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**Vocab: AVD2 6.00 Print and Advertising**

*Understand the role of InDesign in print design and advertising.*

**Directions:** Using the PowerPoint notes, write definitions in your OWN words and turn in. You will also use these to help you study for the quiz and certification test!

 **Objective: 6.01:**

Designing for Print:

Designing for Web:

Color Modes:

CMYK:

RGB:

Color Gamut:

Color Libraries:

**Objective: 6.02:** Understand how other Adobe products integrate into the InDesign workflow.

Creative Cloud Libraries:

Library Panels:

Adobe Stock:

Collaborate feature:

**Objective: 6.03:** Understand advertising strategies, proposals, headlines, slogans and text copy for various types of design used in advertising.

Commercials:

PSAs:

Target Audience:

Message:

Testimonials:

Celebrity Endorsements:

Headlines:

Logos:

Slogans:

Persuasion:

Logos:

Pathos:

Ethos:

**Objective: 6.04:** Demonstrate writing copy for print, electronic, and broadcast advertising using Adobe InDesign.

Copy:

Print copy:

Electronic copy:

Copywriting: