

ACTIVITY 11-2

Name: _____ Date: _____

Print Ad

Background: You have been asked to create a print advertisement for Extreme Sports Rentals. The company will use the ad to market their goods and services to extreme sports enthusiasts. The ad will run in sports magazines and publications for sports trade shows.

Directions: Create a mock-up of the ad. Include the text and graphics you will include in the ad. You may use the space below to plan your mock-up. Have your teacher review your mock-up.

Your final print ad must include:

- ◆ A product logo. You may create your own or use the support files on the *Introduction to Multimedia* Web site or provided by your teacher.
- ◆ At least one piece of clip art. You may import such art from a CD-ROM, the World Wide Web, or another online service with your teacher’s supervision. Cite sources as needed.
- ◆ A bulleted list of packages and products offered. Use the support files on the *Introduction to Multimedia* Web site or provided by your teacher.
- ◆ Pictures of extreme sports products. You may research photos or use the support files on the *Introduction to Multimedia* Web site or provided by your teacher.
- ◆ A byline for you in the bottom right corner.

If you completed Activity 8-2, you may choose to use the photo collage that you created.

Project Notes
