

# Obidos Media - advert

Congratulations!

You've been accepted on work  
experience at Obidos media

Susana has a job for you...



# Obidos Media - advert

**Susana** has drawn a **concept sketch** for an advert

The **client**, PPF (Plant Power Foods), needs an **advert** which can be included in magazines aimed at 15-25 year olds

The advert is for a new range of plant based burgers. It needs to be 210mm wide and 128 mm high and be suitable for print use

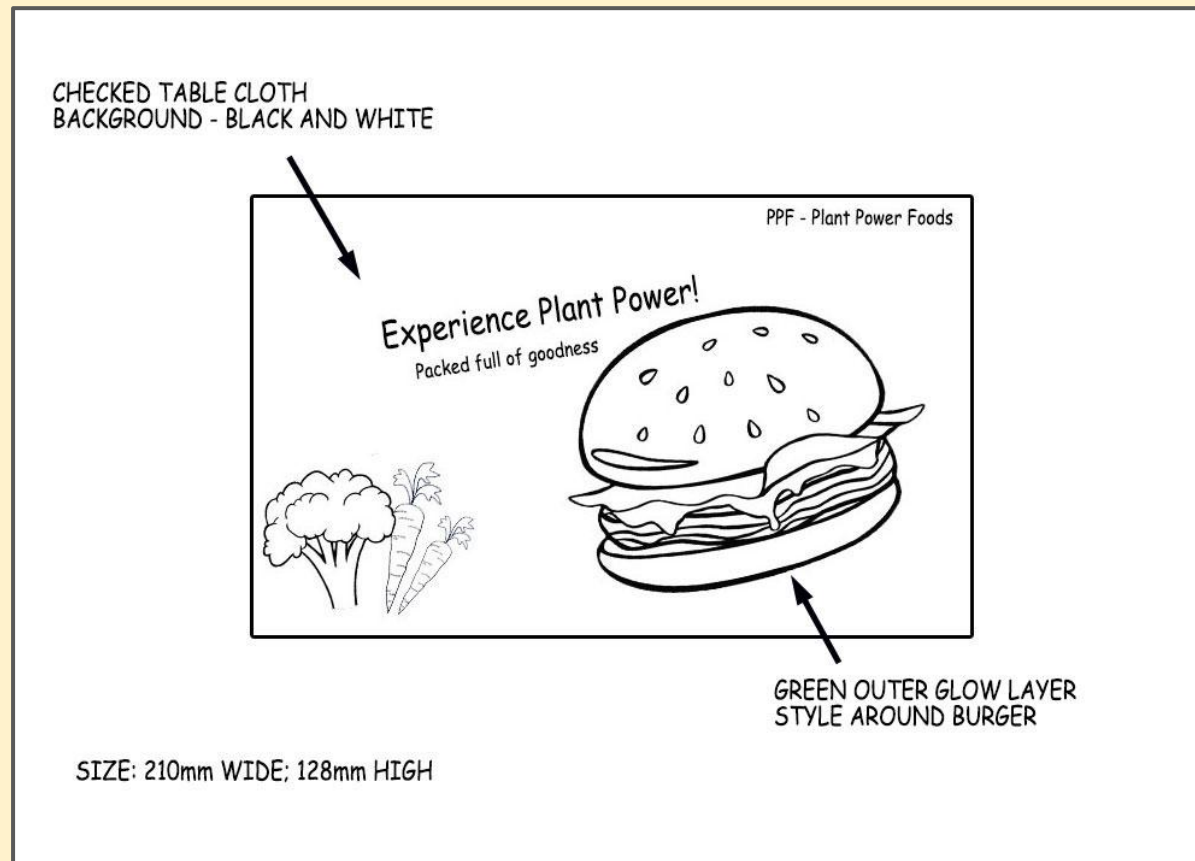
Susana has asked you to produce a **prototype** for the advert

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1. What have you been asked to **make**?
2. What does the word **prototype** mean in this context?
3. Who is Susana's **client**?
  - a. What do you know about them?
4. Who is the **target audience**?
  - a. What do you know about them?
5. Do you have any questions for Susana?

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Here is Susana's concept sketch. Your first job is to add to Susana's notes on it



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Start by adding to Susana's notes:

1. what are the images of?
2. what sorts of images should they be?
3. what sorts of typefaces should be used?
4. what effects can you add to images and text?

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You've been supplied with images to use.

You will need to:

1. use the tablecloth image as the background
2. add a **black and white** adjustment layer
3. **remove backgrounds** from the other images
4. compose the image elements
5. add an outer glow around the burger
6. add **text** and **style it** in a suitable way