

# Advertising Project

You are welcome to use film or digital images for this project. If you are shooting film, you may either scan a negative, or print your photo and scan the photo.

I will be looking specifically at 4 different aspects of your project.

1.- The image itself. Is it creative? Is it properly exposed? Make sure you use the M,A,S, or P, setting on your digital camera.

2.- The logo. You will need to have the logo somewhere on your ad. This should not be pixilated. You can find a logo on Flickr.com, or Google images. You will need to Photoshop the logo so that it “fits” into your ad. (ie.-There is no white background around your logo, etc.)

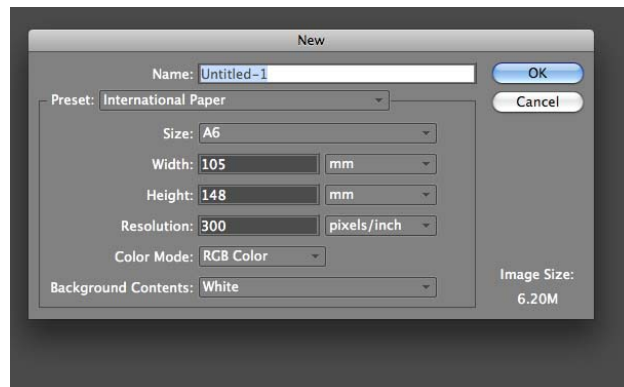
Alternately, you may choose to scan a logo from a wrapper, or magazine. (There are instructions on the scanner, or ask me)

3.-The copy and tagline, or catchphrase, that you will be using to sell your product. (ie.- “Secret; Strong enough for a man, but made for a woman” )

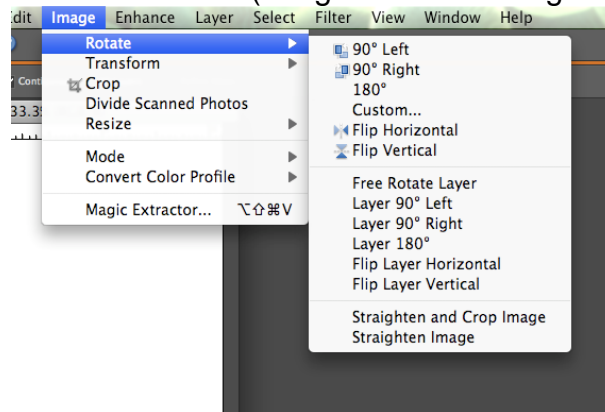
4.-The ad as a whole. Have you convinced me, or others, to buy the product?

In Photoshop Elements:

1. Create a new document. (File-New- Blank Document- International Paper A3 size)



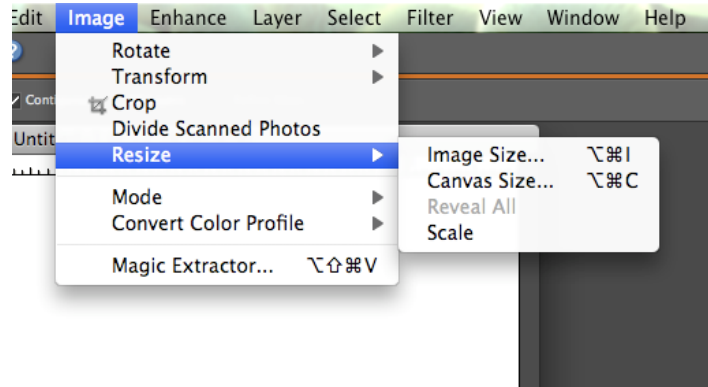
2. If you like, rotate the canvas (Image-Rotate-90 degrees left or right)



3. After you have imported your images using Image Capture, open the file in Elements, and select the whole image (command + A). Copy it (command

+ C), and paste it onto the A3 sized document you created earlier (command+V). This will work for the logo as well.

4. You can resize your image by Image- resize- Image size. This is especially useful if you want a white or coloured border around your image.



5. Use the text tool to put your copy into the ad.
6. If you have questions, use the help command in PS Elements, or Google any specifics