

Artistic Discretion (AD) / Creativity Level

During the submission process, you will be asked about the Artistic Discretion (AD) / Creativity Level you would like your ad to follow.

If you choose to not answer this question, the designer will automatically either stick close to the referenced ad, or if there is no referenced ad, choose a design that best suits your client's business.

However, if you choose to answer the question, there are four choices available:

AD1: Follow layout and instructions exactly

AD2: Some interpretation/design needed, following existing or suggested design.

AD3: Use full artistic expression to create a new design

AD4: Have a Creative Specialist contact me.

Creative Direction:

Please select the desired Artistic Discretion/Creativity Level:



The image shows a screenshot of a web form. At the top, there is a blue header bar with the text "Select Value" and a small downward-pointing triangle on the right. Below this header, the dropdown menu is open, showing a list of four options, each with a corresponding description:

- AD1: Follow layout and instructions exactly.
- AD2: Some interpretation/design needed, following existing or suggested design.
- AD3: Use full artistic expression to create a new design.
- AD4: Have a Creative Specialist contact me.

AD1: Follow layout and instructions exactly.

Selecting **AD1** implies that you will be supplying instructions and/or reference material that describes or shows exactly what the ad should look like.

Common situations where you might select AD1 include:

- Pickup ads where the overall design of the ad is not changing.
- Full order ads where the layout and instructions are described and/or reference material is supplied.

AD2: Some interpretation/design needed, following existing or suggested design

Selecting **AD2** implies that you want the designer to make only minor variances from your instructions and/or references. The artist will take a minimal amount of creative liberty in the design of your ad.

Two additional questions will appear if AD2 is chosen:

Please select items that we should focus on:*

Please explain your choices above (use the Instructions tab if insufficient space):

These questions provide clarity to the designer about what you would like them to change about the design.

Common situations where you might select AD2 include:

- Pickup ads where you are swapping out items, prices, copy, logos, and expiration dates or would like a freshened look but don't want an entire redesign.
- A Full Order ad where you are going to provide a drawn, scanned, or described example of the majority of the ad, but wish to leave some layout details to the artist.

AD3: Use full artistic expression to create a new design.

Selecting **AD3** implies that you want the artist to control the aesthetic of the ad. You will supply any graphics, copy, and minimal design guidance,

however, you expect the artist to use their skills to design something new or creative.

Common situations where you might select AD3 include:

- Full Order ad copy
- Creating a new or fresh look for a customer.

AD4: Have a Creative Specialist contact me.

Selecting **AD4** implies that you will supply all possible information in your ad copy submission but that there is something unique, challenging or special about this advertisement that requires a discussion with a Creative Specialist to determine the best design path. This choice should be reserved for limited circumstances.

Common situations where you might select AD4 include:

- Ads where previous designs are not producing expected results and require consultation
- Clients with unique or challenging needs that are otherwise not able to be conveyed in the instructions
- The ad type or product is not common and requires special handling