

DIANE SIESE -

Guidelines for designing a print ad

Print is very effective in conveying information and facts, and less effective in generating strong emotional responses. But recognize that pictures carry multiple meanings and are likely to create less resistance among readers than words.

1. Consider the rule of thirds in designing your ad. 1/3 of your ad should be graphic elements (drawing, photograph, etc.) 1/3 of your ad should be written elements (headline, copy body) 1/3 of your ad should be white space

2. Make sure that each of the different elements of the ad support each other. Select a typeface that reflects the target audience, tone and goal of your ad. Think about how the headline and the artwork work together. Will your message be clear for readers who just glance at the ad?

3. Don't try to say too much in a print ad. A print ad needs to grab the reader's attention and should communicate one clear idea.

4. Make use of a "visual signature" to present your organization's name. In print ads, readers expect to have the author of the ad included in the message, usually with an address and phone number.

Who is the target audience?

Who is represented in the advertisement?

Who is the ad intended for? (age, gender, race/ethnicity, socioeconomic status, etc.)

Which of the following persuasive techniques are used?

Visual metaphors (image that represents an idea)

Catchy phrases

Mood/tone/emotion

Endorsements

Celebrities