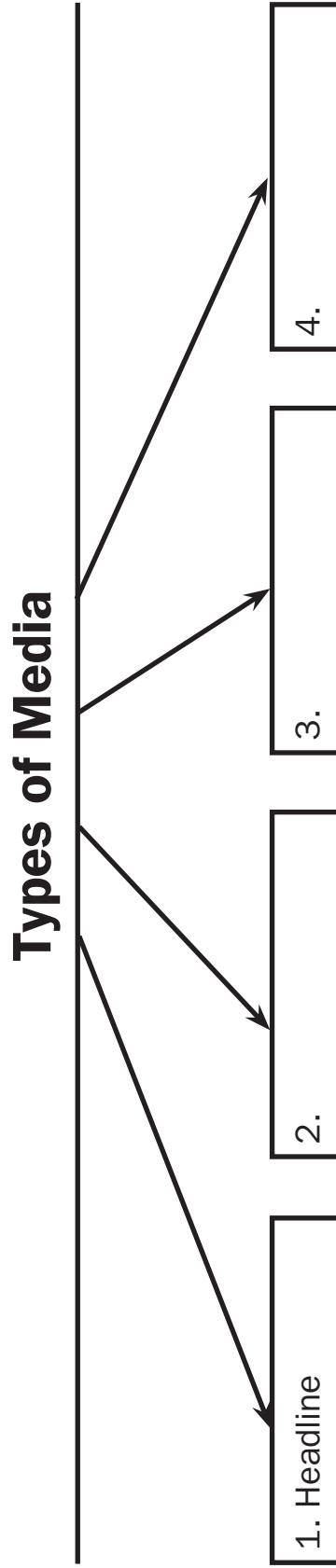


ESSENTIAL ELEMENTS OF ADVERTISING

Study Organizer

Directions: Use a chart like the one below to take notes about the components of a print ad.



ADVERTISING LAYOUT

Study Organizer

Directions: Use a chart like the one below to take notes on the principles of ad design.

Tips for Developing Effective Ad Layouts

1. Leave white (unused) space

2. _____

3. _____

4. _____

5. _____
