# Light Project

**Experiment with the different way Light can be used to create emphasis, dramatic effect and illusion.**

Create a One page advertisement for any product using light as your movtivation.

1.
Use any of the following techniques:
Illustrator - Neon Type and Lighting with Graphic Styles
Photoshop- Lighting Effects

2.
Create an advertisement for a product, include:
-a high quality image of the product
-name of the product
-at least one sentence describing the project
-information for the website/social media for the company
-at least one of the techniques mentioned above

3.
Use the images and the content above to create a poster.

11x17 300dpi RGB

Backup all your files in the psd/ai format.
Save JPEG version and keep them on you flashdrive and bring them to class.

4.
**While working on this project think of the following:**
How can you use **lighting** to create an effective design?
How can you use **lighting** to emphasize the difference between darkness and brightness?
How can you use **lighting** to create a mood or feeling?

Make sure to follow a **hierarchy** with your text and images, make sure the important text is easiest to read.