

## S'edition Spread and Ad timetable. ↵

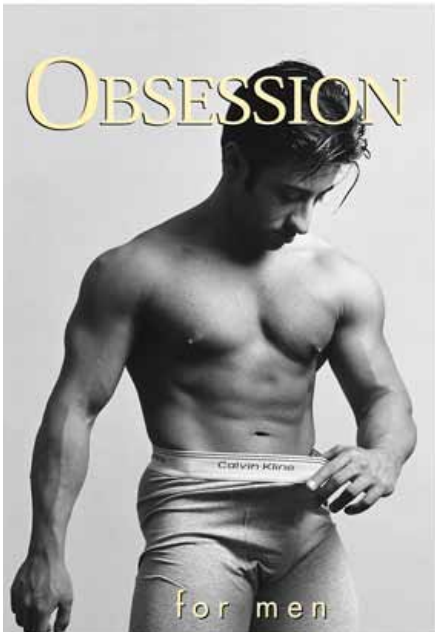
### For Friday:

Your ad's rough is due Friday: Done in InDesign.  
By rough I mean...show me your copy/text.  
What is the slogan? What are you selling?  
Look at Adbusters.org for inspiration.

You also need to show me  
5 mastheads/5 covers.  
(mastheads must be illustrator files)  
Covers must be photoshop files.  
You can mix and match these to get more iterations  
but at least 5 DIFFERENT mastheads  
and 5 DIFFERENT covers.  
(turn all of them in  
the format: InDesign)  
This is worth 150 points.  
I will deduct proportionally for  
what you have not completed.

Begin work in class on your story's rough draft.

Examples of ads:



### For Next Monday:

Rough Draft of Article with FPOs complete.  
Critique worth 50 points.  
Minimum 250 words.  
Minimum four pictures  
manipulated in Photoshop.

### For Next Wednesday:

Finished Article.  
Worth 100 points.  
No typos, no widows, no orphans  
correct style sheets,  
using Master pages.  
FPO boxes for pictures.  
You should have an InDesign Library  
and an InDesign Book already set up.  
Begin drafts of Photoshop pieces in class.

### For Next Friday:

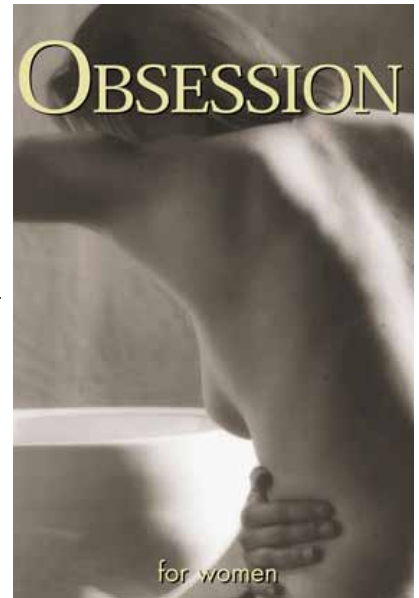
Finished work.  
Collect for output.(package  
fonts et al)  
Print roughs.  
Worth 150 points.  
Refer to the original PDF  
for check off list of  
all deliverables.

### Remember:

Every assignment requires  
that you use the checkoff list.  
Every assignment requires  
that you package your final  
project into a folder and burn  
to a disk.

Remain focused.  
Research for historical  
sociological or satirical  
relevance. Be able to defend  
your choices.  
Maintain a point of view  
which reinforces your layout  
decisions and are readily evident in the design.

.....and remember what was said in the lecture about **art**.



Example of layout spread.

**Analyze** why these ads and these magazine spreads are interesting. What generates interest? Composition, changes and variances in size and position of pull quotes and title.

Rhythm and pacing in the placement of the body text.

Avoid cliches.

Avoid the expected. Create interesting juxtapositions.

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"ever since I can REMEMBER, there's always been MUSIC PLAYING in my life."

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### Seeing and Believing Thomas Hine

...and the possibility of a lifetime. "I was born in the first five days of a decade that, advertising-wise, was the best of the century for me, which means I was born in the best of times."

Although he grew up with great musical and digital opportunities, Hine still had to work hard to succeed. He says, "I was a very competitive kid. I was always looking for a challenge. I was always looking for a challenge. I was always looking for a challenge."

People are often in a hurry, and that's what Hine is all about. He says, "I was always looking for a challenge. I was always looking for a challenge. I was always looking for a challenge."

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For a designer asserting with a lot of postmodern self-referencing design as in the recent 2002-03 for Pepsi, featuring a former Shaquille O'Neal of basketball's Orlando Magic. In it, they were up a playground, describing a backyard, and some cupping players to make. Sweating and dirty, he sees a tiny boy holding a can of Pepsi. The music runs rampant. The last scene is O'Neal playing his heart melting, moves

to drink the beverage from his fist. As he is about to grab it, the kid, without missing a beat, says, "That's even think about it."

Away from paying clients, advertising creators can talk about whether these advertisements "suck." For them, such ads are a chance to play Hollywood. One of the crew points to a newspaper clipping of a year-over observation of "Future of America" effort to reveal its image was the breakdown between the ad agency and the commercial director it hired to film its ideas. At the peak of their dispute, the director, a veteran of seven magazine and talking-head music videos, blurted

In such a perfect culture, the consumer wants to be king. But people cannot be consumers of the king. If nothing else, they need to something to make the money that allows them to consume. This, in fact, produces people to produce themselves in order to consume. The early 1980s brought women's movement and thinking opportunities to all the corners of the design world. Like products fighting for their space in the shelf, individuals have had to compete, not just on both desktop and ads. Hence, many jobs have been created to represent individuals to make



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Such people consistently model their efforts on the work of film directors. The fact that Hollywood filmmakers Ridley Scott, Adrian Lyne, Hugh Hudson, and David Twohy all got their start at the same London advertising agency hasn't gone unnoticed on and around Madison Avenue. One engineer at Fallon McElhenny told SpenceHahn that the agency's ads for Federal Express were consistently modeled on the movies Brazil, Men in Black, Mad Max, and Blade Runner.

But do these efforts work? Here,

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again, the jury is out. While some studies show that consumers' cognitive appreciation of an ad affects the price they will pay a product more accurately than recall or other traditional measures, others refute the conclusion. A 1991 study by Research Solutions, a company in Evansville, Indiana, for example, found that the Hermes ads were not as highly as do other forms of advertising.

For her sociology holds the key to understanding advertising's impact. In his influential 1960 Ad Advertising, the University of California sociologist Michael Schudson pointed that advertising's

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These phenomena have their own history. For example, people have spoken of writing letters in order to please themselves for a specific opportunity. Thomas J. Watson Jr., longtime chairman of IBM, justified his company's famous commitment and infinite dress code - dark suits, white shirts, and ties - as "self-promoting" analysis to the collection of product design, corporate identity, and marketing done for the company by the Roper and Paul Reed. He was quoted



# 6 tips for saving gas

by Jackson Porter

In the past months we have seen the price of gasoline soar higher than ever before, and this can be hard on people who have a budget that is tight. Even though gas prices have come down a slight bit, you still will want to do everything you possibly can to save on the money you have to pay out for gas. There are a variety of ways that you can save gas, & **save money.**

NEWS MAGAZINE '10

**JAPAN**

tokyo  
yokohama  
nagoya  
osaka  
sapporo

articles.....jonathan hall

Japan is the 14th most densely populated country in the world (see also the list of countries by population density). It is a country with a high population density, due to its geographical location, industrial, or residential use, due to the generally steep elevation, climate, and risk of landslides caused by earthquakes, soft ground, and heavy rain. This has resulted in an extremely high population density in the habitable zones that are mainly located in coastal areas. Japan is situated in a volcanic zone on the Pacific Ring of Fire, at the intersection of the Pacific Plate, the North American Plate, and the Philippine Sea Plate. Frequent low-intensity earth tremors and occasional volcanic activity are felt throughout the islands. Destructive earthquakes, often resulting in tsunamis, occur several times each century. Twenty percent of the world's earthquakes magnitude 6.0 and higher are centered in Japan. The most recent major earthquake was the Great Hanshin Earthquake of 1995. Hot springs are numerous and have been developed as resorts.

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