

FINAL PDF — EXAMPLE BREAKDOWN

Maximum 15 images in total

ARTISTIC VISION



What do you want to say with your work? Advertise it.



You do not need to change your style or pretend to be a brand. Keep your own visual language and turn your message, your aesthetic, or your way of working into a fictitious protest / advocacy campaign.



The key is not to sell a product, but to communicate the idea behind your work.

1

PAGE 1 =
ADVERTISEMENT /
CAMPAIGN IMAGE



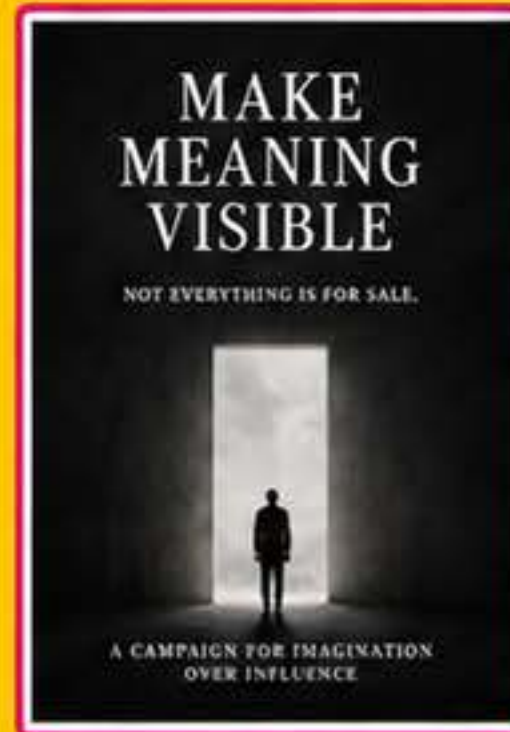
Text and graphics allowed only on this first page.

2

PAGES 2–15 =
1 IMAGE PER PAGE



Image only.
No text. No layout.



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Portrait, square, and landscape images are all valid within an A4 page.

A4

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CREATIVE VISION

- ?** What problem do you want to point out?
Invent a product for it.
- 💡** Create an impossible brand, an absurd object, a false need, or a surreal product.
- 👁️** Advertising aesthetics become a critical tool:
desire, consumption, promise, irony, and fiction.

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✓ Image only.
No text. No layout.
Just the image.



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A4