How to analyze advertisements

Name: _____ Date: _____

Advertisement: _____

Layout

Describe the layout of the advertisement. How is content arranged? For example, are elements arranged symmetrically or asymmetrically?

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Describe the relationship between the written (copy) and graphic elements of the advertisement.

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How does the advertisement use page space? Is the advertisement full of text and graphics or does it have a lot of white space?

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How does the advertisement use alignment to organize its information?

Colors and graphics

Describe the colors used on the advertisement. Do they work well together? Is there a high contrast ratio between text and background?

Does the color scheme add to the purpose or tone of the advertisement? What tone or message do these colors convey?

Is a photograph used in the advertisement? If so, what kind of shot is it? What angle is it taken from? What is the lighting like? How is color used?

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If people or animals are in the advertisement, how would you describe them? What are they doing?

What is the background of this advertisement? That is, where does it “take place”?

What “story” do you think this advertisement is trying to tell?

Typography

Describe the font(s) used for each element of the advertisement. How does the advertisement use typography to distinguish among different elements (create hierarchy or emphasize a message)?

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Describe the font families used (name them if you can). What messages do these font families convey?

Can you see what kind of typographical formatting has been applied (tracking, kerning, leading, and so on)? What impact do these formatting elements have on the advertisement?

Tone

How would you describe the overall feeling of this ad? What word would you use to describe it? For example, is it playful? Serious? Urgent? Hip? Glamorous? Friendly? Patriotic?

Who is this advertisement aimed at? What message does the design convey about the audience and the client that commissioned it? About the product or service?

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How does the graphic design (balance, emphasis, color, tone, and so on) communicate the content?