



# Crayola Crayons

The student will prepare a full-page advertisement for Crayola Crayons.

Prepare a full-page, color ad for magazines such as Parent, Ladies Home Journal, Better Housekeeping, etc.

Size: 8.5" x 11" or 11" x 8.5"

Resolution: 300 ppi

Color Mode: CMYK

Materials: Photoshop - drawing, tracing, and/or photo editing with photos you take with camera

## TIPS:

- ✓ *You may use the Internet for ideas only.*
- ✓ You may not take images from the Internet or Public Domain.
- ✓ Your idea, slogan & advertisement should be your own original idea – not one that already exists.
- ✓ Print ads are visual.
- ✓ A catchy slogan/phrase encourages the reader to look more closely at the ad.
- ✓ You need to catch the reader's attention—QUICKLY.
- ✓ Your words and visuals should work together.
- ✓ Print ads should have ONE message, and only ONE.
- ✓ Keep your target audience in mind (children, mothers, grandmothers)

