

ASSIGNMENT SHEET

DESN 201 – Ad Style Classification

ASSIGNMENT (PROJECT A):

Collect three good examples each of eight categories of magazine and newspaper advertisements, correctly label them and bind them together into a presentation booklet.

OBJECTIVES:

Learn to correctly recognize and identify the basic styles of layout used in current magazine and newspaper advertising to prepare for the practical application of creating new professional ad designs using these styles. Practice the process of making a professional looking presentation of materials.

REQUIREMENTS:

- Three good examples of each style category listed below (24 samples total).
- All examples must come from printed magazines and newspapers – no digital images are allowed.
- All examples must be complete ads that are no larger than a full magazine page, or letter size. the sample may be smaller than a full page ad.
- Each example must be neatly removed from the publication and neatly mounted onto letter size printer paper.
- Each page must be labeled correctly. It is suggested that the labels be printed onto the paper before mounting or printed separately and neatly attached to the page/example.
- All pages must be bound together in a booklet form with a cover page that includes the name of the project and your name. A ring binder, clasp file folder, presentation binder, or any other professional looking means of binding the pages together may be used. Pages must be in the order of the list below.

STYLES TO COLLECT:

- | | |
|----------------|---------------|
| 1. Big Photo | 5. Frame |
| 2. Big Type | 6. Silhouette |
| 3. Mondrian | 7. Rebus |
| 4. Multi-panel | 8. Circus |

METHOD:

1. Look through the magazines and newspapers provided in the classroom for good examples of the ad styles on the list. Carefully and neatly cut them out and make note of the category to which the belong. Also search through any other magazines or newspaper you may have or acquire from others. Be sure the sample is an advertisement not editorial content.
2. Mount examples to letter size printer paper with labels already printed on them or attached printed labels after mounting.
3. Create a cover page for the pages with your name and project title included.
4. Assemble pages in order. Punch holes in pages, if necessary, and insert pages into binder into binder. Turn project in for grading.

GRADING:

The project will be graded according to the accuracy of the labeled samples (3 points each) – 66%, and the neatness of the presentation of the samples – 17%, and the binding of the pages into a professional looking presentation – 17%.