INSTRUCTIONS:

Now that you are familiar with design elements, ingredients and principles as well as some commonly used visual formats, it's time to put your knowledge to work. The critical considerations for this assignment are:

1. The arrangement of positive and negative space.
2. The application of design principles.
3. Maintaining logical unity among the headline, visuals and copy.
4. Readability of text.
5. Creating visual interest on the page.

On the Advertising Class server, you will find a template file in a folder called Starbuck Exercise. Scattered around the outside of the page area, you will find a variety of headlines, text blocks and visuals. You are to use these elements create 2 different layouts focusing on the page layout.

**YOU MAY** arrange the elements in any way you wish,

**BUT:**

- The body text column widths may **NOT** exceed 5”.
- You may **NOT** change the fonts or sizes of any text.
- You may **NOT** change the wording of the headline or body copy.
- Do **NOT** use headlines as tag lines.

**YOU MAY:**

- Use the same element more than once.
- Resize or crop the images in any way you wish.
- Cross the margin lines with any element except type.
- Use the graphic elements you were given in any size for any appropriate purpose.
- Change the shapes of the text blocks.
- Change the size of the logo.
- Create more than 2 compositions. (I'll grade the best)

**YOU MUST:**

- Use one headline, two of the copyblocks, at least one picture and the logo.
- Delete any elements that you do not use.
ADDITIONAL TIPS:

- **Logos.** Putting your logo above the headline is like telling the punchline before the joke. But, that doesn't mean it always has to go at near the bottom, though that's one logical place. The size of the logo is another consideration. Most logos aren't interesting enough to be the dominant visual element in an ad, but you don't want it to get lost either. It is, after all, the name of the person or firm paying for the ad. So, you want it to be seen.

- **Graphic elements.** Borders, color blocks, dingbats, printers' ornaments and lines perform functions in compositions. Properly used, they can help balance or stabilize a composition, unify or emphasize elements and add visual interest. It is okay for elements other than type to go all the way to the page edge.

Some of the graphic elements have no fill. In order to move them, you must click on the stroke.

- **Logical unity and copy.** Carefully consider the language of the headlines and text. You want to select headline and text. There are several combinations you could use, but there are some you shouldn't.

- **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.

- **Type overlapping pictures.** Readability is a key concern in the creation of advertising. Even though many viewers do not read the text, those who do generally have a strong interest in the product. You want them to be able to read easily. When type overlaps a visual, make sure that it is in a light colored area.

GRADING CRITERIA:

1. Overall impression of layout is interesting and imaginative
2. Composition is organized (not cluttered or jumbled) and contains all necessary elements.
3. Visual(s) and headline selected related directly and immediately to the copy.
4. Graphic elements were used appropriately.
5. Obvious consideration was given to cropping, sizing, layering and positioning (not crammed in corners or floating in space)
6. Text is readable, is not obscured by visuals, and does not cross margin lines or crowd borders or element edges.
7. Key areas in visuals are not obscured by type.
8. Elements other than type are not arbitrarily chopped off at margins.
9. Product and logo are easily noticed.