Charisse Nesbit

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Ad Design Justification

I divided the information into the two halves of the paper. I thought the top should contain the most pertinent information, in a different font, font size, and style. It would set it apart from the basic information, so that it would make it easier to remember for those who found the advertisement interesting. I also chose to have the 'A' shared by two letters to provide a interesting look.

The pictures I chose were of different art styles that would be represented at the art festival. I made sure to keep the most evident colors of each of the pictures to match with the general color theme I was trying to go for. Some of them aren't exactly in line, but they don't detract from things.

The color scheme that I chose was not hard to pick. I went to kuler.adobe.com and found a theme set called Laguna Art Festival. I checked it against the website for the art festival and found that it was keeping with the general colors that the festival website chose. I restricted my four color choices to dark brown, light brown, blue, and green.