

## Assignment #5:

# AD DESIGN

Create a variety of thumbnail designs for an ad; then 4 tighter, medium-sized comps, 1 each in four categories, then 1 final full-size ad.

- **Thumbnails and 1-2 samples of ads due: Nov 21**
- **Small ads due: Nov 28**
- **Final Presentation: Dec 7**

Margin  
(typographic “no fly zone”)

Image

Body Copy

Logo



## THE PROBLEM

Create an effective advertisement for a client. Ads are created in several stages: thumbnails, small scale complete versions and complete full-scale versions called “comprehensives.” Your assignment is to create a variety of thumbnail sketches, then 4 small scale tighter sketches and one tight final ad design for the same product. You can choose your own product or use the following:

## CLIENT

- Red Oxx (<http://www.redoxx.com/>) “Killer Bags” (see samples at <http://www.krop.com/nicholascryder/>)
- California Milk Processor Board (<http://www.gotmilk.com/>) “Got Milk?” campaign

## RESEARCH

**LOOK AT ADS.** Find 1–2 ads already created for your client and bring them to class with your thumbnails.

## ELEMENTS

The basic elements of ads you are rearranging:

- 1) **Image**
- 2) **Headline**
- 3) **Body Copy** (small copy further explaining the ad)
- 4) **Logo** and contact info, such as website address

Of all of these, the only one you **MUST** have is the logo; the rest depends on whether your message is based on words or an image, how simple it is and how strong it is.

## PHOTOS/ILLUSTRATIONS

You can use illustrations or photos from the Internet; if you can’t find an appropriate photo (if it’s a really original idea you won’t be able to), make as accurate a sketch as you can, tracing parts from existing photos. It is your responsibility to provide copies of research material for any artwork needed in your ads, and where you got them from (book name and author, web address, etc.)

## TOOLS, PROCEDURES AND TECHNIQUES

All comp work will use T-square, triangle, pen, pencils, markers executed on bond type layout paper and mounted on two 14.5"x17" black mat boards, hinged on back. See diagram for exact measurements in presentations.

## STAGES

### #1 THUMBNAILS

*Thumbnails* are really rough sketches. Create 12 thumbnails for your one product/client. Think of different headlines, different images, different ways to organize the elements. Thumbnails can be sketched in any size. Each thumbnail should illustrate at least 1 of each of these specific ideas or graphic techniques:

- 1) 4 thumbnails using a **celebrity** spokesperson
- 2) 4 thumbnails featuring a large image of the **product** itself
- 3) 4 thumbnails using **large headline**
- 4) 4 thumbnails using **humor** in some way

### #2 SMALL ADS

The 4 small ads present the best idea from each of the four categories above, are more tightly *rendered* (drawn out with tighter typography) at the size 4.25" x 5.5".

**Pick the headline typeface** that's appropriate to the product (sans serif for modern, serif for traditional, bold for strong, fine for delicate products, etc.). Type must be sketched or traced accurately and recognizably.

**Subheads and medium-sized type** is represented by two parallel lines with an extended "m" shape between them.

**Text type** to be rendered as parallel lines 1/4" apart; with a left hand rule if flush left, and a left and right-hand rule if justified.

### #3 LARGE AD

Large ad: 8.5" x 11", looks as like finished ad as possible  
Final ad must be done on computer using live type, and your own photography or illustration or stock photography or illustration. Register online for sites like veer.com, gettyimages.com, corbis.com or istockphotography.com to download comp images.

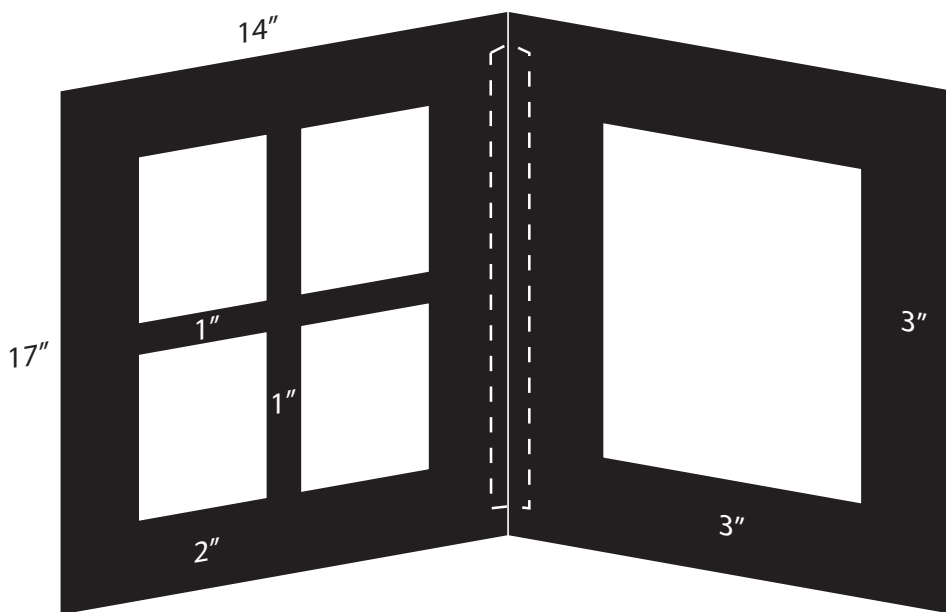
## GRADE

Will be based on:

- 1) **Creativity**
- 2) **Timeliness** — presenting parts of the project as well as you can complete them in the time allowed
- 3) **Following the assignment and including attribution**
- 4) **Presentation** cleanliness and accuracy



Sample  
Small Ad Comp  
using rough  
headlines,  
m-shapes for  
subheads and rules  
for body copy.



Tape boards together with black tape along seam in back

### Mounting:

- Thumbnails taped on the back,
  - small comp ads on left,
  - large ad on right.
- Place two boards together face to face, then tape edge.