

CREATIVE ROUGHS ASSIGNMENT

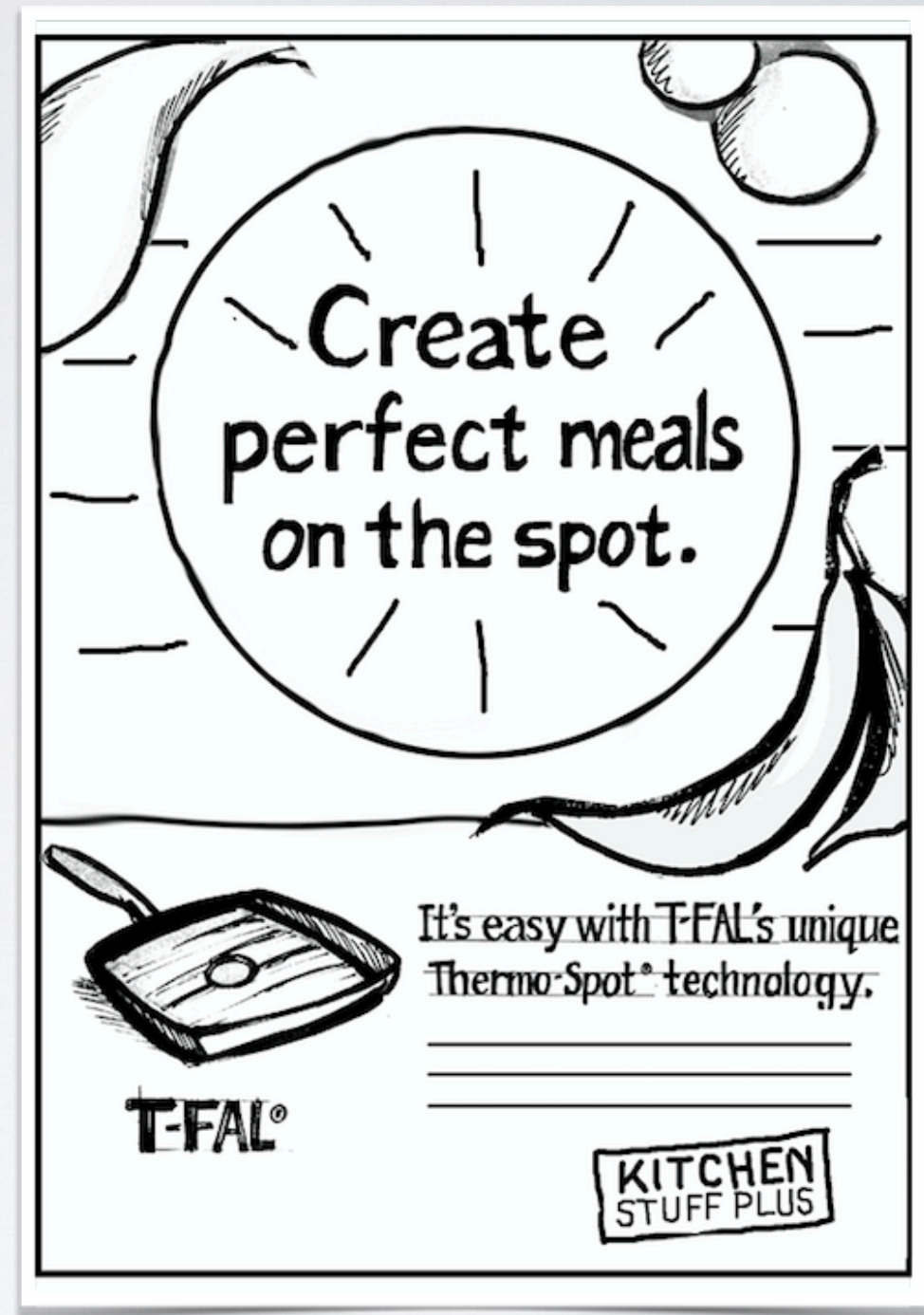
(Getting Your Ideas Down On Paper)



TASK:

Create at least 5 different rough hand-drawn layouts for your ad.

Each should be based on a different idea or concept.



Example of a rough layout.

FORMAT:

Roughs should ideally be completed using the template provided in Slate.

(You may use your own paper as long as it follows the same vertical page format and includes the same info.)

ROUGH IDEA TEMPLATE:
One idea per page. Body copy is not necessary to write at this point, but can be indicated with lines. You may attach a photo if you wish but you still must sketch the idea as best you can. Don't forget to communicate a benefit of some sort – either a human benefit or a product benefit.

TARGET PROFILE
(DEMOGRAPHIC/PSYCHOGRAPHIC): _____

PRODUCT/FACT: _____

MAIN MESSAGE / BENEFIT: _____

VISUAL EXPLANATION (IF NEEDED): _____

PROTIPS:

- Keep things neat and clear - it doesn't have to be a work of art, but effort and compositional clarity definitely counts.
- Think about where the various elements will go on the page and compose your rough accordingly.
- The ad MUST have a headline or subhead of some kind to help make sense of the idea.
- You don't have to write in the body copy at this point - you can just indicate it with lines.

REMEMBER:

This isn't an assignment to evaluate how talented an illustrator you are.

It's to get you comfortable with putting your ideas down on paper and thinking about how to lay out your concept clearly.

TEMPLATE COMPONENTS:

IN **ONE SENTENCE** EACH:

- State a product fact.
- State the benefit to the consumer.
- State your target.
- Include your rough drawn ad.
- State the main idea/message.
- Add explanations if necessary.

Fact: Purina One has real meat as the main ingredient

Benefit: Great taste.

Target: Owners of finnickty adult cats who like to cater to their cat's needs.



Idea/Message:

Feeding your picky eater Purina One with real meat will make them love you more and they will "sing your praises".

The picture is of a pure bred fussy-type adult cat who is expressing her happiness.

* From the book "Cats as Cats Can" (Roberts Rinehart, 1997) Copyright Diogenes Verlag Illustration by Tomi Ungerer (b. Alsace, 1931)

OUTCOME

Together we'll select your three best roughs that you'll then use to create 3 digital Photoshop comps.

Eventually, one of those will end up being your final ad.

