

**GRAPHIC TECHNIQUES****HW8: MAGAZINE ADS****THE ASSIGNMENT** Fast Food Nation Convention Advertisement

Locate the Print Rate Card of a popular magazine. The dimensions of the ads should be in inches, if they are in pixels, its the publication's web advertisement (do not use this!).

Download the following file found on the class blackboard site: **HW8.ZIP**

It should contain the following files found within the zip folder:

- 1447578-org.jpg
- FFN\_AdText.doc
- FFN\_Logo.eps

**PROJECT SPECIFICATIONS** **AD 1 SPECIFICATIONS:**

Size: Spread with bleed

File format: .EPS

**AD 2 SPECIFICATIONS:**

Size: Full-size page with bleed

File format: PDF

**AD 3 SPECIFICATIONS:**

Size: 1/2 page Horizontal no bleed

File format: TIFF

**ASSIGNMENT DELIVERABLES:**

Submit a PDF of the Magazine Spec Sheet with the ad sizes and the 3 files. Failure to submit Spec Sheet will result in a failing grade. The instructor cannot grade your assignment without this!

**SUBMITTING FINAL FILES**

When the assignment is complete there should be a total of 3 files. Gather the files into one folder along with the PDF of the magazine spec sheet. Name the folder: **GT-HW8-LASTNAME**. Please do not include additional files in the zipped folder.

Create a zip file of this folder and upload it to the Blackboard HW8: Files for the Unknown Vendor Group File Exchange. Then click on the assignment link and hit submit, you do not need to submit anything to this it merely alerts me that you have completed the assignment. The assignment link is located in Bb (it is highlighted in green).