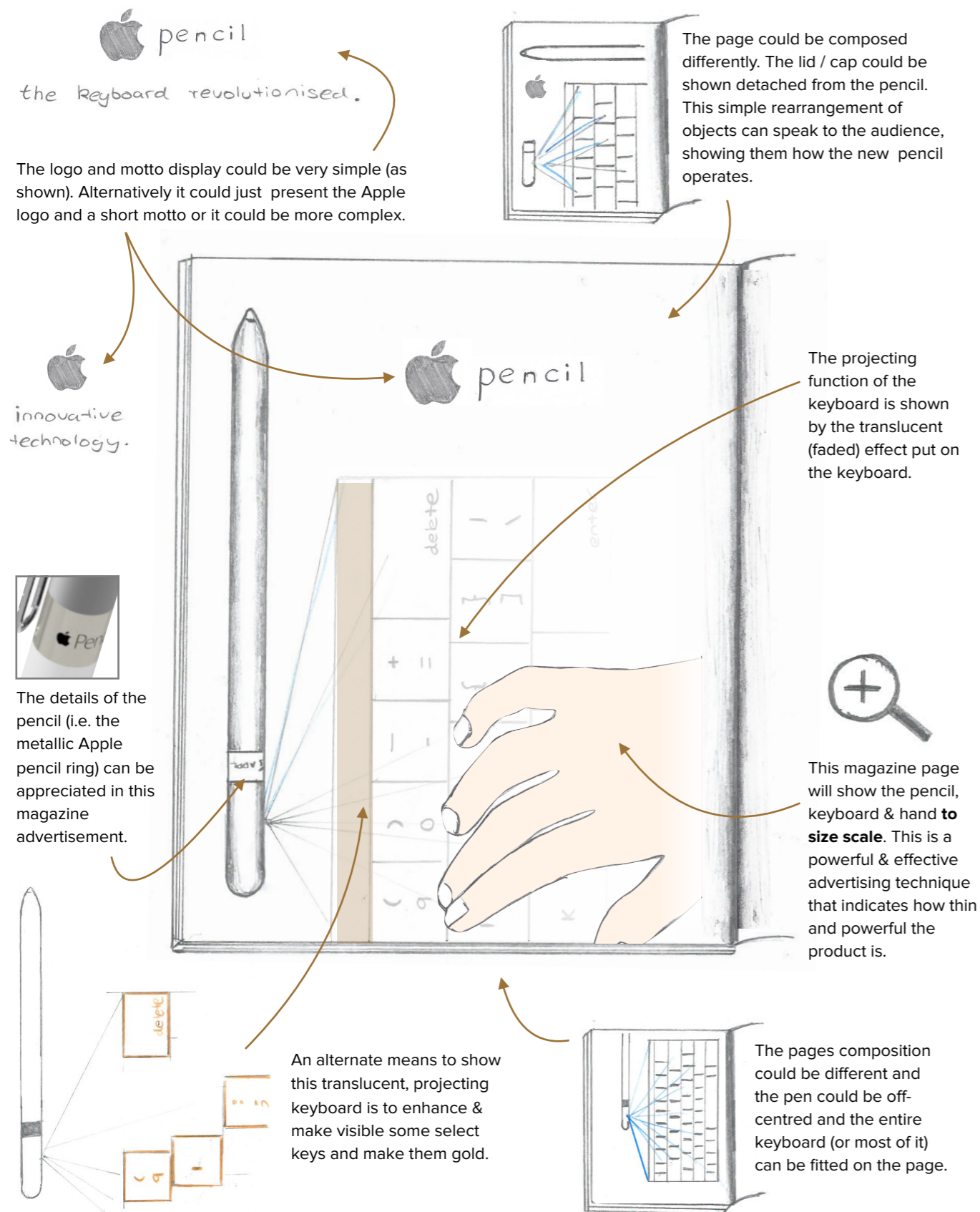




ADVERTISING CONCEPT 3

This concept was designed for a magazine back cover or page. The initial idea behind this concept was to have the Apple pencil (and projected keyboard) shown to scale on a magazine page.



ADVERTISING CONCEPT 4

The fourth and final advertising concept experimented with the idea of using depth of field to show the different components to the technology. This concept also tried to adhere to the current Apple advertising trends.

