

Marketing Project

Due date: 2/3 (E), 2/4, (O)

You are going to create a one-page (8 ½ by 11 photo paper) advertisement for a product of your choice. Please follow the guidelines below. This project is worth 40 points. Your final advertisement should be in the 'portrait' orientation.

Step 1: Choose a product that already exists that you'd like to help advertise.

Step 2: Decide who your target audience will be.

Step 3: Design your ad, deciding what pictures would work best for this audience.

Step 4: Take pictures for your advertisement.

Step 5: Import the pictures, add text and fix any errors using the tools we've discussed in class.

Step 6: Print out the ad using the photo printers.