

Travel Campaign

Instructions: You will be creating a travel campaign for a travel agency, Summit Travel. The campaign will consist of an ad, brochure and billboard. A campaign has a design that is consistent from piece to piece, through elements, color, and images. The viewer becomes familiar with that look through various media. I will be supplying you with a headline, sub head and body copy for all three pieces. You will select a vacation destination of your choice anywhere in the world. It may be can be a city, state, or country, the choice is yours. You will be responsible for doing tight roughs before your computer generated artwork and must be approved by teacher first.

ROUGH LAYOUTS/THUMBNAILS: [50PTS]

Create one rough for each of the following: AD, BILLBOARD and BROCHURE
Use the thumbnail templates provided by teacher.

Headline for all 3 pieces: The Perfect Vacation Destination

I recommend doing your pieces in this order.

AD: [100pts]

Size: 6.75w x 5h horizontal only

Text: Must include your destination name ex: Alaska. You will import headline, body copy, phone # and website [retrieve from share folder] labeled ad.txt. You must change the font. Do not type this information yourself.

Photos: Must have three photos 1]. scenic, 2]. outdoor activity 3]. entertainment/city life. There must be at least one human figure in a photo, and may be arranged in any manner.

Logo: Summit Travel [retrieve from share folder]

BILLBOARD: [50pts]

Size: 10.5w x 3h

Text: Must include your destination name ex: Alaska. Headline and phone # and website, [pull from your ad].

Photos: Must have three photos 1]. scenic, 2]. outdoor activity 3]. entertainment/city life. There must be at least one human figure in a photo, and may be arranged in any manner.

Logo: Summit Travel [retrieve from share folder]

BROCHURE: [150pts]

Size: 12w x 6h, 6 panels, 3 on front, 3 on back, Letter fold. We will set up in class.

Text: Must include your destination name ex: Alaska. Headline, 5 sub heads, 5 paragraphs of body copy, all contact info [retrieve from share folder] labeled brochure.txt, you must change the font, be consistent with the ad and billboard.

Photos: Must have 5-7 photos pertaining to body copy, scenic, outdoor activity, entertainment/city life. These may be arranged in any manner, they do not all have to be the same as what is in ad or billboard. Remember to include human figures in photo.

Logo: Summit Travel [retrieve from share folder]

Continuity of design with each piece is essential!

TOTAL PROJECT WORTH 350pts