VIC 1000: Visual Communication
Project #3 Guidelines / Print Ad
The Two Dimensional Field: Area
(Zettl: Chapters 6, 7 and 8)

Bring to class a color magazine ad for an oral presentation to the class. The ad must contain photographic elements. It cannot consist only of artwork, illustrations and graphics. The ad can be on a disc or flash drive as well as the Internet for projection. The presentation must be between 8 and 10 minutes. Remember that you not only need to identify the points outlined below, but that you must explain how they work to communicate the advertiser’s message. The following must be covered to receive the grade of 500 points:

1. Present the ad and determine its message
2. Discuss the lighting style used and what it communicates
3. How are the functions of color used?
   1. Informational
   2. Compositional
   3. Expressive
4. Discuss the choice of Aspect Ratio and how it is used
5. Discuss how object size is communicated—is it accurate?
6. Discuss image size, its impact and energy
7. How is the magnetism of the frame used?
8. Is the composition symmetrical or asymmetrical?
9. Is the composition balanced? Is the Golden Section used?
10. Where does the eye go upon seeing the ad for the first time?
11. Discuss the Figure and Ground separation and perception
12. Is Psychological Closure used? What does it do for the ad?
13. Discuss the level of Image Definition: High or Low? Why?
14. Identify the Vectors at work:
   a) Graphic Vectors
   b) Index Vectors
   c) Motion Vectors
   d) Continuing Vectors
   e) Converging Vectors
   f) Diverging Vectors
16. How does the ad communicate its message and persuade the viewer to respond to it favorably? Is it successful?