

Name _____

Period _____



GIMP Final Project – Create a Print Ad

In a previous assignment, we created a company with a service or product, a target audience, and a logo.

In this assignment, we will continue with that theme and create a professional-looking magazine ad advertising your company's product or service. There is a lot of art involved in advertising. Take a look at print ads in magazines that you read and see what appeals to you. Remember to keep in consideration your audience when designing your ad.

Your ad should include:

1. Your company name
2. Your company logo
3. The name of the product or service you are advertising
4. The short description of the product you are offering. **This should include a compelling reason they should use your product.**
5. Company contact info
6. An image that ties in with the idea of the ad with a caption. It could either be the actual product itself or an image that ties in with your slogan or message. For example, if your product is rain boots, you could have a picture of duck feet with a caption that reads, "Tired of wet feet?"
You can create your image with a camera, SketchUp, or GIMP, or you can make composite images from files on the Internet.
7. All text should be readable and stand out from the image.
8. The finished file will be a 8.5 in x 11 in single page ad.

TURN IN YOUR AD + THE ATTACHED BLANK RUBRIC (REVIEW IT FIRST)

PRINT AD DESIGN RUBRIC

Criteria	Exemplary 4	Proficient 3	Partially Proficient 2	Flawed or Not Evident 1-0
(a) Basic Criteria				
Includes company name and logo.				
Item name and description included as well as a compelling reason they would use your product.				
Company contact information included				
Image with caption included				
(b) Design				
Image relates to message				
Image caption adds to message of ad and fits with the image displayed				
All text (and the logo) is readable and stands out from image				
Color scheme enhances design				
(c) Creativity				
Shows innovation & originality				
Ad draws attention and is memorable				

Total Points (40 points possible)

Grade (Points earned/Points possible)
