

Magazine ad for the Visual Art Department

(or your own department)

Feb 3 critique

Feb 8 due

Problem

Create a one-page magazine ad for your academic department.

Food for thought

- Think about who is your audience, whom you want to attract to this school. Are you talking to prospective students or their parents or both? Or do you want someone to make a donation? Or do you just want to raise the community's awareness about your department?
- What message do you want to communicate?
- What magazine would you advertise then? Look up advertising restrictions for that magazine (size, number of colors,...)

Requirements

- Write your own copy (headline and text).
- Obtain visuals and permission to use them. You can take your own photographs, create your own illustration by hand or in Photoshop (no Illustrator permitted at this point). If you decide to use some other student's artworks, make sure they are incorporated into your own design.
- Include your department's logo.
- Print on provided paper and mount on 11x14" black mounting board.

Timeline

Please have the following items ready on the corresponding date

Jan 20: 25 sketches

Jan 25: Photograph, illustrate, scan necessary visuals

Jan 27: Write necessary copy

Feb 1: rough layout for review

Feb 3: critique (printed on provided paper and mounted on mounting board)

Feb 5: project due