Learning from Imitating…

Sometimes we can become inspired by “borrowing” a design’s layout and modifying it to suit our own needs. Advertisements in some magazines can be thought of as some of the best examples of design work. These companies pay A LOT of money to have their product/service/organization advertised. You will look through a magazine and find an ad that you would like to imitate. Your ad should have a significant amount of text and image. It must be approved by me! This must be an ad that obviously displays some of the elements of design. Then, do the following:

1. On a separate sheet of paper, explain which elements are being used and how.
2. Choose a product/service/organization to advertise.
3. Use the layout from the advertisement you found. Open a new, letter sized document in ILLUSTRATOR. Duplicate the layout using some of the basic tools in Illustrator first.
4. Then, think about what information you want to include. What kind of images will you put on the advertisement? What color scheme will be incorporated?
5. Keep the layout as close as possible to the original design!
6. Pretend you are really trying to sell your product/service/or organization, and aim to have a design that reaches your target audience, informs, persuades, etc.