Task 3 Introductory Activities

How to Create an Effective Print Advertisement

Your advertisement has to be interesting and eye-catching in order to attract the interest of potential customers and to stand out from competitors. It has to instantly hook a reader's attention and be able to deliver some basic information easily and effectively.

You should consider the following elements in your design:

- **Target Audience** – this is the first thing you need to consider before jumping into the design process. All advertisements are targeted or aimed at a particular group based on tapping into their desires, problems or issues. Will you target a particular age group, income level, location, gender, profession, hobby group? How specific will you be? (Vegetarians, Holden drivers, cat lovers).

- **Headline** – this is where you get to deliver your message.
  It could be just the name of the product or service:
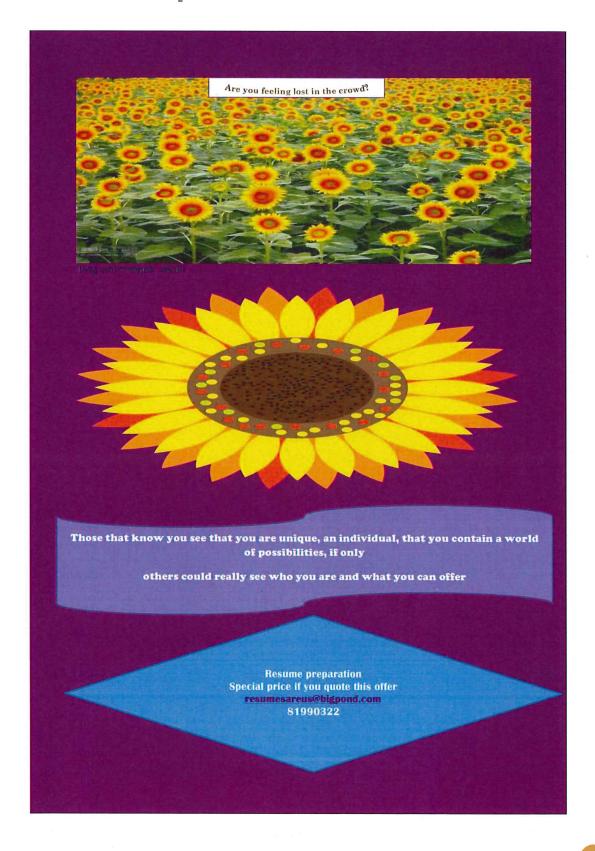 Bob's Landscape Gardening Services, Jodie's Personal Fitness Training,

  or

  It could be a catchphrase:
  I bought a jeep
  Just do it
  It's finger licking good
  The burgers are better at Hungry Jacks

  Take time to consider the placement of your headline on the page.

- **Subheadings** – this is where you might place other important information, such as: prices, locations or contact details. You could consider including a QR Code image (a two dimensional barcode that is readable by a smartphone).

- **Image(s)** – the images you select may be even more important than the words you use. Consider carefully what you select; is it an image of the product, a logo or an image of someone enjoying your product (eating a pizza, drinking iced coffee, relaxing on a new couch)? You need to reference your images, unless they are clipart or original photos; look at images on Creative Commons or Flickr.

- **Colour Scheme** – take some time to think about the overall feel you want to achieve. Colours can add excitement and fizz to your advertisement (think reds, purples) they can add a more moody feel (think black, dark blues) or a wholesome, natural feel (think green).

- **Font** – You can really get creative in both the colour and style of your font. Look beyond what is available on your computer, there are lots of websites online that allow you to download and use unique fonts for non-commercial purposes.

- **Special deal** – Can you generate further interest in your product or service by offering a special deal (two for the price of one) a limited time offer (EOFYS end of financial year sale).

- **Layout** – once you are happy with all the elements of your advertisement, play around with how everything fits together. Is there anything you need to add or remove? Get some feedback from someone at this point if you are not sure.

Task 3 Exemplar

Are you feeling lost in the crowd?

Those that know you see that you are unique, an individual, that you contain a world of possibilities, if only

others could really see who you are and what you can offer

Resume preparation
Special price if you quote this offer
resumesareus@bigpond.com
81990322

Target audience:

Aimed at people who want a customised resume, to highlight their skills and abilities in the job market. Also at people who may feel frustrated that they are in a big pool of applicants for jobs and they want to be able to stand out from the field.

Headline:

Posed as a question: "are you feeling lost in the crowd?" to create interest in reading on.

Subheadings:

Used to partially answer the question posed in the headline.

Images:

The images chosen for this advertisement were from bing.com and clipart; free images that are not copyrighted (can be freely used).

The first is of a field of sunflowers, the second is a representation, in close up, of a sunflower, showing all its individual parts and uniqueness. The images repeat and expand the meaning of the words.

Colour scheme:

Used a really bright and bold colour scheme to reinforce the idea of the advertisement: standing out from the crowd.

Font:

Used Cooper Black font because it has a friendly look and it is easy to read.

Special deal:

Included a special offer to encourage potential customers to act quickly.

Layout:

Presented a top-to bottom progression in the advertisement layout. Provided encouragement for viewers to read through to the end by posing and then answering a question and lastly directing them towards a solution.