**Name\_\_\_\_\_\_\_\_\_\_\_\_**

**Using the Principle of “Balance” to Create an Advertising Campaign**

Refer to the page about balance on the web site <http://thearteast.weebly.com/intro-to-design-assignments/the-principle-of-balance>

Here is the template for the process of creating your campaign.

List your product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Demographic

Who will be your demographic? *(a particular sector of a population.*

*"the drink is popular with a young demographic")*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(list the age, gender, culture, economic group, entertainment preferences of the group you want to target)*

What are your 3 ideas for atheme/ tag line/ slogan? (must be original and relate to your demographic?)

Design

What will be your color scheme? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (use colors)

Which type of balance will you be using? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(symmetrical, asymmetrical, radial, dynamic, stable, formal, centered)

How does that type of balance fit with the theme of your campaign.

Draw three 5”x7” concepts in your sketch book and get them signed off by me.