

Unit 2

Name: _____

Date: _____

Planning an Advertisement

I must consider...	My ideas...
Purpose <ul style="list-style-type: none"> What is the product? What idea do I want to communicate? What point of view do I want to present? 	
Target Audience <ul style="list-style-type: none"> Who is my specific audience? What will make the ad interesting to my audience? What do I want my audience to think or do? 	
Form <ul style="list-style-type: none"> What form of advertising will work best to communicate my message to this audience? 	
Details <ul style="list-style-type: none"> What are the most important details or characteristics of the product? 	

Now you can start thinking about the techniques you will use. Here are some questions to help you get started:

Words:

- What interesting words will I use?
- Will I use a slogan?
- Will I have a catch phrase or jingle?

Visuals:

- What will be the layout or camera angles?
- What font sizes and styles will I use?
- How will I use colour?
- What images will I use? Will I use photos or drawings?