

Creative Ad Project Report

Part 1: Draft

Part 1 of this Project Report will be turned in with the draft of your project. Part 2 will be completed and turned in with the final project.

Audience

Before starting a design project, you will want to determine your audience. This group of people will be interested in your design and message. This can include age, gender, location, interests, etc. It is good to have a specific audience since this will help you make design decisions like color, images, message, etc. DO NOT say you are targeting everyone.

My audience when I did the random selector was young men who are in a relationship and still fresh to adult life. They are living alone with a smaller salary and they are just having fun. For my ad, I am definitely focusing on the fact that they are in a relationship so it could be towards the men or the couple as a whole.

Message

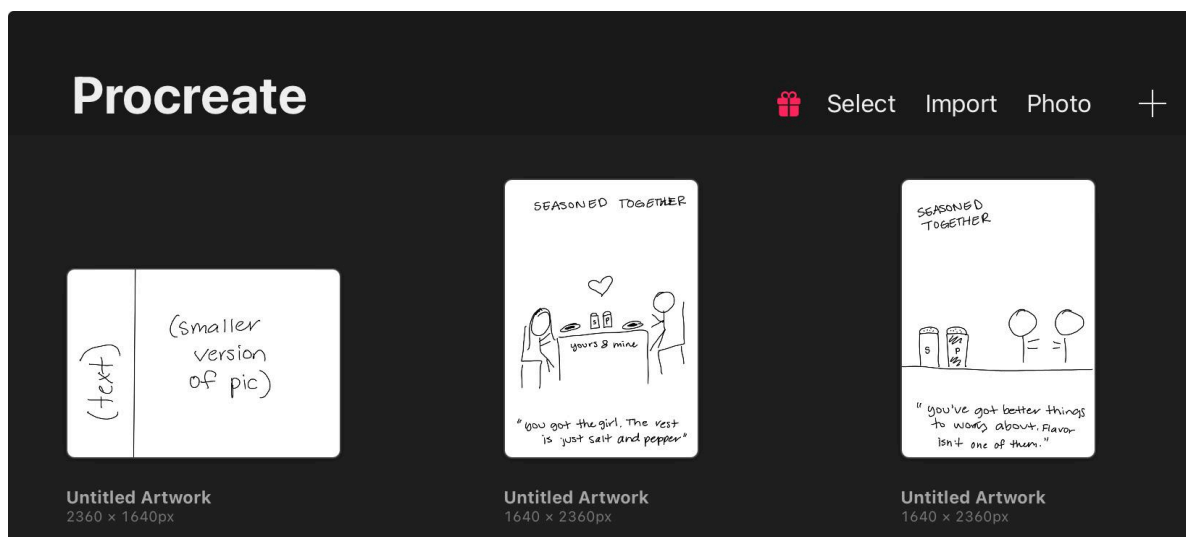
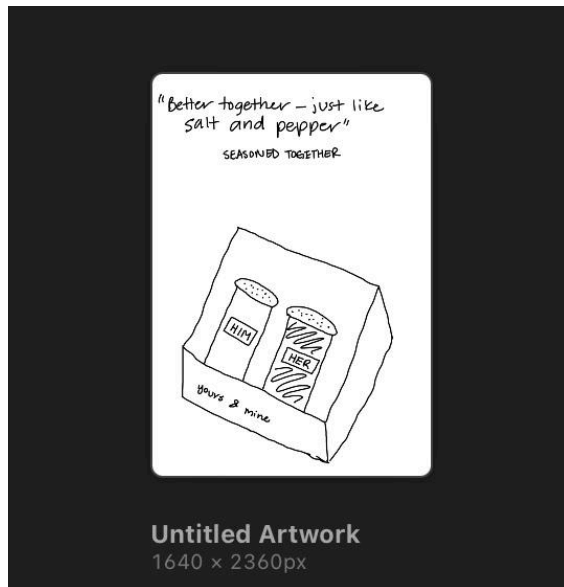
After determining your audience, you will want to solidify your message. What is the one thing you want to communicate to your audience through your design?

I want to communicate to my audience that when you are in a relationship you should make other tasks as easy as can be, in this case cooking. This allows you to spend the most time that you need on your person.

Sketches

NOTE: You will not be sharing your sketches for the critique.

All layouts and designs required for the final project should be planned before you start working on the draft. To do this, you will need to sketch out at least 3 variations for each layout or creative ad size. A minimum of 6 sketches should be included below.



Start Project Draft

After you have finished sketching, you will implement your sketch(es) using the Adobe program outlined in the project requirements (InDesign, Illustrator, Photoshop). A PDF version of your finished draft will be turned in with this document. You do not need to insert your draft here; instead, this is to let you know that you need to complete your draft as part of this assignment.

[Nothing needs to be added here]

Typography

It is important to understand what type of typefaces you are using in your draft. You will list out the typeface name and category (San-serif, Modern, Slab, Oldstyle, Decorative, or Script) of each typeface used in your draft. If the project doesn't require typography, like an icon set, you

can delete or leave this section blank.

Typeface #1 Name: Charmonman

Typeface #1 Category: Script

Typeface #2 Name: Academy engraved LET plain

Typeface #2 Category:

Typeface #3 Name: Courier New

Typeface #3 Category: Slab Serif

Color Scheme

Choose a color scheme that fits your audience and intended message. You can create your own color scheme or use a color scheme generator (Here are some resources: [Kuler](#), [Paletton](#), [Color Schemer](#), [Colour Lovers](#), [Coolors](#)). Take a screenshot and display your chosen color scheme in this document. Give a brief color strategy that explains how and where you will be using the different colors in your project.



I used the red from the logo I borrowed and then used a lot of neutrals that feel “cozy” and feel like a good meal in a darkly lit kitchen.

Draft Attribution

Insert imagery assets (images, photographs, graphics, etc.) attribution here. Insert an image of each asset used in your project into this document below. Provide a link to a page that

showcases the original asset and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

Borrowed/Purchased Assets Photography: Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Meaning, provide a link to the image. The link cannot be a google image search result page. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.

Creations by others

[Insert an image of each imagery asset used (images, photographs, graphics, etc.) created by someone else. Include a link to the original download page of each asset (that showcases the asset and license type) if required by the instructions above. If you used more than three visuals, copy and paste as many subsections as needed.]

Important information: Depending on your professor/project, you may or may not be allowed to use visuals from other creators. If you are unsure, check with the instructions and then your professor.

Visual



Image:

Image link:

<https://unsplash.com/photos/man-in-black-t-shirt-and-black-pants-dancing-with-woman-in-black-shirt-j2Hlhj-iwy0>

License type: Unsplash

Visual



Image:

Image link:

<https://unsplash.com/photos/two-salt-and-pepper-shakers-sitting-on-a-counter-4-AW5dcysAY>

License type: Unsplash

Visual



Image:

Image link:

<https://unsplash.com/photos/a-vase-with-flowers-in-it-sitting-on-a-shelf-X1KL23lvHeE>

License type: Unsplash

Visual



Image:

Image link:

<https://unsplash.com/photos/a-kitchen-counter-with-a-sink-and-a-wine-glass-BFI-mH3fLkQ>

License type: Unsplash

Photos by you

[In the following section, include any images you created and used for this project. Be sure to include the date you took the image. If you took more than three images, copy and paste as many subsections as needed.]

Photo

Image:

Date took:

Photo

Image:

Date took:

Photo

Image:

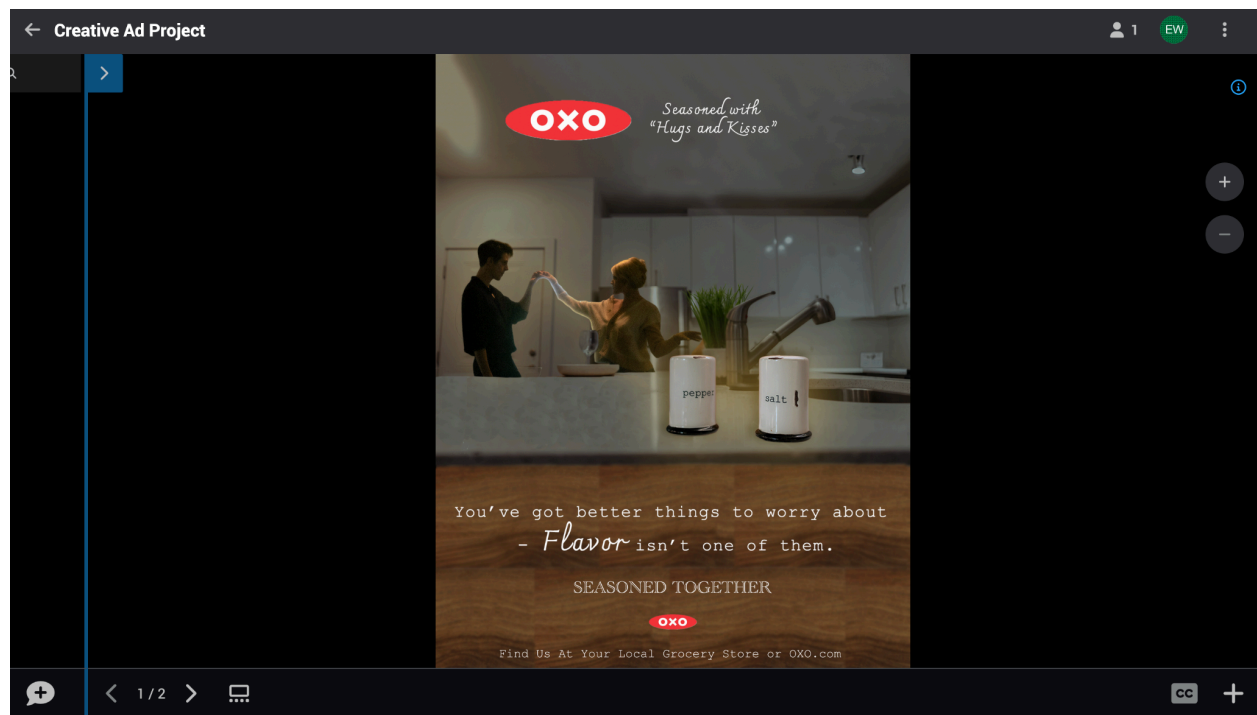
Date took:

Critique Initial Post

NOTE: You will not be sharing your sketches for the critique.

You will be creating a design draft using the outlined program, which meets all the minimum requirements for the project. After completing the design draft, you will be submitting it to the class critique thread in VoiceThread. Once you have posted your draft you will take a screenshot

of it on the critique thread and include it below.



Part 1 Submission.

Save this document with Part 1 completed as a PDF (File -> Save As -> File Format: PDF)
Submit the PDF in I-Learn.

When submitting this document in I-Learn you will also be submitting a PDF version of your design draft.

Part 2: Final Reflection

Completed Part 1 and Part 2 will be turned in with the final project. Part 2 can be left blank when turning in Part 1 for the draft.

Final Attribution

Proper attribution is very important in this class and in the workforce. If assets have changed from the original draft, you will need to give attribution again here for the final reflection. Insert imagery assets (images, photographs, graphics, etc.) attribution below. Provide a link to a page that showcases the original asset image and license type. (See project requirements to determine which type of imagery assets you can use for this project.):

- **No Imagery Assets:** Some projects will not allow the use of images or other assets. Leave this section blank if this is the case. Reach out to your instructor if you are unsure.

- **Personally Created Assets:** No link is necessary, but an image of the asset should still be included. These images should be clearly labeled that they were created or taken by you.
 - **Borrowed/Purchased Assets Photography:** Where permitted by the project, you can borrow or purchase imagery assets. If borrowed, you will need to make sure that the asset it is labeled for reuse (CC0, Creative Commons, etc), and you will need to give proper attribution. Purchased assets will still need to be given attribution in this document. Both types will need a link to the original download page that showcases the used asset and the license type.
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[If assets HAVE NOT changed from those listed for the draft (Part 1 of this document), you may simply state this here. If assets have changed, insert an image of each imagery asset used (images, photographs, graphics, etc.). Also, insert a link to the original download page of each asset (that showcases the asset and license type) if required in the instructions above.]

Assets have not changed since Part 1

Target Audience Appeal

Include an explanation of how/why this design appeals to your target audience you outlined in Part 1 of this document.

This design appeals to my target audience because it showcases a fun relationship that is “stress free” just as flavoring should be when you use salt and pepper. Also, by using the salt and pepper it is showing them as a perfect pair just as we would describe salt being to pepper or pepper to salt.

Main Design Decisions

Include an explanation of some of the main decisions you made when creating your design.

I focused on making the kitchen setting very dimly lit so you get that romantic feeling. I then made sure the focus was mainly on the salt and pepper shakers at the front but, then your eyes would lead you to the couple dancing right behind. I also used colors like red to tie together with the logo but also because red is symbolic with the emotion of love, so I made sure that one was present on the facebook ad.

Design Analysis

Include an explanation of how you used principles of design, color, typography, and photography to enhance your design.

Once again, the red color was a focus for that emotion feeling, but I also used a lot of brown because to me those shades feel comfortable. I also made sure that I used different fonts for different sections. Even in the tagline the word “Flavor” has a different font than the rest.

Part 2 Submission. .

Save this completed document as a PDF (File -> Save As - > File Format: PDF)

Submit the PDF in I-Learn

When submitting this document in I-Learn you will also be submitting a PDF version of your final design.