

REVISED REQUIREMENTS



SCOPE

The Advertising Design competition will mimic a real-world design scenario. Students will be given a hypothetical client looking for a re-design of their logo and the creation of a print-based advertisement. Final submission will be in the form of a PDF. Students will be judged based on their competent use of industry-standard software and creative development of a graphic design.

SOFTWARE

Students are expected to bring whatever software they deem is necessary to complete a typical advertisement design as described above. Students should use software they are familiar and comfortable with. However, the following software titles are highly recommended:

1. For Page Layout:
 - a. QuarkXPress *or*
 - b. Adobe InDesign
2. For Image Editing & Manipulation:
 - a. Adobe Photoshop *and/or*
 - b. Adobe Fireworks
3. For Vector Graphics:
 - a. Adobe Illustrator *and/or*
 - b. Adobe Fireworks

The final submission will be in the form of a PDF. Students should have the necessary skills and software to export a print-ready PDF, which includes all embedded graphics and fonts at a high resolution.

HARDWARE

Students must arrive with a computer of their choosing, pre-installed with the necessary software (see above) and equipped with the necessary RAM to run such software. This computer must also have a free USB port to receive the clip art and reference library.

CLIP ART & PHOTO REFERENCE

Students will be supplied with a library of relevant clip art, photos and logos. Use of non-supplied art is prohibited except if the artwork has been generated from scratch in the form of a vector or rasterized image. If the student is interested in using hand-drawn artwork, then he/she must bring a scanner for use on the project.

FONTS

Students are permitted to use only the following fonts in their designs:

1. Serif
 - a. Times New Roman
 - b. Palatino
 - c. Courier
2. Sans-Serif
 - a. Arial
 - b. Verdana
 - c. Century-Gothic

While fonts can be manipulated as rasterized images or vectors, use of other fonts is prohibited.

OTHER MATERIALS

All submissions will be made in the form of a PDF. However, students who would like to create sketches or rough-compositions by hand should bring whatever art materials they need to do so. Such drawings will not be graded but may be helpful in the preparation of the final product.