

Project 1, Ads – Check List

1. Did you design two ads? Are they in different styles?
2. Did you print them out twice and put your name on the back of each?
3. Are they in one of the allowed styles: Mondrian, Grid, Frame, Silhouette, Band or Axial?
4. Do you have a paper pocketed folder, with your name on the front, in which to put them?
5. Do all your photos have borders, where appropriate?
6. Is there a pica space between all items?
7. Are the photos in the correct aspect ratio – not stretched, squashed, squeezed or squished?
8. Are all five items – headline, images, copy, logo and contact information – part of the ad?
9. Is the headline big and bold?
10. Are the bottoms of columns of text lined up if they are next to each other?
11. Are people in the photos looking into the ad, not away?
12. Are you proud of your work?