INSTRUCTIONS:

On the Advertising Class server, you will find a folder called Headline Exercise. It contains 4 product folders. Each product folder contains 2 logo templates, 2 headline templates, an ad template and a folder of small pictures. You are to choose 2 products to work with. For each product you are to design the typographic elements to create a visually interesting ad. Start with the logos. Then create the headline units. Then copy and paste your best logo and headline into the ad template and work with the body copy. Finally, you may (but don’t have to) add pictures to the ad.

IN GENERAL:

--You may NOT change the wording of any typographic elements.
--You may use backgrounds, borders and color blocks in your ad, but NOT in your logo designs or headline units.
--You may use any number of pictures in your ads and you may reduce them in size, but you may NOT enlarge them in any way.
--You may NOT use any more than 2 font families in any ad.
--You may design more than one ad for each product if you wish. I’ll grade the better one.

THE LOGOS: There are two kinds of logos: 1) a signature and 2) a signature plus a symbol. The signature is the ad sponsor’s name designed in a particular font in a unique way. The symbol is a unique visual reminder of the sponsor’s name. For this assignment, you are to work only with signatures, NOT symbols.

--You must create 6 different signatures on the B&W template. You may create more on a second copy of the template saved with a different file name. On these templates you may NOT use any colors but black and grays for your designs.
--You must use at least 4 different fonts to create them (though not all on the same design).
--You may one or more lines in your logo, but NOT to form a border or symbol.
--On the CLR template, you are to work out color schemes for 2 or more of the signatures you created on the B&W template(s). Copy and paste your signatures onto the CLR template.

THE HEADLINES:

--Your headline must work as a visual unit.
--Your headline may be in 2, 3 or possibly 4 lines.
--One of your 4 headline designs for each product must have asymmetrical alignment and one must have an appropriate word(s) emphasized.

THE BODY TEXT:

You may NOT use type larger than 12 pts. for your body text.
**ADDITIONAL TIPS:**

- **Guidelines and rulers.** These are tools that help you create a composition that looks planned and organized rather than jumbled and thrown together. Use them to help you with the spacing between elements as well as for aligning them.

**GRADING CRITERIA:**

1. Demonstration of effort to use type in an interesting and imaginative way.
2. Headlines work well as a units and integrates well with other elements.
3. Line breaks, alignment and placement of type is logical and optically pleasing.
4. Type is optically correct in terms of leading, tracking, kerning and baseline position.
5. Choice of font, size, weight, width and style to visually compliment the tone of the copy.
6. Typeface variation is not excessive.
7. There are no widows, orphans or isolated small words.
8. Emphasized words don't confuse the logical meaning of the headline.
9. Sponsor's logo is interesting and unique.
10. Design principles are applied to placement of all elements (balance, emphasis, direction, unity, proportion).