

American Stories - Online ads

Graphic Design Technologies: Project 5b

April 15

Due for class:

Pages 4-8

April 17

NO Class

(Senior Reviews)

April 22

Due for class:

Book Cover

April 24

Book production
in class—

I recommend being
done with your
book by this
date to stay
on schedule!

Shortcuts Quiz

April 29

Final critique!

Along with your hard copy American Stories brochure, you are to produce three additional digital components to this project.

One of these components will be your brochure saved as an interactive pdf. You will need to have at least three working url links in your pdf, and we will go over this simple process on April 24.

The other two components will be digital web ads. These ads will promote the American Stories exhibit for use on the Washington City Paper website. Use the same fonts and design style that you have been using in your American Stories brochure. As with any media campaign, the branding of an event or company delivers its message more effectively when the design is consistent.

MANDATORIES

- two web ads:
 - 728 X 90 px, 72 dpi, RGB jpg
 - 300 X 428 px, 72 dpi, RGB jpg
 - (the width of the ad is listed first)
- the Smithsonian National Museum of American History logo
- the dates, location and any other important information usually found on an ad
- a consistent color and font scheme with your brochure

DUE

Ads are due when the final booklet is due. You will turn in a physical hard copy of the book. Then the digital, interactive brochure will be submitted as a pdf in the D2L drop box. Then two ads should be submitted to me in jpg format in the D2L drop box.