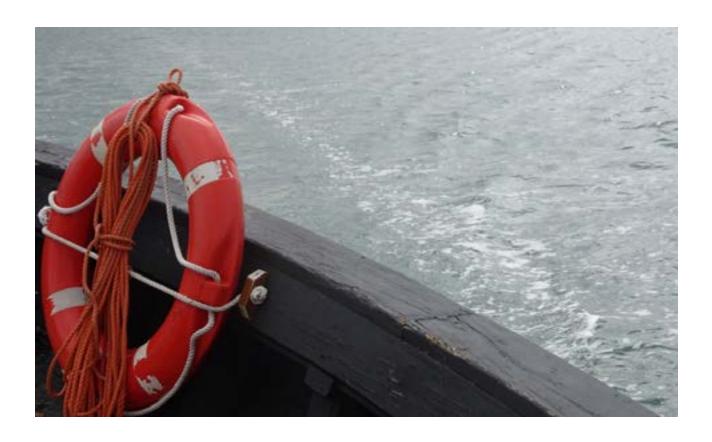


For my "Self-Promo" ad the client was for my group called "The Yamaha Players". My target audience is women who want to play in a saxophone group. I used a gold tone to replicate the colors of my saxophone. I also bolded words to make them stand out more. I learned how to use the eyedropper tool, and how to play with different fonts.



Self-Promo Ad

Let's Jam It Up



The Newest
Saxophone
Group in
Chicago!

The Yamaha Players

Join Jillian's all-female saxophone group.

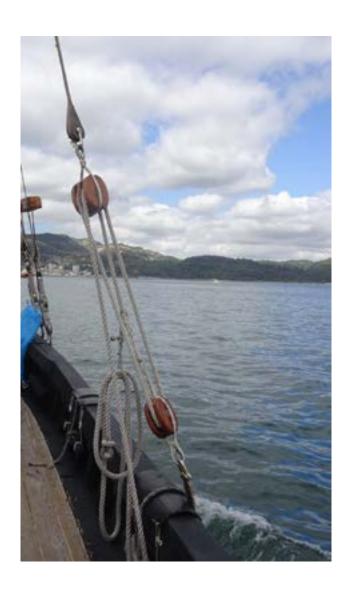
We aim for the high notes in order to play different genres of music. Get ready to open your case and assemble that saxophone.



1350 BridgeWater. LN Long Grove 309.894.6786

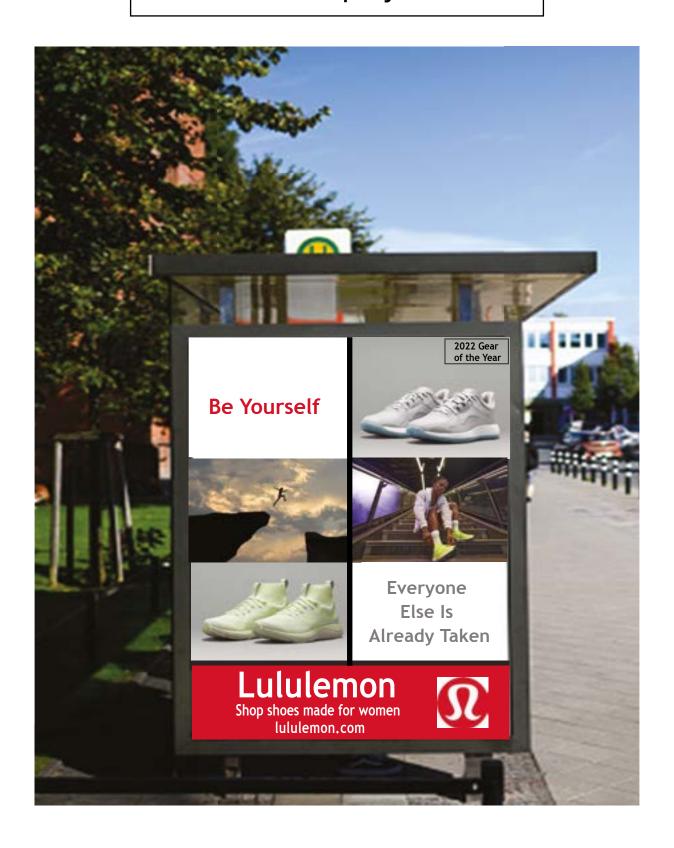


To join our group visit Yamaha-Players.com



For my "Philosophy" ad the client was for Lululemon. My target audience was women ages 18-25 who want to get into either training, running, or both. I used copy that showed that the company is reputable, and put pictures of the shoes on the ad. I put the ad on a bus stop so that people can stop walking and thinking about buying new shoes. I learned how to use Photoshop and create new designs.

Philosophy Ad



My "Mondrian" ad the client was for the Visa Credit Card Company. My target audience was people around 25-40 who love to travel and have a steady source of income. I used photos of people smiling to invoke happy emotions. I did a big V for Visa to draw people's attention to the ad. I learned how to work with shapes, write the appropriate copy and play with different colors.



Mondrian Ad



VISA is a trusted credit card company, that provides secure, and convenient payments.

A VISA Credit Card is a great choice for travellers. VISA is accepted by merchants worldwide and can be used in many different locations. There are also benefits such as travel insurance, multiple security measures, 24/7 protections, and emergency assistance. Be able to travel with security. Get a replacement card within 24-77 if lost or stolen.





For my "Auto-Ethnographic" ad the client was for both Brady and Apple. The target audience was people who want to stop gun violence. I used a lot of different fonts to make certain words stand out and used photos to make the ad more emotional. I learned how to play around with different fonts and how to balance all of them evenly.

Auto-Ethnographic Ad

Take Action

Following the recent school shooting in Parkland, Florida, Apple has partnered up with the Brady organization whose mission is to combat gun violence. Apple and Bradley commit to working together in hopes of providing safety and opportunity for help if an act of gun violence does occur.

Help stop gun violence and consider donating to the mission. Purchase an *Apple* iPhone and 50% of the profit will be donated to *Brady*.

Read victim David Hogg's story below

"I was innocently sitting in class when I heard a **BANG** far away in the school hallway. The teacher **ordered** us under the desk. **Fear crept** into my eyes as I thought, school shooter. I could hear the **shots** coming **CLOSER**.

I frantically pulled out my Apple iPhone, which was the **Brightest thing** in the room compared to the other students gloomy eyes. I used IMessages to text my **friends and family.** I texted my sister, who was in the building, to make sure she was Safe.

As a journalist, I used my Apple iPhone to record people, so their voices could echo on. I was able to post on social media to let everyone know what was happening. Loud footsteps are heard out in the hallway. Clinching my iPhone, I looked down at a text that said, Police are inside." - David Hogg (Victim)

"I USED MY IPHONE TO GET HELP, KNOW THE SAFTY OF OTHERS AND TO TEXT FAMILY AND FRIENDS"

MOLLY HOGG





Donate by going to bradyunited.org today!

Or

Go to apple.com!



InDesign Tutorial



Petoskey's Plate

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THE BEST CHEFS IN TOWN

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FROM CAFE TO GOURMENT

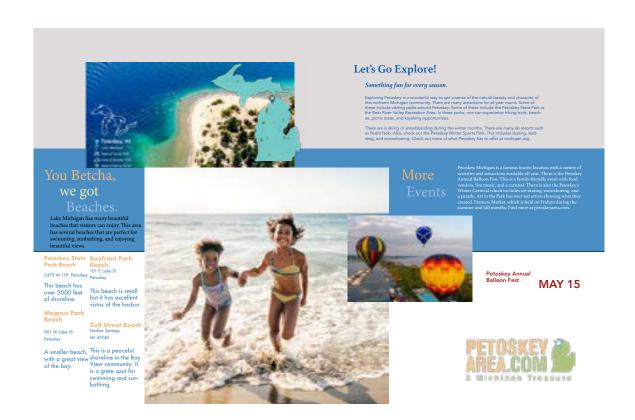
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Preface Statement

For the InDesign tutorial, the client was Petoskey Area. The target audience was for family and or friends who wanted to go to Petoskey, Michigan. I used the same colors and photos around the ad to make the ad stand out. I learned how to use InDesign.

InDesign Tutorial



For my "Web" ads my client was Subway, and the target audience was anyone who wants to use the buy one get one deal. I used the same green and yellow colors for the Subway logos. I also added a "Click here" or "Order Here" button so people knew what to press. I learned how to create different web ads and efficiently present them.



Web Ads

VERTICAL SKYSCRAPER 160 X 600

FULL HORIZONTAL LEADERBOARD 728 X 90





Buy One Get One 50% Off a Footlong!



What We Provide
Classic Sandwiches
Fresh Mealts

USE Code BOGO50





STANDARD SQUARE 200 X 200



BANNER 468 X 60



