

# Unit 3 Assignment: Redesign an Ad

After you have carefully read chapters 1 through 6 in *The Non-Designer's Design Book*, critically review the ad for Moonstone Dreamcatchers on Page 91 of the text. Note the problems with the design of the ad, keeping in mind the principles of proximity, alignment, repetition and contrast. Make some suggestions for the re-design of the ad. Keep in mind the principles from *The Non-Designer's Design Book* as well as those outlined in Williams's article. Your assignment may be submitted in narrative form or as a re-designed ad.



## MOONSTONE DREAMCATCHERS

A dreamcatcher is a protective charm, usually hung above a bed or a baby's cradle. The circular shape of the dreamcatcher symbolizes the sun and the moon. The webbing inside the circle traps bad dreams and negativity, which then perish at dawn's light. The opening in the middle of the web allows good dreams and positive affirmations safe passage to and from the dreamer. The feathers guide goodness and light down to the dreamer, while the precious stones and crystals provide protection and invite healing.

THERE ARE MANY  
DIFFERENT WAYS  
TO MAKE AND USE  
DREAMCATCHERS.  
WE CREATE  
DREAMCATCHERS IN A  
MANNER THAT IS MOST  
MEANINGFUL TO US,  
BUT ONCE IT IS YOURS,  
IT CAN SIGNIFY OR  
SYMBOLIZE ANYTHING  
YOU WISH.

Each Moonstone Dreamcatcher is made by hand and with love in Santa Fe, New Mexico. We use natural crystals and precious stones with healing, protective, and restorative qualities. Special requests and custom orders can be accommodated. Every Moonstone Dreamcatcher is a unique creation.

web site: <http://www.moonstonecatchers.com>

email: [info@moonstonecatchers.com](mailto:info@moonstonecatchers.com)

**BY MATT AND SCARLETT**

