

E – Content

B.F.A Applied Art, 5th Semester

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Paper:- Press and Magazine Ad. **(Practical-1)**

Objective: To understand what is a Press ad., its elements, its composition, and how to make a press Ad. Basic fundamentals of press ad. And how to achieve contrast and communicate instantly. Types and purpose of press Ad. How to create effective slogans, appropriate visuals and using other visual tools for effective communication of intended message.

Size: 6 column X 30 cm

Medium of execution: Manual(as per the availability of materials, requirements and situation)

Subject : Newspaper Ad. (As discussed during online classes from Monday 31st Aug 2002 onwards, all of you are required to make a news paper Ad on the topic given below.)

Topic:

1. Horlicks, (Age group 8- 16 years)
2. Parle digestive whole grain biscuits(age group 40 + and Health conscious people)
3. Dettol Hand sanitizer(for all age group)
4. Juice(for all health conscious people)

You have to create a news paper Ad. with appropriate slogan/headline, Visual and a logo.

Follow the steps for making the design.

- a. You have to think of an idea Ideas/concept based on the product usage and others, as discussed in the online google meet class. It should be original.
- b. Students are advised to send minimum 3 ideas, and 6 thumbnails sketches per idea/concept, for selection and finalisation.
- c. Once finalized, they can proceed with the execution of their work after discussing with me and show the progress of the work time to time and any needed direction in this regards will be met through whatsapp or email or on google meet.
- d. Style of work can be discussed after sending me the layout on whatsapp.
- e. Slogans/ Headline and logo should also be discussed with me before execution.

Good luck and Stay safe.
