

Project 3: Social issue awareness AD for magazine

- Assignment**
- You are to design a two-spread magazine AD which promotes social issue awareness.
 - In this assignment you will address a subject of your choosing within the broad category of current national and international issues or topics.
 - Your interpretation may have a neutral or biased slant to stimulate the viewer to take action.
 - Topic could address social, political, or economic issues. Subjects of interest may include: child safety, illiteracy, terrorism, racism, death penalty, abortion, firearms policy, animal rights, poverty, world hunger, etc. Excluding environmental issues.
 - If you include statistics, be sure to correctly credit the source.
 - You can't use existing company, website or organization for this project. You must create your own, if you want to put it in your design.

Process *Research*

1. **Research** on social, political, or economic issues. Find factual information. Find actual articles. You can use existing articles for your design but you must include credits.
2. **Determine the message and target audience:** what do you want to say to your target audience? Finalize your copy: title text, body text, etc.
3. **Know your audience:** Pick a magazine that will feature your AD. This will give you better target group. Remember that you are not designing for yourself; you are designing to communicate to others. Take the audiences needs, skills, and abilities into account when developing your design.

Working on Magazine AD Design

1. **Research** magazine design. Review systems, structures, typography, and imagery. These can be your inspiration for your design. Also **look for inspiration** for your design. (poster, brochure, website, motion graphics, packaging, illustration, movie, music, etc - World around you for your inspiration).
2. **Review your research on Magazine design** to see how they deliver their message: what forms of images, layout, typography, texture and color are used.
3. **Concept/idea Development:** Brainstorm how to effectively create and deliver your message; think about composition- structuring words and images.
4. **Create sketches** of 6-10 ideas based on the previous steps combined with your own personal creative direction. Choose one of your ideas or directions that communicates the most effectively.
5. Move to the computer to create the design.
6. Save your digital file as "Project3.jpg" and upload to mycourse "Project 3 Final-AD" dropbox.
*Keep saving and organizing your working files (ai, psd, indd) for submission at the end of quarter.

Project Format

- Color Print. **Print on heavy stock paper.**
- Two-page spread Magazine design (size is up to you, reference magazines for sizes)
- Mark your name and section on the back.

Timeline Oct. 27: **Bring Research, Word lists, Sketches (6 - 10 ideas)** / Project 3 Sketch (small group review)

Sec. 02 Oct. 29: Work on Project 3 / Project 3 in-progress 1:1 review

Nov. 03: Project 3 in-progress 1:1 review

Nov. 05: Work on Project 3 / 1:1 review

Nov. 10: Project 3 Preliminary Comp Review / Critique

Nov. 12: **Due Final Project 3 / Critique**

Submit the **process notebook**.

Upload the "**project 3.jpg**" file to **mycourses** folder "Project 3 Final-AD" before the class.

Nov. 20 (Final Week): **Due all (P1, P2 & P3) redo projects**