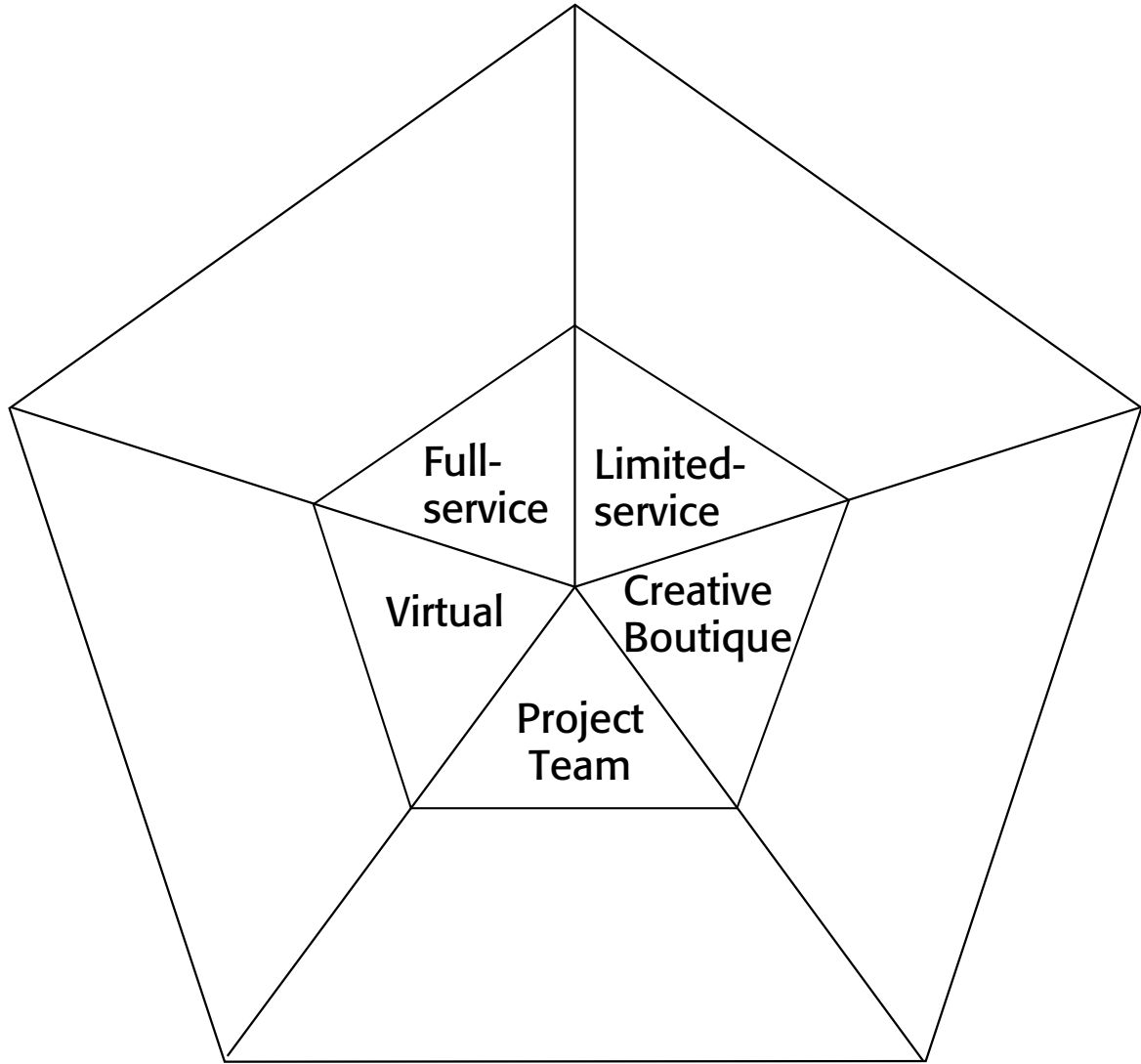# Chapter 20 Print Advertisements

Types of Advertising Agencies

Directions Use this graphic organizer to describe different types of advertising agencies.

Full-service

Limited-service

Virtual

Creative Boutique

Project Team

Chapter 20 Print Advertisements

Effective Copy and Illustration

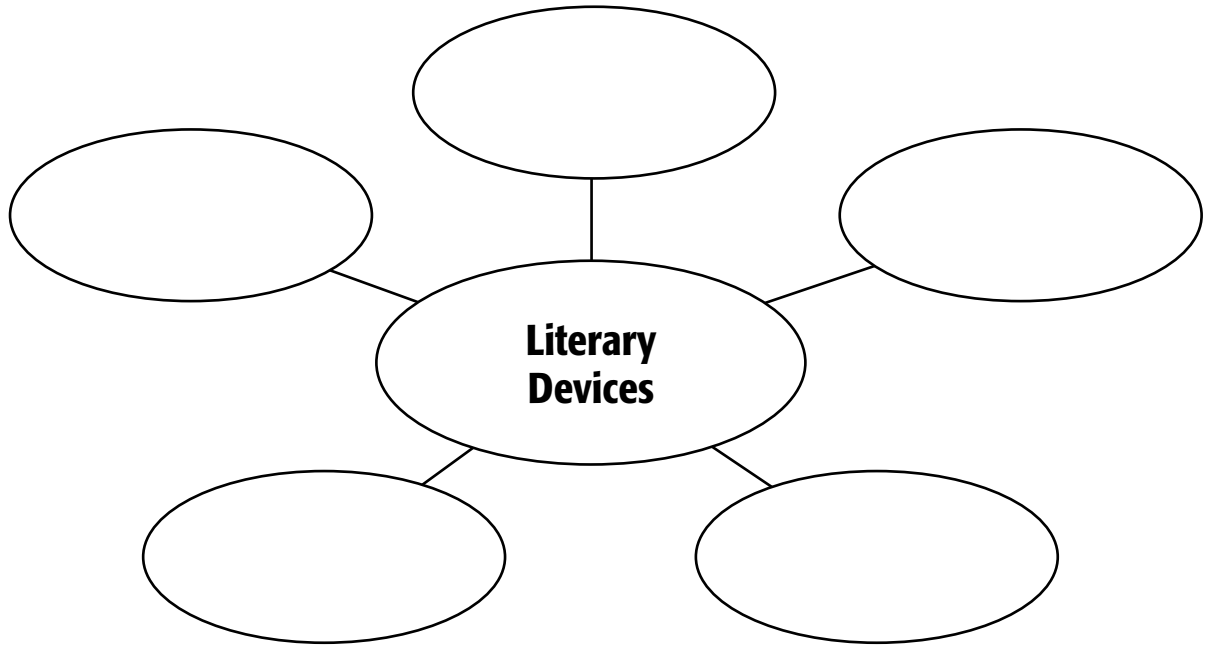**Directions** Use this graphic organizer to describe the characteristics of effective copy and illustration.

Copy	Illustration

Chapter 20 Print Advertisements

Literary Devices

Directions Use this graphic organizer to name literary devices.

Chapter 20 Print Advertisements

Elements of Advertisements

Directions Use this graphic organizer to discuss the visual elements of advertisements.
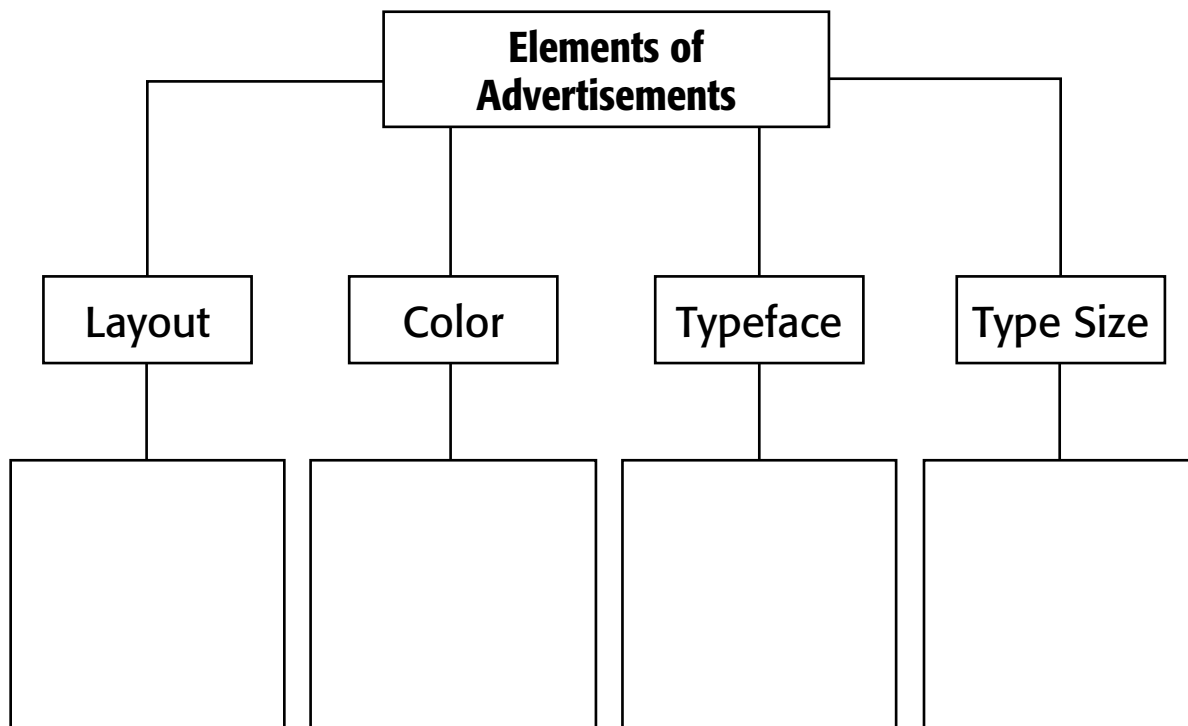
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                    ┌─────────────────┐
                    │   Elements of   │
                    │ Advertisements  │
                    └─────────────────┘
   ┌──────────┐   ┌──────────┐   ┌──────────┐   ┌──────────┐
   │  Layout  │   │  Color   │   │ Typeface │   │ Type Size│
   └──────────┘   └──────────┘   └──────────┘   └──────────┘
   ┌──────────┐   ┌──────────┐   ┌──────────┐   ┌──────────┐
   │          │   │          │   │          │   │          │
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Chapter 20 Print Advertisements

Criteria for Checking Advertising Proofs

Directions Use this graphic organizer to provide criteria an advertiser should use in reviewing proofs.

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│  Criteria for Checking│─────────────────────│                      │
│  Advertising Proofs   │                     │                      │
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