

DIGITAL ART

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Leysin American School

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Ms. Keegan Luttrell

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Advertising and Design

We will go to the library and look at magazines for inspiration. Find an ad that you are attracted to and I want you to re-design the ad for the company. I want you to design an advertisement that includes an element of photography. You will need to create original images and original text. You can use the studio if you need to or take images outside on your own.

Questions to consider:

Why did you pick this ad?

What are the ads strongest selling points?

What are the ads weakest selling points?

What is the ad trying to say? How are you altering it? Does it send the original message or a different one?

You will be required to submit a picture of the original ad and the re-designed one and you will have to answer these questions in a small write-up. Due in 1 week.