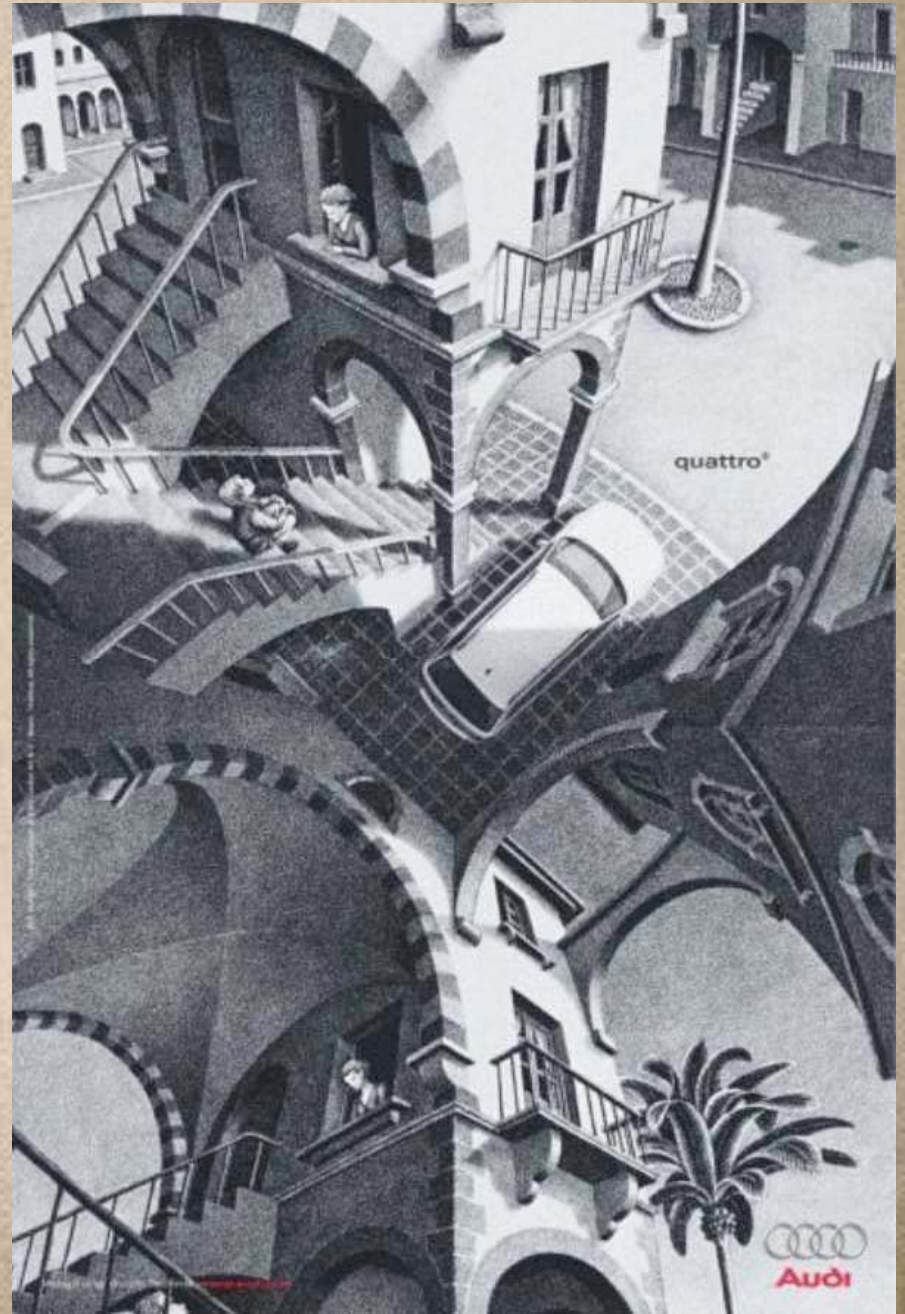


Art Advertisement & Analysis



Art History Print Advertisement Overview

- With the concept of **visual hierarchy** in mind, design a **one-page** print ad that you might see in a magazine.
- Use a famous painting as the primary image (**the focal point**). Design the ad around the artwork connecting the content of the painting to the product. You may manipulate the work so that you can more easily tie it to your product.
- Include an ad slogan that relates the product to the artwork. Be clever and creative!
- The most important objective is to demonstrate **VISUAL HIERARCHY** in your design.

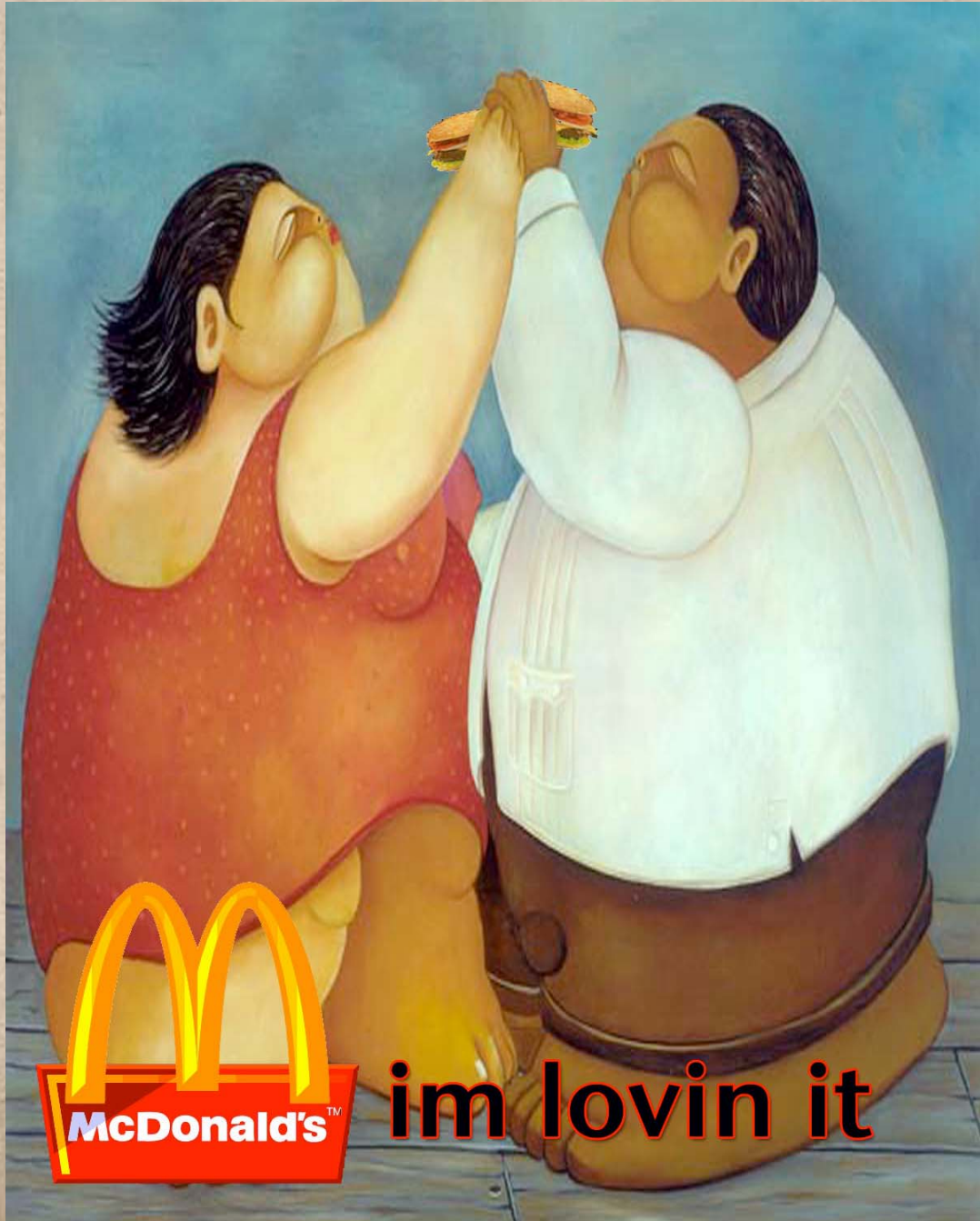


WANNA GET AWAY?





HUNGRY?
GRAB A
SNICKERS



im lovin it

Advertising Basics

- **Visual**

- Image used in an ad, can be a photo, illustration, type, or a combination.
- Usually the 1st element in the **Visual Hierarchy**

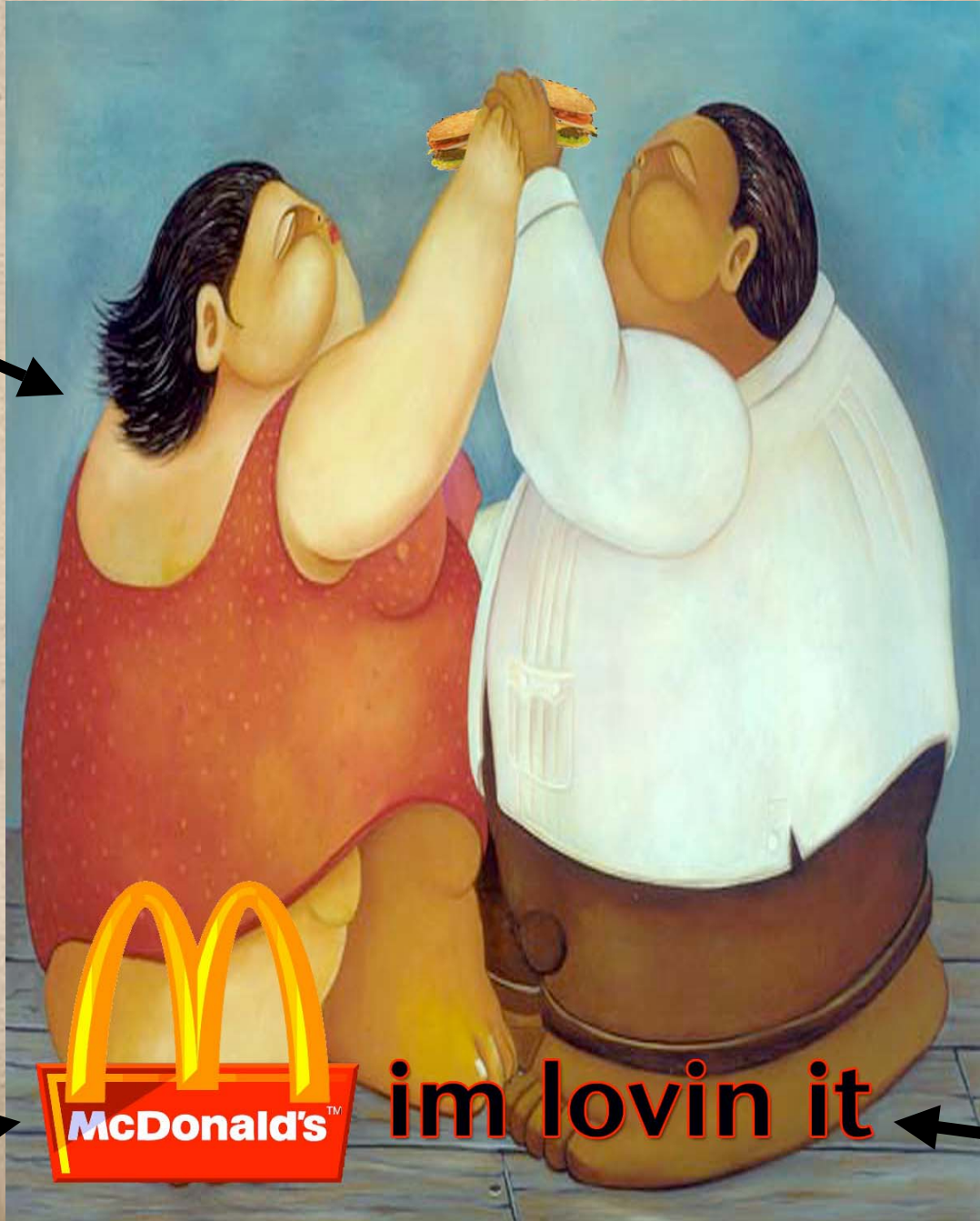
Advertising Basics

- **Headline/Slogan**
 - Phrase related to the product.
 - Ex - “Do the Dew”, “Have it your way”
 - The 2nd level in your **hierarchy**

Advertising Basics

- **Logo/Product Image**
 - Logo or image to show product or brand.
 - The 3rd level in your **hierarchy**

visual



logo



im lovin it

slogan



Project Requirements

- ✓ Size: 8.5"-Width 10.5"-Height 150-Resolution
- ✓ Use a famous painting or artwork as your primary image
- ✓ Include a logo and images related to your product
- ✓ Include a slogan that connects the image to the product
- ✓ Demonstrate **Visual Hierarchy**

GRADING RUBRIC

ART ADVERTISEMENT:

	Excellent	Good	Average	Poor	Score
Visual Hierarchy 20	Project demonstrates advanced understanding of visual hierarchy. At least 3 levels of importance are clearly established in design.	Project demonstrates good understanding of visual hierarchy. 3 levels of importance are established in design.	Project demonstrates some understanding of visual hierarchy. 2 levels of importance are established in design.	Does not demonstrate understanding of visual hierarchy.	
Communication 10	Project demonstrates a clear and creative connection between concept of advertisement and selected artwork. Slogan is cleverly tied to content of artwork and advertised product.	Project demonstrates a connection between concept of advertisement and selected artwork. Slogan is related to content of artwork and advertised product.	Project demonstrates a slight connection between concept of advertisement and selected artwork. Slogan demonstrates a slight relation to artwork and advertised product.	Does not relate product to artwork.	
Design Quality & Craftsmanship 10	Advertisement is expertly executed. Logos and images are of high quality. All graphics and text are clean. Information is presented in an organized manner.	Advertisement is executed well. Logos and images are of good quality. Graphics and text are of good quality. Information is presented in an organized manner.	Advertisement is executed sufficiently. Logos, graphics and text are all clear. Information is presented in an organized manner.	Advertisement design is sloppy or unfinished.	
Effort & Requirements 10	Project demonstrates a high level of effort. Student went beyond the requirements of the project.	Project demonstrates a good effort and efficient use of time. Student went achieved the requirements of the project.	Project demonstrates sufficient effort. Student wasted little time. Student achieved most of the requirements of the project.	Project demonstrates poor effort. Project is unfinished.	
Comments:					/50

Websites for Artwork

- www.artchive.com
- www.artcyclopedia.com
- www.artfacts.net