

# ASSIGNMENT SHEET

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## DESN 201 – Graphic Design/Visual Communication I

### ASSIGNMENT (PROJECT B):

Design professional quality magazine ads in various common ad layout styles to give the client options for the concept of the advertising campaign. The ad style for each ad must be obvious and identifiable. The ads must also be functional, creative, visually appealing, and meet all production specifications. The client will be the Hawaii Visitors and Convention Bureau. The purpose of the ads will be to promote travel to the state for recreation purposes.

### OBJECTIVES:

Continue to learn about the various common ad layout styles by applying them in your own designs. Practice utilizing design elements and principles to create functional and creative designs. Learn about common production requirements for magazine ads and practice preparing files for publication.

### REQUIREMENTS:

- Design three separate full page, bleed magazine ads to the specifications for Travel+Leisure magazine. Specs are on-line and will be discussed in class.
- Each ad must correctly demonstrate a different common ad layout style from the list from Part A of the assignment. You choose which three you would like to use.
- Each Ad must include the Hawaii CVB logo provided, along with their website address..
- No copy has been provided by the client. Go to [travelandleisure.com/travel-guide/hawaii](http://travelandleisure.com/travel-guide/hawaii) for ideas for headlines and body copy. Each ad must have an appropriate headline and varying amounts of body copy that you will create and suggest to the client. All copy must be legible.
- Each ad may have a different headline and copy, depending on the design of the ad and the images used.
- Each design must appeal to the target audience defined in the media kit for the magazine, as well as communicate the appropriate message to them.
- The ad deadline defined in class is absolute and must be met.

### METHOD:

1. Research the materials on the Travel and Leisure website concerning travel to Hawaii to get ideas for the content of the ads. Also research the ad specs provided in the media kit. Do other research on the State of Hawaii to get ideas of how to sell the idea of travel to the region to our audience.
2. Consider headline ideas and write them down. Pull copy from the Travel and Leisure website for body copy. It may be edited to fit your ad concept. Look for a variety of appropriate images on the web and download a number of them to give yourself design options.
3. Sketch out some visual ideas for ad layouts. Explore many possibilities until you get to more creative solutions.
4. Once good concepts are ready, create your digital graphics using Illustrator, Photoshop and InDesign. It is recommended that the final ad file be an InDesign file to help manage bleeds and margins. This will also help facilitate the creation of the PDF files.
5. Create three PDF files to the specifications on the Travel and Leisure website and digitally submit the files to the instructor by the deadline announced in class.
6. Print and mount the three ad layouts for critique.

### GRADING:

Each ad is worth 100 points for a total of 300 points for the project. A grading rubric will be used, which will be discussed in class. Double points for Rebus and Circus designs.

### MEDIA KIT:

<https://www.travelandleisure.com/microsites/tlmediakit/>