Print Ad Analysis:

Print advertising has changed considerably in the past twenty years, but some things have remained constant.

Consider the ads above. Look at the ads, read the copy.

- What is the ad "selling"? What is the idea?
- Is the ad effective? What does effectiveness mean to you?
- What elements are present? logo, product information, product photo, website…?
- What is the dominant element that determines the ad's effectiveness?
- Is the ad a good fit for the product, company, or service?
- Does ad placement effect the look or composition of the ad?
- What impact do the following elements have on the ad? Type (font choice),Scale (size of and/or elements in the ad, Composition (placement of elements in the ad), Color