

grfx-3603 | advertising design | fall 19

project 1 - advertising exercises

objective **Advertising is an idea business**, so these exercises are all about how to ideate under an objective. Exercises also introduce copywriting, as all designers/art directors should be able to compose headlines and taglines. Most of these will be completed in class as a group; therefore, participation and teamwork are also reinforced.

overview Please read the project sheet for each exercise. These will contain individual deadlines and requirements.

- exercises**
- Exercise 1: Personal Brand Timeline
 - Exercise 2: What's the Big Idea, Buddy?
 - Exercise 3: Keep On Going
 - Exercise 4: Endure the Pain and Enjoy the Gain
 - Exercise 5: AIDA (Action • Interest • Desire • Action) in Action
 - Exercise 6: Strategies and Tactics
 - Exercise 7: Typography Review
 - *(any other exercises that professor adds to supplement collective knowledge of class)*

- evaluation** You will be graded on the following:
- Directions were followed accurately with absolutely no errors.
 - > All files are complete and function properly.
 - > All files are named correctly.
 - > All files are turned in correctly and on time.
 - There are no misspellings.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - > All exercises display critical thinking skills.
 - Participation in critique.

schedule See individual due dates on Exercises.

Mon Sept 30, 8am: Project 1 DUE.

- As explained on each Exercise Project Sheet, each project should be in a PDF form.
- Use Acrobat Pro (not Reader) or Preview to create one multi-page PDF entitled **YOUR LAST NAME_Proj1_FALL19.PDF**.
 - > Acrobat Pro directions:
<https://acrobat.adobe.com/us/en/acrobat/how-to/split-pdf-pages.html>
 - > Preview directions:
<https://support.apple.com/en-us/HT202945>
- Turn this into your shared class folder **PROJECT 1 : FINAL**.