



# White Space is Not Your Enemy

A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design

## AD RE-DESIGN

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Demonstrate your understanding of basic typesetting and the Works-Every-Time layout by re-designing this pediatric dentistry ad, based on a real-world example (*names changed to protect the individual who designed the awful original*).

Your ad must be 5 x 7 inches and **must be black and white**.

You've been provided with an assets folder including all the parts to create a Works-Every-Time layout: Image(s), headline, cutline, text and tags.

You may choose to replace one or both of these images with art of your choosing. I recommend searching stock art websites and downloading free, watermarked comp images (your grade will not suffer if you use watermarked images).

You may choose to re-write the copy as well, but remember, this is primarily a design exercise.

Collect your assets, read the ad copy and begin by creating several thumbnail sketches.

### HOW YOU WILL BE GRADED

- Demonstration of ability to create a Works-Every-Time layout
- Quality of your typesetting (attention to detail, no inconsistencies or typos)
- Overall design of the menu (appropriate font choices, images)
- Avoidance of the 13 layout sins
- Timeliness of submission (draft and final turned in on time)
- Completeness of project (follows all instructions, includes all parts—this means thumbnails at the start, not end, of the project!)

### PROJECT CHECKLIST

#### At the project start:

- At least three thumbnail sketches, due at the start of the lab session on the first day you work on the project in class. Failure to turn in sketches on time will result in the loss of one full letter grade per assignment.

#### For the Gallery Session:

- Two un-mounted copies your ad design (one to turn in, and one to take notes on)
- A digital version of your ad design to share on screen with the class for critique
- Your thumbnail sketches

#### For your final grade:

- An un-mounted mock-up of your revised ad design