

Elements of Ad 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

Any drawing, photograph, illustration, chart, or other graphic that is designed to affect the audience in some purposeful way. For example, an image of an SUV perched high up on a rugged mountain cliff may appeal to one’s sense of adventure.

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. **Copy:** The actual text of the ad. The copy is where particular claims are usually made and specific persuasive words are used. For example: “Four out of five dentists” The amount of copy varies from ad to ad.

6. **Slogan** A unique design symbol that helps identify the company visually. Nike’s swoosh, McDonald’s golden arches, and Apple’s partially bitten apple are examples of

widely recognized company logos. Not all companies have logos like these; sometimes the company's name is written in a distinctive style or font that acts as a logo.

7. **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

8. **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.

HEADLINE

SCEGLIAMO SEMPRE IL
PERCORSO MIGLIORE

VISUAL

Scegliamo sempre il percorso stradale migliore per poter consegnare i vostri alimenti impiegando il minor tempo possibile, attraverso l'utilizzo di mezzi autorizzati al Reg. CE 852/04. La nostra struttura, dotata di strumenti e procedure, è in grado di organizzare e coordinare il servizio di distribuzione e veicolazione pastori in qualsiasi condizione, è organizzata in modo da garantire la continuità e la qualità del servizio offerto.

BODY COPY

LOGO



PAY-OFF

How do the elements of an ad work together?

IT'S A BIT OF
A CONTROL FREAK.

FORD EXPLORER

WITH ITS INNOVATIVE INDEPENDENT REAR SUSPENSION AND AVAILABLE ADVANCETRAC™ STABILITY CONTROL SYSTEM, FORD EXPLORER IS READILY EQUIPPED TO DELIVER PRECISE HANDLING ON ANY ROAD YOU TRAVEL. NO WONDER FORD EXPLORER HAS BEEN AMERICA'S MOST TRUSTED SUV 11 YEARS RUNNING.

1 **Headlines** attract readers, arouse interest, and get them to look at the illustration and copy.

2 **Copy** represents the selling message in the ad.

3 **Illustrations** help expand on the copy by showing how the product works or how it is used.

4 **The signature**, or logotype (logo), is the identification symbol for a business.

5 **A slogan** is a catch phrase or small group of words that are combined in a special way to identify a product or company.

IF YOU HAVEN'T LOOKED AT FORD LATELY...
LOOK AGAIN.