

# **ALTOIDS ADVERTISEMENT ALLUSION/PUN**

## **ASSIGNMENT**

Create an advertisement for Altoids.

## **AD MUST**

- Be a pun or allusion
- Emphasize Altoids quality
- Be printed on thick paper
- Mirror real Altoids ad
  - Altoids
  - curiously strong (mint/sours)
- Use Altoids background colors—use template FROM STUDENT SHARE
- Be original—your own idea that has not been done before (by professional or buddy)
- Use PUN or ALLUSION to SELL Altoids. Accentuate a quality of the mint etc.

## **After PRINTING ON CARDSTOCK**

**No name** on back of ad Just make sure you make clear reference to it on paper. Wall # is fine  
**TYPE** the following to be handed in

Name and brief reference to which is your ad.

**Explain as completely as necessary.** Remember this is to prove your understanding of Pun or Allusion

**HOW** your ad is an allusion or pun

Explain what trait of Altoids is being presented through your allusion or Pun

Everything must be sentences and complete.

**MULE RULES**

## **EVALUATION**

Each ad will be graded on the following criteria

W-25 Written portion of grade. Make sure it follows all of the above requirements

E-10 English stuff. Spelling all correct on advertisement and paper

I-10 Instructions Do you follow expectations of the assignment

Q-5 Quality of the ad. Look nice all that stuff.

## **KEYS and TIPS**

**LARGE** pictures--You will be printing on a 8.5X11 inch page so large images are necessary for clarity Use Yahoo image search and search for large image. “view image” to get full size

**SAVE** working project as .xcf if you are using Gimp

**SAVE** Early and Often

**REMEMBER** focus of project.....use an allusion or pun to **SELL** Altoids.

**KEEP** Layer box open

**LISTEN** for announcements and instruction during class

**PRINT** only 1 time.

**CHECK** instructions from page 2 of this document for methods

**HAVE** mouse on computer when you ask Sahli for help

**WATCH** battery level on laptops

**USE** computers for ENGLISH project only. Other use will be shut off

**SANS BOLD** font

**EDIT** undo

## **LAYERS**

OPEN the background template - Either from kingsahlimon.com or student share Sahli

OPEN Layer dialogue box "Windows" "Dockable Dialogues" "Layers"

Keep this window open

PREPARE your main image (usually in a another window)

Background

Edited transparency etc...

Cropped

COPY main image

Right click....Copy

PASTE image on background

### **RIGHT CLICK PASTE AS NEW LAYER**

Rename new layer as explanation of what that layer is

USE layer box for all movement and selection of layers for their editing.

## **TEXT**

Create text by clicking the giant A in the toolbox

Type then what you want. It will appear very small.

Enlarge the text by increasing the number size in the middle of the toolbox.

Change color to red (F10000) if it is your main statement.

Size it proportionately before moving to shadows

### **DROP SHADOW FOR TEXT in new gimp (black gimp)**

Make sure text layer is highlighted

Filters--light and shadow--drop shadow

Work from nearground to background so first shadow will close and white (ffffff).

- **Blur Radius 0**
- **Offsets should be ABOUT 10. Remember this number**
- **Opacity 2.0**

Far shadow is black (000000) It will be the same offset as first number

### **TEXT BORDER only if you need to change it from the template**

Not necessary for template but....

USED for bottom THE CURIOUSLY STRONG MINTS

TYPE WORDS AS ABOVE

Change text color to white

In layer box make sure correct text is selected

Duplicate layer

right click on new layer.... "alpha to selection"

right click on outlined words "select" "grow"

choose number about 4 or so.

bucket. fill black. Be sure to click in the gap from the grow selection. Fill all even in the Os

make sure copied layer is below original layer then "select" none"

*Save early save often. Save working project as .xcf.*