

Topic to be determined: (in class Today!)

Client also to be determined in class.

You have been selected to be the art director on a color ad that will run in **"Rolling Stone"** Magazine as the first ad of a campaign. The ad dimensions will be from Rolling Stone spec size. (Look it up!)

Thumbnails

The creative Director expects to see 20 thumbnail designs of your ideas soon. Thumbnail Designs, approximately 3"X3.75," are due on **November 8th** Note: thumbnails are accurate drawings of the design & concept. May be drawings or digital.

Comprehensive ad designs

Comp Design Due: Design of five (5) different Comprehensive designs,* page size may be 8.5" X 11."

- Due on **November 17th** at 8:15 A.M. - DO NOT BE LATE. (Less than 5 is a "0")
- **Publication Size** see **Rolling Stone rate and data** for page size, with 1/8th" bleed, Full Color. (*note: Check out the price for the ad*)

The Illustration or Original photo may be produced with Photoshop, hand made or other methods. You must use Adobe Illustrator to produce the final design and typography.

**Comprehensive designs – should be 100% same in color, type, image, etc. as the final proposed design except for size.*

Final Designs are Due: **November 22nd** at 11:15 Sharp, Matted or mounted with 3" border and a flap of Tracing paper covering entire design.