose an advertising series or campaign.

Analyze the campaign in terms of

1. Composition and hierarchy
2. Typography
3. Use of imagery
4. Negative space
5. Who is the audience?
6. How effectively does it communicate with them?
7. Does it have "Stopping Power?"

Using a contrasting sans serif headline and serif body font, hand in a two-page report, double-spaced with 1" margins, summarizing that analysis, using standard terms of graphic design and composition, with at least one paragraph about each of those 7 points.

Due: Monday, Nov 21