



# Merry Christmas!



## Requirements:

Choose one of the holiday attractions below, and design an advertisement to promote it.

Title text must have "picture in text", using Photoshop to make the title using Layers and Clipping Masks.

A minimum of three (3) pictures (clip art or found on the Web) combined into a composite image using Photoshop.

Use of contrast through a dominant image

Use all the text provided below "Other Text" for your ad. The text can be arranged in any order that you choose.

Ad size: 17" x 11" (landscape)

You will design the ad in InDesign

Limit your design to two fonts only

## What do you have to do?

- Design an advertisement using the text given.
- The ad must use "picture in text" to produce the main title
- You may use more than three images, but at least three must be combined into a single composite image using Photoshop.
- After you read the text, go to the websites and read about the holiday attractions to get ideas on what to do with your advertisement design.
- DO NOT USE ANY OF THE IMAGES ON THE OFFICIAL WEBSITES! FIND OR CREATE YOUR OWN!

**Ad #1**  
**Title using picture in text:**  
 THE NORTH POLE EXPERIENCE  
**Other text:**

- The Christmas Adventure of a Lifetime Begins!
- 2515 East Butler Avenue Flagstaff, AZ 86004
- Saturday, November 13th through Sunday, December 26th, 2021
- <http://www.northpoleexperience.com/>

**Ad #2**  
**Title using picture in text:**  
 THE POLAR EXPRESS  
**Other text:**

- Experience the magic of The Polar Express™!
- 233 N. Grand Canyon Blvd. Williams, Arizona 86046
- Friday, November 12th, 2021 through Thursday, December 30th
- <http://thetrain.com/events/polar-express>

**Ad #3**  
**Title using picture in text:**  
 DOWNTOWN IN DECEMBER  
**Other text:**

- The largest free holiday light display in Arizona!
- Downtown Glendale is located at 58th and Glendale avenues.
- Nightly through Jan. 9th, from 5:30pm-10 p.m. every evening.
- <http://www.glendaleaz.com/events/>

**Ad #4**  
**Title using picture in text:**  
 LAS NOCHES DE LAS LUMINARIAS  
**Other text:**

- Join Us for a Magical Evening!
- Desert Botanical Garden 1201 N. Galvin Parkway Phoenix, AZ 85008
- December 3rd - December 31st, 2021
- 5:30pm - 9:30pm
- <http://dbg.org/luminaria/>

**Ad #5**  
**Title using picture in text:**  
 ZOOLIGHTS  
**Other text:**

- Join the Phoenix Zoo at the valley's brightest holiday tradition!
- 455 North Galvin Parkway, Phoenix, AZ 85008
- November 24, 2021 - January 15, 2021
- 5:30pm - 10:30pm
- <http://phoenixzoo.org/event-items/zoolights/>

Objective: Students will demonstrate their ability to use InDesign, Photoshop and the Principles of Design to create an effective advertisement for a local holiday-themed attraction.