Global Connections

Designing on a Grid

Your assignment is to create a Print Ad that advertises an abstract noun.

Your carefully considered visual design should be eye-catching, and should draw attention to and/or promote the product you are selling. Use the principles of design we have discussed, including balance, contrast, harmony, dominance, unity, etc.

* Use MS Publisher
* One half page ad (portrait or landscape) – see NEW, then More Blank Page Sizes, then Create New Page size (4X6 or 6X4)
* Use Grid (Go to Page Design, then Guides and pick one)
* Design Elements:
* The product’s name prominently displayed on the poster
* A slogan or explanation containing 10 words or fewer
* Minimum of one, maximum of three
* Photos or illustrations
* Typefaces
* Colors