

A lot of attitude  
all wrapped up in  
a tiny little package.



Drivers Wanted.



### VW Advertising Project

- You have been hired as a graphic designer by VW. They want to see what other colors they should offer in the beetle and to see an example of how to advertise their product. Your final product must be a well-developed, attractive advertisement complete with the car's manufacturer logo and unique catchy slogan.
- Your background and your car should be the same color.
- Add a layer style to the text to make it stand out. Come up with an original catch phrase slogan. [There is a PDF tutorial located here to help you complete this project.](#)




Be sure to arrange your components in a way that utilizes the Elements and Principles of Design and accomplishes your intended purpose. Your finished product will look similar to the example above, but may have a different background, different car color, and different catch phrase. Two-tone the car to challenge your skills and abilities.

As you work, save your project as a .psd and name

it **lastname\_firstname\_beetlebug.psd**. When you are finished, save it again as a **JPEG with the same name** (ex: pettywbeetlebug.jpg) Submit the .JPG file below. Don't forget to review the rubric to make sure you are meeting all of the project requirements!

Here are the files to be used:

- Beetle photo (blue) for use with "Color Replace"
- Beetle photo (white) for use if you "paint" the car
- VW logo .psd
- Beetle Backgrounds

<b>VW Beetle Ad Project</b> <span style="float: right;">    </span>		
You've already rated students with this rubric. Any major changes could affect their assessment results.		
Criteria	Ratings	Pts
The entire Beetle has been neatly painted	This area will be used by the assessor to leave comments related to this criterion.	20.0 pts
The Beetle has been neatly cut out from the background with a layer mask	This area will be used by the assessor to leave comments related to this criterion.	15.0 pts
The VW logo has been cut out with a layer mask	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
The Beetle and VW logo has been transformed and incorporated into an appropriate background	This area will be used by the assessor to leave comments related to this criterion.	15.0 pts
The advertisement has an original theme and slogan with a layer style	This area will be used by the assessor to leave comments related to this criterion.	15.0 pts
The advertisement properly uses the Elements & Principles of Design	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
File was uploaded in the proper format (.jpg)	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
File was properly named (lastname_firstname_beetlebug)	This area will be used by the assessor to leave comments related to this criterion.	5.0 pts
<b>Total Points: 100.0</b>		