

Advertising

2013 KSPA STATE CONTEST

Assignment

You need to create an ad that is 6 inches wide and 8 inches tall. The ad may be submitted in color or black and white, and should be printed on 8.5 x 11-inch paper. It should focus on the primary benefit for your audience. Include a 50-word explanation of your design, particularly how you chose to promote the primary benefit.

Also, The Dress Shop is a new business and needs a logo that will appeal to high school students. Your recommendations are needed. Include your suggested logo in the ad you create and on a separate 8.5 x 11-inch paper. You need to also submit a 50-word description of your logo design choices. Designs should be computer-generated and may incorporate non-copyrighted art or other graphics to enhance the design.

The Dress Shop would also like you to tell your readers that:

- The shop sells dresses from local designers.
- They are offering 20 percent off one dress for Ad Astra High School students as prom season approaches.
- They also sell shoes, jewelry and bags.
- They also offer free tailoring and altering services for clothes and shoes bought in the store.

Advertiser Information

Open Monday-Friday 9 a.m.-7 p.m. and Saturday 10 a.m.- 5 p.m. Located in the Astra-dome shops at 1234 Ad Astra Place. Phone is 785-864-1234.

Description

You are an advertising staff member of Ad Astra High School's newspaper, The Star. You need to create an ad for The Dress Shop in town. The Dress Shop sells dresses from local designers and has a huge collection for prom.

School Info

Name: Ad Astra High School
Location: Aspera, Kansas
Mascot: Box Turtles
Enrollment: 850 (grades 9-12)
School Colors: Green & Gold
Yearbook: The Honeybee
Newspaper: The Star

Contest Info

This is a carry-in contest.

Computer use on this contest is required. Students may choose to use non-copyrighted and/or self-generated art for this contest.

Please attach your assigned contest number in the upper right-hand corner on the back of your entry.

Do not put your name on the entry. If you do, your entry will be disqualified.

Students are not to request help or advice from anyone other than the KSPA Executive Director. All work must be that of the contestant.

