

name: \_\_\_\_\_ per. \_\_\_\_\_

# Why Art Education Matters

1. You will be developing a promotional package to inform and educate the community as to why art education matters and why we need art courses in SRVUSD schools.

2. You will create various print and web graphics.

3. You may work alone or in groups. Groups will be required to produce more pieces.

## 4. Requirements:

**Individuals need to produce a logo, poster, presentation, and one additional item.**

**Group of 2 needs to produce a logo, poster, presentation, and three additional items.**

**Group of 3 needs to produce a logo, 2 posters, presentation, and three additional items.**

**1. a logo:** Art matters done in a way that will work with your big picture. Make the style something that appeals to you and the community at large. Must be readable, interesting, creative, and eye-catching. Should be able to stand alone, and be used as part of a poster and other elements. **(Illustrator)**

**2. an 11 x 17 vertical poster:** Must contain a fact about art education and why it is needed. Compelling and engaging graphics. Should fit with your overall look and style. Must include your logo somewhere. **(Illustrator or Photoshop)**

**3. a social media ad** (you choose see website infographic:

<https://medium.com/marketing-and-entrepreneurship/the-all-in-one-guide-to-social-media-ad-sizes-and-specs-2ad3311d8f39>);

Must contain a fact about art education and why it is needed. Compelling and engaging graphics. Should fit with your overall look and style. Must include your logo somewhere. Must be appropriate for that social media user. **(Photoshop)**

**4. a Web Banner Ad:** See additional page of specs. Must be interesting and engaging with a visually compelling and thoughtful image that supports your facts. **(Photoshop)**

**5. 4 color T-shirt;** A shirt to promote Arts education and that Art Matters. No more than 4 colors + color of the shirt. **(Illustrator)**

**6. 5" x 5" circular car magnet:** A printed piece that can be placed on cars and become a mobile advertisement for your cause. Must be visually cohesive and have a message. **(Illustrator or Photoshop)**

**7. Presentation:** All pieces need to be laid out in a multi-page document and saved as a .pdf. Then it needs to be presented to the class/panel for critique.

## The Top Performing AdWords Banner Sizes (according to Google)

Here are **Google's top performing ad sizes**, along with a quick picture of how they look and where they show up. Medium Rectangle (300×250), Large Rectangle (336×280), Leaderboard (728×90), Half Page (300×600), Large Mobile Banner (320×100)

**Max File Size:** 150 KB or less

The final product should be in JPEG, SWF, PNG, or GIF formats. Google or the web will not accept any other formats.

**1. Why Display Advertising?** Unlike search ads, display ads can feature carefully designed text, fonts, color, pictures, graphics, and even animation. Although display ads tend to get a lower direct click through rate than search ads, raising brand awareness and re-marketing to past visitors can increase the likeliness of a sale further down the road.

Display advertising plays a big part in pushing customers down the sales funnel, eventually leading them to purchase your product or service. Because of this, it's important to make sure your display ads are memorable and effective so that visitors are more likely to click your ad, or even search for your business later.

Raising brand awareness increases the likelihood of a sale down the road. [CLICK TO TWEET](#)

**2. Rules and Restrictions** Although display ads are pretty simple, there are a few rules and restrictions to be aware of to avoid having your ads rejected.

**For most platforms, there is a file size limit.** For example, **Google display ads need to be under 150KB.** There are also rules that prevent your ads from having a white background without a border outline. This is to make sure ads are separate from the background of the website they are being served on.

**Facebook has a special rule where ad images can only contain 20% text** (including logos). It's small rules like this which, if ignored, can set your campaign back because you have to go back and fix all of your ads.

Making sure your ads are the right size, including a border or colored background, and checking for text restriction rules will save you time when creating and uploading your ads.

**3. Designing Your Ads** Designing your ads doesn't have to be hard, but you want to take the time to make sure they are optimized to perform. So, let's talk about the best (and easiest) way to do that.

**Colors:** First, consider the colors you are using. You want your ad to stand out...but not be overly stimulating. You also want your display ad colors to coordinate with your branding (not matching necessarily, but you want it to look nice with your logo). You don't want a visitor to click on an ad that takes them to a completely different looking site, which is confusing and misleading.

**Call to Action:** Next, make sure you have a CLEAR call to action. I usually make the CTA look like a button that stands out, encouraging visitors to click it. A simple button that says "Shop Now >>" or "Learn More!" can go a long way.

**Images or graphics** should also be carefully considered when creating your ads. The big advantage you have over search or text ads is the display or visual aspect. Choose imagery that will connect with your visitor and provoke the emotions that you are trying to convey. You can also use imagery to inform visitors about what you're selling with a nice product shot or satisfied customer.

Finally, when you're choosing the content and layout for your ads, **keep it clean and clear.** Often, simple pictures are more compelling than complex imagery. Again, don't overwhelm users with too much text (that they are not going to read). Instead, boil your text down to concise bullet points or a simple quote or statement to convey your message and brand.