

CLASSWORK McDonald's Ad

Using Adobe InDesign, create an ad for the McDonald's Big Mac. Use the given specs and elements (listed below) ... size can be increased or decreased depending the need.

SPECS:

- size of the document should be 8" x 10.75" (vertical orientation) ... can bleed
- Within ad composition, you **MUST** use all of the following:
 - McDonald's logo
 - Big Mac photograph (at least one of the given)
 - headline = Big Mac Attack
 - ad text = Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame bun. Big Mac.
 - Big Mac calorie information
- images can be found in the Global Folder > GFX1 > classwork > McDonald's ad. Images can be manipulated in Photoshop, except the logo.

FIRST, decide on your visual hierarchy.

SECOND, arrange the given elements in InDesign according to the Document Grid. Align your elements with each other and keep fonts consistent to create a cohesive design.