



# 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
- Friday, November 1st through Tuesday, December 24th, 2024
- <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
- Friday, November 1st through Tuesday, December 31st, 2024
- <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 located at 58th and Glendale avenues.
- Nightly through Jan. 1st, from 5:00pm - 10 p.m. every evening.
- <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, 2024
- 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 27th, 2024 - January 12th, 2024
- 5:30pm - 10:30pm
- <http://phoenixzoo.org/events/zoolights/>