

Know - Wonder - Learned

Guest Speaker Edition

Name of Speaker:

KNOW	WONDER	LEARNED
<i>What do you know about the speaker? (before)</i>	How do you think of a good concept	Don't let personal interests affect the ad
Derek Hepburn	What tips do you have for making an eye catching ad	Arts, colours, and pictures
Owns his own company	What is the best way to learn what a company wants you to make	70%, 20%, 10%
He has 25 years of experience	What ads have you designed	Ask lots of questions
He has worked for award winning companies	What is your design process	Too many people make too much stuff.
He has worked in Toronto	What companies have you worked for	Don't make small fonts
	How many products do you highlight	Three seconds is all people have
	How do you target audiences	99.9% of ideas will get shot down
		There is a point where you defend your ideas
		criticism is good and helps creativity
		Highlight one main product max three
		KISS= Keep It Simple Stupid
		An image and a word and a logo is best

		Imagery can be blended into words with different meanings
		Ads that sit in the back of your head work best
		Think of the target market

Reflection:

Looking at your K-W-L Chart, what is something that you taking away from this Guest Speaker session? They were brought in to help you with your current project. How will this persons words help you with your current project?

Mr. Hepburn was a really helpful resource whose words will help me with my current project tremendously. This Guest Speaker Session gave me lots of wise things to help with the project. He said lots about how to make an effective ad. He said that and effective ad is comprised of 70% one part, 20% another part and 10% the final part. Those parts are usually pictures, text, and logos. He said that one product is the best number of products to have highlighted but three is the maximum. A simple ad is an effective ad. For an effective add you need to be able to take criticism. Criticism is important to give your client the product they want. So that you you don't get hurt by criticism, don't let your personal interests get in the way of the design. The session with Mr. Hepburn was incredibly helpful and I am thankful that he was able to speak with us.