

Web Design

PhotoShop Project









Action Shoe Company Part II

You work at an advertising agency that is trying to impress Action Shoe Company a new client. The client typically runs ads that are 5x7 inches.

Your assignment is to design an ad format that highlights the client's products—**the shoes**—displaying their use in settings that would appeal to the end-user.

You can determine which images you will feature and combine them with the company logo which you created using Adobe Illustrator. Write a headline and any additional text you find necessary to inform potential customers about your product or sale. You can obtain photographs from the web or from the webfiles drive in the Demo Files—PhotoShop—RF Free Form folder.

To design the ad, use the following functions, methods, and features:

-  New document with 5x7 inch dimensions.
-  Open and crop one or more images.
-  Create product detail by selecting, cropping, and resizing an image(s).
-  Combine images using layers.
-  Use the Type tool to create your headline and a tagline.
-  Use various layer styles to enhance the appearance of your text.
-  Use a pattern, texture, or other filter-generated background.
-  Add your company logo to your advertisement (created in Illustrator).