

Little Quiz #2: Redesign this ad

What are the problems with this magazine ad? Name the problems so you can find the solutions.

Clues: Is there one main focal point? Why not, and how could you create one? WHY IS SO MUCH OF THE TEXT IN ALL CAPS? Do you need the heavy border *and* the inner boxes? How many different typefaces are in this ad? How many different alignments? Are the logical elements grouped together into close proximity? What could you use as repetitive elements?

Take a piece of tracing paper and trace the outline of the ad. Then move that paper around and trace the individual elements, rearranging them into a more professional, clean, direct advertisement. Work your way through each principle: proximity, alignment, repetition, and contrast. Some suggestions as to where to begin are on the following pages.



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typefaces
Wade Sans Light
Helvetica Neue
Bold Oblique
Trade Gothic Medium
Verdana Regular
Times New Roman
D'Nealian

Little Quiz #2 continued: Suggestions for designing an ad
Knowing where to begin can sometimes seem overwhelming. So first of all, let's clean it up.

First get rid of everything superfluous so you know what you're working with. For instance, you don't need "http://" (or even "www") in a web address. You don't need the words "phone," "call," or "email" because the format of the text and numbers tells you what the item is. You don't need FOUR logos. You don't need the inner boxes. You don't need all caps. You don't need CALIF. (it's messy); use CA or spell it out. You don't need parentheses around the area code.

The rounded edges of the border make this ad look wimpy; it also conflicts with the sharp edges of the logo. So make the border thinner and sharp (if your ad is in color, perhaps you could use a pale tint shape instead of any border at all). Choose one or two typefaces.



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Web and email addresses are easier to read if you cap the main words.

typefaces
Wade Sans Light
Brioso Pro Light
and Bold Italic

Now that you can see what you're really working with, determine what should be the focal point. The focal point might be slightly different depending on where the ad is placed. For instance, if it's a phone book ad for an optometrist, the focal point might be on "Optometry" rather than the physician's name—a reader is scanning the yellow pages looking for someone *in that field*, not that *doctor's name*. In a phone book, the phone number should have more priority than, say, it would in a flyer that was for an event being held on a specific day and time.

What is the purpose of this piece in this particular magazine (or wherever it is)? That will help you determine the hierarchy of the rest of the information. Which items *should* be grouped together into closer proximity?

Use the space below to sketch in a design possibility. You'll find suggestions and one of the many possible layouts on pages 202–203.

