**DESIGNING A MAGAZINE AD FOR THE ECOLE BOULLE OPEN DAYS**

**PROJECT 1 : EVENT DESIGN COURSE**

You will choose one original TV commercial shot by the L1 students last year and design a magazine advertisement to promote the object advertised in the TV spot.

Make sure that you consider the following points:

1. **What does the text say?** If there is a headline, how does it grab our attention? What does the main text tell us about the product or service? Does it directly reference the product or service's benefits and factual attributes? Or does the ad prefer to sell the reader on the product's lifestyle benefits instead (telling you how cool you'll be when using the product, for example)? How does the text relate to the images?

2. **What does the image say?** How does the photograph grab our attention? Is the picture depicting the product by itself, or being used by someone? Does the photograph show us a lifestyle associated with the product (essentially telling us how the product would make our life better)? How do the images relate to the text?

3. **Who is the magazine/newspaper/billboard's target market?** Would someone from a different demographic (someone of a different gender, someone older or younger than you, someone who made more or less money than you, someone with different political values, someone of a different race) interpret the text and imagery differently? What values does the ad contain (is it young, hip, mature, playful, exciting)?

PROCEED IN 3 STEPS

INTRODUCTION:

Name of product, target, artists/producer/director, date, context, origin

STEP 1: DENOTATION: Describe the advertisement

People, environment, focus point

Framing: text (font, size, style (serif, sans serif) capital letters, hierarchy….) , dominant lines, colours, light and shadow effects

STEP 2: CONNOTATION: Implicit: What can people infer, deduce from the ad?

STEP 3: INTERPRETATION: What is the ad’s secret message?

CONCLUSION: personal feeling / reaction about the ad (do you like it?) Is it easy to understand?

Is it easy to identify the target? …….

WEBSITES FOR INSPIRATION

<https://www.creativebloq.com/inspiration/print-ads-1233780>

<https://inkbotdesign.com/best-print-ads/>

<https://www.designrush.com/best-designs/print/trends/magazine-ad-design>