

Face Mask Project



Tasks:

1. Design 3 fashionable face masks that people will be excited to wear when going out during the pandemic.
2. Design a print ad to go along with your mask line that encourages people not only to wear a mask but to purchase your specific mask line above all others.

Audience:

Regular citizens. These masks are designed to be protective and fashionable to regular people who use them to go to the grocery store or pharmacy. They are not designed to be medical grade for hospital workers but they should provide a high level of protection.

Your ad should be designed to sell the mask. They are for purchase and you want consumers to select your brand above all others. The ad will appear in print formats (magazines, social media, billboards, etc.)

Things to consider:

What makes your mask different and better?

What features will you highlight?

Do you have a tagline?

What is the name of the line or the company? How is it featured on the mask and in the ad?

How will your design make the wearer and those that see it feel?

How can good design affect behavior? Will good design increase use?

How does your ad grab the attention of the reader?

How does the font and colors of your copy set the mood for the product?

What does the ad convey about the pandemic and the use of masks?

Turn in completed designs (colored, finished quality work) , planning sketches and finished ad by Friday April 17th