

Ad Hierarchy & Motion

Previously you generated multiple rough sketches for a quarter-page ad.

Now you will generate nine finalized digital comps utilizing the layout program InDesign. Select the top designs from your working sketches. Arrange all comps neatly on the page, evenly spaced out.

Each digital ad should be distinctly different from each other; each version should show unique placement of elements and slight modifications of elements.

The photograph and logo used in the mockup are located on Transfer Space.

All should appear on a typical letter-sized document.

Final dimensions: 2⁵/₈ tall x 2⁵/₁₆ wide.

- Be careful when retyping body copy, and resizing images.
- Do not use decorative fonts. For now utilize either Times and/or Gill Sans.

Indicate which of the nine is your favorite.

BODY COPY:

Pizza Vino

Classic Italian Food

Enjoy Real Italian

Bring this ad in for 10% off the check

MON - SUN 12PM to 10PM

1402 N. Highland Avenue

Atlanta, GA

404.745.9334

www.pizzavino.net