



Merry Christmas!



Requirements:

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

Title text must be a large, bold headline of at least 36 point type, and clearly state the name of the chosen event.

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 text:

THE NORTH POLE
EXPERIENCE

Other text:

- The Christmas Adventure of a Lifetime Begins!
- 2515 East Butler Avenue
Flagstaff, AZ 86004
- Wednesday, November 1st
through Saturday, December
24th, 2023
- [http://www.
northpoleexperience.com/](http://www.northpoleexperience.com/)

Ad #2

Title text:

THE POLAR EXPRESS

Other text:

- Experience the magic of
The Polar Express™!
- 233 N. Grand Canyon
Blvd. Williams, Arizona
86046
- Wednesday, November
1st through Saturday,
December 31st, 2023
- [https://www.thetrain.com/
events/polar-express/](https://www.thetrain.com/events/polar-express/)

Ad #3

Title text:

GLENDALE GLITTERS

Other text:

- The largest free holiday
light display in Arizona!
- Downtown Glendale is lo-
cated at 58th and Glendale
avenues.
- Nightly through Jan. 1st,
from 5:00pm - 10 p.m.
every evening.
- [http://www.glendaleaz.
com/events/](http://www.glendaleaz.com/events/)

Ad #4

Title 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 1st -
December 30th, 2023
- 5:30pm - 9:30pm
- <http://dbg.org/>

Ad #5

Title text:

ZOOLIGHTS

Other text:

- Join the Phoenix Zoo at
the valley's brightest
holiday tradition!
- 455 North Galvin
Parkway, Phoenix, AZ
85008
- November 22nd, 2023 -
January 14th, 2023
- 5:30pm - 10:30pm
- [http://phoenixzoo.org/
events/zoolights/](http://phoenixzoo.org/events/zoolights/)