

## Designing a Magazine Advertisement

- Create an advertising layout proof for a real or invented product of your choice.
- Your advertising layout must include the following elements: headline, illustration, body copy, and signature.
- Your advertising layout can be prepared using drawings, illustrations, or artwork produced by yourself or obtained from a magazine.
- Sketch a rough draft of your advertising layout before creating your proof. Remember, a proof shows exactly how the ad will look in print.
- On the back of your ad, answer the following questions:
  1. What is the product being sold?
  2. How would you describe the ad?
  3. What image is associated with the ad?
  4. Which advertising appeal is being used?

| Item  | Points Available | Points Earned |
|---|------------------|---------------|
| Question 1: What is the product being sold?                             | 10               |               |
| Question 2: How would you describe the ad?                              | 10               |               |
| Question 3: What image is associated with the ad?                       | 10               |               |
| Question 4: Which advertising appeal is being used?                     | 10               |               |
| General Format:   |                  |               |
| Is the ad well organized and easy to follow?                            | 5                |               |
| Is the ad clean and uncluttered?  | 5                |               |
| Is the use of white space appropriate?                                  | 5                |               |
| Headline:   |                  |               |
| Does the headline attract attention?                                    | 5                |               |
| Illustration:   |                  |               |
| Is the illustration large enough?                                       | 5                |               |
| Does the illustration demonstrate a benefit or show the product in use? | 5                |               |
| Body Copy:  |                  |               |
| Is the copy complete and specific?                                      | 5                |               |
| Does the copy appeal to the senses?                                     | 5                |               |
| Is spelling correct?  | 5                |               |
| Signature:  |                  |               |
| Is the signature (logo) distinctive?                                    | 5                |               |
| In-Class Presentation of Advertisement                                  | 10               |               |
| <b>TOTAL POINTS</b>   | <b>100</b>       |               |