# **Preparing Print Advertisements**

By Hand - create a one-item, full color magazine advertisement for a real or invented product of your choice. Keep in mind the target audience of the product. Your advertising layout must contain 4 major elements: a headline, an illustration, copy, and a signature. Advertisement must be **NEAT and CREATIVE**!! Advertisement should include:

* Headline must stand out from the copy – font face and size.
* Appropriate usage of “white” space.
* Fonts should be varied and readable.
* Illustration should be eye-catching and placed appropriately.
* On the back you must tell me who your target audience is for your advertisement and why this should appeal to them.

Position of each element contained in an advertisement varies; however, the illustrations below are typical layouts that may be used.

Standard layouts:

**Head-line**

Illustration

## Headline

Illustration

Signature

Signature

Signature

Signature



Illustration

## Headline

### Headline

**Assessment:**

Each of the 4 major elements of advertising layout is worth 25 pts. thus making this a 100 pt. assignment. You will receive full credit for each element that is included in the completed advertisement. Advertisements may be displayed and should be school appropriate!