Name _____ Date _____ Class _____

Chapter 20 Print Advertisements

Discovery Project Worksheet

Directions The design elements that are crucial to a print advertisement also can be applied to other advertising media, so even in a digital world, print advertisements are an essential part of an ad campaign. Find three print ads: a product ad, a service ad, and an informational ad (for example, a public service announcement). Circle the number that represents the success of each element. Then determine the average rating for each ad. Answer the questions that follow.

Scale

4 = very successful; I will definitely buy this product
3 = successful; it caught my eye and I will consider buying this product
2 = pretty good; could use some improvement
1 = not successful at all; if it had not been for this assignment, I would not have noticed this ad

Design Element	Product Ad	Service Ad	Information Ad
Target market/audience is clear	4 3 2 1	4 3 2 1	4 3 2 1
Objectives are clear	4 3 2 1	4 3 2 1	4 3 2 1
Ad is appropriate for the target market/audience	4 3 2 1	4 3 2 1	4 3 2 1
Headline commands attention and entices the reader to keep reading	4 3 2 1	4 3 2 1	4 3 2 1
Copy is concise	4 3 2 1	4 3 2 1	4 3 2 1
Copy sends a clear message	4 3 2 1	4 3 2 1	4 3 2 1
Illustration supports message	4 3 2 1	4 3 2 1	4 3 2 1
Signature (logo) is prominent	4 3 2 1	4 3 2 1	4 3 2 1
Slogan successfully represents the product and company	4 3 2 1	4 3 2 1	4 3 2 1
Medium is appropriate for the product or service	4 3 2 1	4 3 2 1	4 3 2 1
Average rating:	4 3 2 1	4 3 2 1	4 3 2 1

1. Which ad was the most successful, and why?

   _____

2. Which ad was the least successful, and why?

   _____

3. For the ad that received the lowest rating, explain how you would revise it to give it a higher rating.

   _____