

Suggestions for Re-Designing the Shakespeare Papers Ad

What are the problems with this magazine ad? Find the problems so you can find the solutions.

Clues:

Is there one main focal point? Why not, and how could you create one?

WHY IS SO MUCH OF THE TEXT ALL CAPS?

Do you need the heavy border *and* the inner boxes?

How many different typefaces are in this ad?

How many different alignments?

Are the logical elements grouped together into close proximity?

What could you use as repetitive elements?

Redesign the Ad: Use Photo Shop to rearrange the elements into a more professional, clean, direct advertisement. Work your way through each principle: proximity, alignment, repetition, and contrast.

Suggestions:

1. Get rid of everything unnecessary so you know what you're working with. For instance,
 - You don't need `http://` (or even "www") in a web address. You don't need the words "phone," "call," or "email" because the format of the text and numbers tells you what the item is.
 - You don't need FOUR logos.
 - You don't need the inner boxes.
 - You don't need all caps.
 - You don't need CALIF. (It's messy); use CA or spell it out.
 - You don't need parentheses around the area code.
2. The rounded edges of the border make this ad look wimpy; it also conflicts with the sharp edges of tile logo. So make the border thinner and sharp (if your ad is in color, perhaps you could use a pale tint shape instead of any border at all).
3. Choose one or two typefaces.