

HELP ADAMS CENTRAL  
**TACKLE CANCER**



**WEAR YOUR  
PINK**

OCTOBER 3 | 7PM | PATRIOT FIELD

## **Kayden Sipp, Adams Central**

### **Ad-**

I created my pinkout advertisement to advertise the breast cancer awareness football game my school hosted. My advertisement told fans to wear their pink to “tackle cancer”. I started this design in Adobe Photoshop to create my background. I used a brush and blur settings to create the black background. I then found a breast cancer ribbon on a free vector website. I centered the ribbon big in the middle and cut it out. I reduced the fill opacity to zero percent and added a hot pink outer glow effect to the outside. I then created a new layer to add my lightning. To create my lightning, I used multiple different lightning bolt brushes. I arranged the lightning bolts to look like they were coming out of the breast cancer ribbon. I then found a picture of a football player that a fellow journalism student took, and cut it out. I duplicated the cutout twice, so I had three layers of the cutout. On the lowest layer, I added a blur to the image as well as an outer glow. On the middle layer, I added a white outer glow effect to the outside of the cutout. On the top layer, I erased the bottom half of the athlete and added a slight hot pink outer glow effect. I then used a brush to add a spotlight effect on the player's shoulder and hip. I exported the Photoshop document as a PNG and then opened it in Adobe InDesign. In InDesign, I added my text. At the top, I wrote “help Adams Central” in a smaller white font. I added the words “tackle cancer” directly under the first words in a bigger white font. I used those words to show that at the Adams Central football game their would be a cancer fundraiser. Under the player, I wrote the words “Wear your” in a big white font and “Pink” in a big pink font. I used those words to inform fans to wear pink at the football game in support of breast cancer. Under that, I wrote the date, time, and place of the game in a small white font.