

## **Design Model**

The purpose of this project is to promote tourism to the Caribbean Islands. The audience will be those looking into vacation options. This particular ad is aimed at those seeking a relaxing vacation this will translate into a relaxed ad format.

The ad will be a large poster (36" x 24") with a glossy finish. This poster format is for window displays in travel agencies or for an airline advertisement promoting their flights to the Caribbean. By re-sizing this ad, the customer can use the same "poster" as a Web splash ad or as a promotion for a sale on flights or vacation packages to the Caribbean.

The poster will be produced on a high quality poster board with a glossy finish. The initial size will be 36" x 24" but can be re-sized to suit the customer's needs. One image will be used that will epitomize the relaxed feeling one will achieve as a result of a Caribbean vacation. The image will be digitally manipulated to achieve a feel of relaxation and to grab attention. Copy, kept to a minimum, will maintain the relaxed feel the ad promotes. This will be an expensive process with a many color image. The costs will be mostly due to the 1) professional image manipulation to create the appropriate feel, 2) printing costs that will include high quality, large paper, and high quality color laser printing.

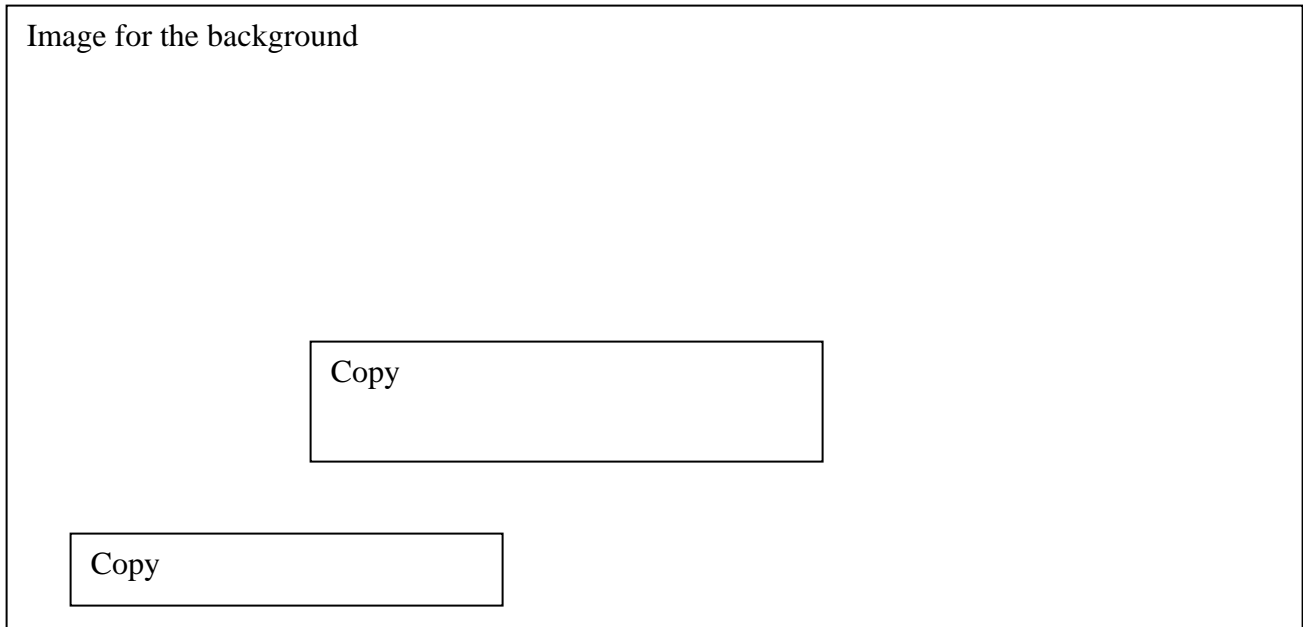
Since this poster will be a high quality project using a large paper size the printing will be done at a professional print shop. The costs will such that the customer will not want a large quantity, but will want the option to have more reproduced when needed. The customer will have the option to choose two different paper weights. The heavier and more costly paper weight will be used for the poster will be on display in a professional setting. The lighter weight paper will be used in situations that will not require as permanent and professional a look such as information booths, or hand outs to interested clients.

The purpose of this ad is to encourage people who want to get away and relax to book a vacation to the Caribbean. To promote travel to the Caribbean a poster with a secluded, peaceful feel, will be created. A large, easily seen, poster with a minimum of clutter and copy, and with a profession look to aid the feeling of security and serenity, will be used to promote Caribbean tourism.

## **Self-Critique**

In the process of developing the digital model, I changed a couple of things from the storyboard. I split the main copy into two separate areas off center from each other to better balance them with the image. The "fine print" copy for the Caribbean board of tourism move to the right side and up under the tree in the image. This change seemed to better balance the piece and allow the text to remain small and be seen. I also changed the font from Viner Hand ITC to Century. The original font looked good in the initial consideration; however, when used against the image in the digital model it did not work with the feel of the piece.

## Storyboard



## Design Specifications

Original Storyboard	Digital Model
<b>Fonts:</b> Viner Hand ITC Ad copy – 72 pt Fine print – 14 pt	<b>Fonts:</b> Century Ad Copy – 72 pt Fine Print – 30 pt
<b>Images:</b> beach.jpeg This poster will be printed in color.	<b>Images:</b> beach.jpeg This poster will be printed in color.