**TEST 1 INDESIGN**

Create Social Media Advertisements

# Introduction

**Social media marketing** helps to get a company’s brand in front of people quickly, easily, and less expensively. It is a vital part of a company's overall marketing strategy, as social media marketing can help a company become more prominent in their industry, raise awareness of products, and increase sales. Learning about social media promoting applies to design students in at least two ways. One is that students in a variety of majors get internships and summer jobs that involve working with social media. Another way that it relates to students is that individuals readying themselves for the careers and graduate schools must craft their brands as well. Not to stray off topic, but you start with small things such as having an email signature, a profile picture in your Zoom account, a profile picture in Oaks because we live on this thing, and certainly a professional looking LinkedIn photo.

This Test #1 will take you further in that you will create 3 social media advertisements. It accounts for 8% of the final grade. See guidelines and instructions below

# Your Task

You are to **research topics** and **tutorials** on *how to design social media advertising*, then create three different ads. Each ad will be for a different purpose as described below. Also, each will be designed for a different social media platform. The work will be submitted on worksheets as JPG files. You will also submit your InDesign files.

## About the Three Clients

Create a social media advertisement or Profile/Cover image for each of these clients:

1. yourself
2. a CofC organization or event (real or fictitious is OK)
3. a business of your choice (real or fictitious is OK)

## Which Social Media Platforms?

Please choose from the following 11 social media companies. Use the information from this website to guide your ad sizes. [redsharkdigital.com/the-ultimate-2022-social-media-size-guide/#gform\_73](https://redsharkdigital.com/the-ultimate-2022-social-media-size-guide/#gform_73)

They are: Facebook, Instagram, Twitter, LinkedIn, Snapchat, Pinterest, YouTube, Tumblr, TikTok, Spotify, Google My Business

## What to Submit

Complete the worksheets starting on Page 3.

* Submit this entire document into Assignment Dropbox called Test 1 Social Media. (Word or PDF)
* Submit your 3 InDesign files
* Due date March 1 by 11:59pm

# Other Guidelines

* You WILL NOT do the write-ups as in previous assignments. However, as you design your flyers, please consider some other design principles and elements that you learned about in week one. In addition to C.R.A.P, others include: *color theory, space, emphasis, lines movement, white space, rhythm, unity/harmony, typography and variety*.
* It is OK to use an image editor such as Photopea for editing images. However, the text and basic composition **must be done in InDesign**.
* You will list 6 references of your choice on the first worksheet. They can be any mixture of
how-to tutorials and articles about social media promotion.
* Each ad must have a degree of complexity and sophistication commensurate with what we have covered so far. I will show some [examples here by 2/23/26](https://moorec.people.cofc.edu/comingsoon.htm). In the meantime, you can start your own research.
* From a **technical** point of view, each ad must have:
	+ multiple blocks of text. In this example, you can clearly see why all 7 words should not be on the same line:
	
	+ a 1/8-inch bleed all around.
	+ a few design elements in the forms of **images, shapes** and **text**.
* From a **strategic** point of view, each ad should have:
	+ A clearly defined goal
	+ A small target audience
	+ A high-quality, relevant, and eye-catching image
	+ A short description of the offer
	+ Call-to-action
* From an **aesthetic** point of view, each ad should look amazing!

Worksheets Start Here

# List 6 references used

No specific style required. You may simply list the links or other media sources.

|  |
| --- |
| 1. Source 1
 |
| 1. Source 2
 |
| 1. Source 3
 |
| 1. Source 4
 |
| 1. Source 5
 |
| 1. Source 6
 |

|  |
| --- |
| Advertisement #1  |
| Name of person business or event  |  |
| Social media platform  |  |
| Main purpose or message of the ad  |  |
| Other info? (optional)  |  |
| Your InDesign file name  |  |
| JPG Image (If your image exceeds this table cell size, do whatever you wish to make it display) | Delete placeholder |

|  |
| --- |
| Advertisement #2  |
| Name of person business or event  |  |
| Social media platform  |  |
| Main purpose or message of the ad  |  |
| Other info? (optional)  |  |
| Your InDesign file name  |  |
| JPG Image (If your image exceeds this table cell size, do whatever you wish to make it display) | Delete placeholderIcon  Description automatically generated |

|  |
| --- |
| Advertisement #3  |
| Name of person business or event  |  |
| Social media platform  |  |
| Main purpose or message of the ad  |  |
| Other info? (optional)  |  |
| Your InDesign file name  |  |
| JPG Image (If your image exceeds this table cell size, do whatever you wish to make it display) | Delete placeholderIcon  Description automatically generated |