

You are now working with Dewy, Cheatum and Howe (DC&H) a large ad agency that handles "Fortune 500" clients. You left your job with Rabid Magazine for the big bucks of advertising. This is your first day! Your assignment is to do a concept, design, and illustration, for two of the smaller but important clients of DC&H.

Client: - Mamma's Spaghetti is a long time client of DC&H you are responsible for creating the new ad campaign for their products and you might have to create the products as well. (You will see examples of previous ad campaigns. Ads must be designed to be published in the appropriate magazine for the project.

Thumbnails

The Creative Director expects to see 20 thumbnail designs of your ideas soon. Thumbnail Designs are approximately 3"X3.75" are due on **November 8th**.

Comprehensive ad designs

From your Thumbnails you are to produce five Comprehensive ad designs due:

- to the Creative Director on **November 17th** at 8:15 A.M.
- each on one 11" X 8.5" page
- Final Publication Size is 11"X 8.5", per page, with 1/8th" bleed, Full Color (4 color process).
- DO NOT BE LATE. (Less than 5 is a "0")

Final Design

- Due: **November 22nd** at 8:15 sharp,
- 8.5"X 11," Matted or mounted with 3" border and a flap of Tracing paper covering entire design,
- Less than the above is a "0".