

Basic Layout & Type Hierarchy

Previously you generated rough sketches for a half page-page ad.

Now you will generate three finalized digital comps utilizing the layout program InDesign. Select the top designs from your working sketches.

Arrange all finalized comps on three individual sheets.

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: 10" wide x 5½" tall.

- body copy, logo, image are all supplied
- Do not use decorative fonts. For now utilize one sans-serif font and one serif font.

It would be wise to select type with multiple weights, such as Futura or Gill Sans.

Indicate which of the three is your favorite.