

### **Design #3: Advertisement**

I developed a postcard sized ad for the Immigration Society. This is a nonprofit organization that is working to build stronger immigration laws in America. Because they are a nonprofit organization, elaborate and pricey advertisements are not an option for them. In order to cut down on costs and make the advertisements easier to distribute I used a small advertisement with a simple design. Although the design is simple, I feel that it is visually appealing and conveys the information needed to allow people to be informed of the walk being held by the Immigration Society. I also included a text box informing people that this walk will be a family event. This gives a friendlier feel to this organization, and shows that they do not support the use of violence to get their point across. Overall I feel that this postcard is simple, but appealing and will be perfect for the Immigration Society.