

Chapter 5 Review

Create and Design Extension Activity 5A

Incorporating Images into Design Projects

Visual and written advertisements rely on design elements to persuade potential buyers. Design elements are the components of an advertisement that capture the attention of readers and communicate messages instantaneously. Some common design elements used in the design of a printed advertisement include the following:

Headline

A headline is the words at the forefront of an advertisement designed to draw readers in. The headline should be creative and memorable enough to persuade a reader to keep reading or watching an ad. A headline is also called a hook because it pulls a reader into the message.

Copy

The text within an advertisement is called copy. Copy should be to the point and effective; no words can be wasted in persuading a potential customer to buy. Writing should be exciting, appealing, and reflect a target audience's motivations.

Color

Color schemes should be suitable for the product and resonate with potential customers.

White space

White space is the blank area of an advertisement and adds a level of simplicity to a layout. With too many pictures or text, ads can feel cluttered and a message may get lost. Effective page balance uses white space with intention of harmonizing graphics and text.

Margins

Like white space, margins add an important element of simplicity and give messages boundaries.

Font and font size

Font is an aspect of typography, or how words look on a printed page. Text should be sized appropriately for the message and easy to read. For example, cursive fonts may appear sophisticated, but can be difficult to decipher when a customer only has a few seconds to absorb an advertisement.

Graphics

Art is a compelling graphical element for persuading readers. Photos, charts, logos, and designs—coupled with font and page layout—create graphical representations that engage consumers' attention.

Instructions

1. Recall what you know about design elements, typographic standards, and overall graphic design. Using a word processing program, graphic editing software, or desktop publishing program, create a recruitment flyer for a school student organization or athletic team. With your teacher's approval, you may also create a flyer for a fictional student organization or athletic team.
2. Complete the graphic organizer located in **Part 1** to help you plan your design project.
3. Use the checklist located in **Part 2** as you design your flyer.
4. Explain how you would prepare the flyer for printing by answering questions in **Part 3**.

Part 1: Project Planning

Complete the following graphic organizer to plan the content that will be included on your flyer.

School organization/athletic team:	
Brainstorm ideas about how to recruit for this group/team: (What will get people interested in learning more?)	
Text to include on the flyer: (Remember to include time and location, if applicable.)	
Potential images/photos to include on flyer:	

