

Student Handout: Unit 2 Lesson 3



Design Elements in Advertising

Suggested time: 1 Hour

What's important in this lesson:

- To learn specific design elements that advertisers use to attract the interest of a particular target audience
- To develop a paragraph that explains your opinions by including specific reasons.

Complete these steps:

1. Participate in a brief introductory activity.
 - (a) Look around to discover who is wearing or bearing items, including shoes, or school bags, that advertise a product or service.
 - (b) Consider the following questions. What do you think?
 1. Why do you wear or not wear clothes that contain advertising?
 2. Do you think particular ads on clothes or bags influence a person's status or identity among peers?
 3. Do you judge others by the ads they wear?
 4. People usually pay more for clothes that contain advertisements. What do you think of the idea of people paying less if they wear advertisements?
2. Study Part A of the Handout 1, "The Elements of Design". One way to do this is to highlight key points, use 5 sticky notes to record the most important 5 points, or write jot notes in your notebook. Choose the method that works best for you.
3. Look at several ads and in each one,
 - try to find all six of the elements
 - decide what age group, sex, and economic status or interest group you think the elements are geared toward
 - share your findings with a classmate or record them in your notebook.
4. Choose one ad that you think is very effective. Use Part B of the Handout to help you create a paragraph analysis.

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Hand-in the following to your teacher:

1. A paragraph analyzing the design elements of an ad (Part B of the Handout).
If possible, include the ad you have written about.

Questions for the teacher:



Design Elements in Ads

Part A: The Elements of Design

How **do** advertisers reach a particular audience to encourage that group of people to buy?

Advertisers are paid a lot of money to know their target audience and to “sell” a product or idea to that particular group. To earn their high pay, advertisers carefully plan all parts of an advertising design and gear the ad to one group.

The key elements of design that advertisers consider are listed here. Study this list to help you complete Part B.

6 Key Elements of Design

1. **Visual Images** - since people often “read” with their eyes, advertisers try to impress people with eye-catching pictures, e.g., a picture of trees creates an impression of nature or peace
2. **Slogan** – a business or company usually tries to include a short, catchy phrase that it hopes people will remember, e.g., “Got milk?”
3. **Logo** – this is also a kind of visual image but it is specifically designed to represent a product or company, e.g., the Nike “swoosh” or the McDonald’s golden M arches.
4. **Text** – not only do advertisers choose their words carefully, but they also choose the size and font, and the placement of the words on the pages. Some ads contain only a few words while others have entire paragraphs. Notice any use of “fine print”.
5. **Colour** - colours represent emotion. Advertisers choose which colours to use and how many different colours to use, in order to create a certain mood or effect on the viewer, e.g., reds suggest passion, whereas yellows suggest happiness
6. **Space** – advertisers must pay for the size of their ads, so they make sure that every part of the space helps to sell the product. No space on an ad is left empty unless the designers think an empty part of the ad space will help focus on the product.

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Part B: Apply Your Understanding of Advertising Design Elements:

1. On your own, or with your teacher, examine several ads to evaluate the various design choices made by the advertisers.
2. Choose one ad, and pick any three of the design elements that you think stand out in that ad. Write a paragraph analyzing those design elements.

Use the following model to help you develop your analysis:

The ad for _____ makes effective use of three design
(name of product/service)
elements to reach _____. First, the element of _____
(identify target audience)
_____ is effective because _____
_____. Second, the element of
_____ is effective because _____
_____. Finally, the
element of _____ is effective because _____
_____.
Together, these three elements suggest that buying the product will make the
buyer feel _____
_____.

Submit your paragraph to your teacher who will check for completion and accuracy. If possible, hand in the ad.