Print Ad for IOS

Directions: With a partner, create an attractive print advertisement for IOS. A sample ad is available on the *Introduction to Multimedia* Web site. You may use the space below to plan your ad.

1. Create a mock-up of your ad. A mock-up is a rough sketch of your ad and is similar to a storyboard for a presentation. Include the text and graphics you will use in your ad. Meet with your teacher to review your mock-up.

2. Your final print ad must include:

◆ A product logo. You may create your own or use one provided by your teacher or the support files on the *Introduction to Multimedia* Web site.

◆ At least one piece of clip art.

◆ A bulleted list of features for the product. If you completed Activity 5-1, you may use features from the package you created.

◆ A byline for you and your partner in the bottom right corner of the ad.

3. You may also wish to include:

◆ At least one piece of clip art.

◆ A picture of the package. This can be a digital photo or a regular photo that you have taken and scanned You may design a package, or use the package you created in Activity 5-1 if you completed that activity.

Project Notes

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