

GRAPHIC TECHNIQUES

CEx8 MAGAZINE ADS

PROJECT DOWNLOADS Download **CEx8.zip**, from the class blackboard site, and use the following files to create the ads:

- 2457-org.jpg
- 2014_EWMK.pdf (Ad specs for Entertainment Weekly)
- Highway.doc

THE ASSIGNMENT Design three ads that will run in 3 different sizes, using the ad specs from Entertainment Weekly magazine.

The 3 ad sizes:

- Spread with Bleed
- 1/2 page Horizontal with Bleed
- 1/3 Square