Don't be SUPERSTITIOUS

and miss out on buying

Senior Tributes

PAGE LAYOUT OPTIONS

EIGHTH PAGE: $80

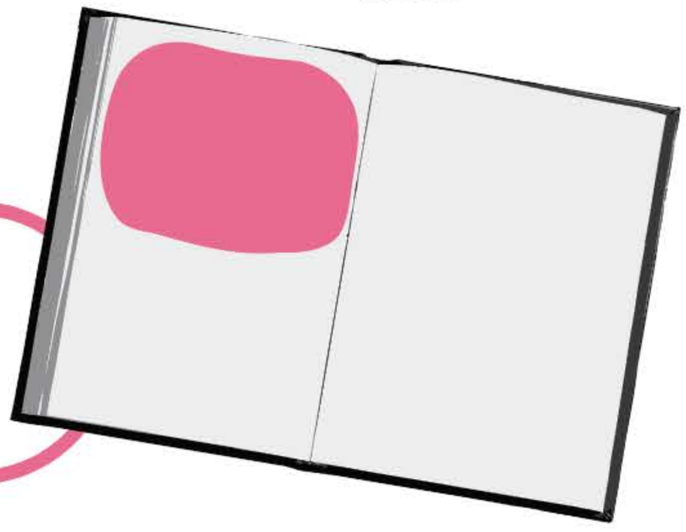
Photos: Up to 3
Personal message: No longer than 15 words

QUARTER PAGE: $160

Photos: Up to 5
Personal message: No longer than 25 words

HALF PAGE: $260

Photos: Up to 10
Personal message: No longer than 50 words



FULL PAGE: $380

Photos: Up to 20
Personal message: No longer than 125 words

Submissions Due: 3/13/26

FRIDAY THE 13TH

ARTIST STATEMENT

I started with a blank page. I knew the first thing I wanted to add was the rounded squares coming out of the sides, as it is like the cover of the yearbook we are working on currently. From there, I created the title as an homage to the fact that the submission date is on Friday the 13th, which is also why I chose the sort of grungy looking letters for “superstitious” and “Friday the 13th”. Also, I knew that there was no way I would fit the title across the page in one line, so I broke it up. I made sure that everything was complimentary, unless I wanted it to stand out. For example, I used the very clean and tall letters for a majority of the writing in the title to complement the messy and wide letters of “superstitious” and “senior tributes.” Also, I wanted to put extra emphasis on the “senior tributes” because that is the whole point of the ad, so I moved it slightly off the rounded rectangle behind it and made it blue to make it stand out more. From there, I knew that the submission date needed to go under the end of the title, especially because of the way the title was cut up, it created a line of vision to the bottom right corner of the page. I placed an outlined box (another feature from our cover) to separate it from the title, while still connecting it to the line of vision, and then made sure to include the QR code and link so people could buy the senior tributes. On the left side of the page, I included the senior tribute price and package options and I used the colors to my advantage. Creating a section using only pink and green helped make it separate from the rest of the page that was mostly orange and yellow. Also, I added book cutouts from Canva onto the page, then placed funky squares onto the books to represent the space each tribute would take up. Then I placed a circle or box next to the spot on the page and matched them to the color of the page in order to separate the different tributes and to create a space to show the prices, number of pictures, and personal message length. Finally, I played with the colors a lot. I created three different copies in the process and finally decided that it would make the most sense to keep the whole ad on theme, so I chose to use colors from the cover. In total, this work took me about two hours.