Designing Effective Advertisements

for
Flyers • Print Ads
Web Pages • Postcards
and more

The Advertising Objective
considering
Restrictions of the Medium

The Presentation of an Offer

The Mechanics of an Ad

IN A FLASH STUDIO

1250 Boston Post Road
Strawberry Hill
203-453-1071

inaflashstudio.com

The Advertisement

An Advertisement Attracts Attention...
...*You sell the product or service.*

- **Message** should be easy to **UNDERSTAND** at a glance.

- **Offer** or **Objective** of ad should **"POP OUT"**.

- **Contact Info** should be easy to **FIND**.

- **Request** for more Information is a **CALL TO ACTION**.

- **Image & Space Use** should be **EFFECTIVE**.

- **Information** should be displayed in order of **HIERARCHY**.

- **Medium** type to reach your target **AUDIENCE**.

- **Success** is measured by **RESPONSE**.

The Elements of an AD

The Offer

The main objective or message of the ad

Who is Making the Offer

Business name should be prominent

Call to Action & Contact Information

"For more information, contact us..."
This should be easy to find
phone • address
website • email

Image & Space Use

Appropriate Quality Image for type of usage

Space makes images "POP"

Font Use

Should be easy to read

Flyer Looking for somebody to shoot a Video Clip

This was a copy job
Objective: To hire a video student to produce a video clip and place it on the web
Procedure: Make flyers and post around college campuses.

I am looking a film student to shoot a 1 minute playful product Video of babies and I need to shoot in Guilford hopefully the last week in October it will take about an hour, also do you know how to upload a video to the internet?

- if interested please contact KATE 203-453-1488 or cell 203-605-5859 $100 - please leave name and phone or email me from this website www.classicbabytux.com

Somtimes only the **FIRST LINE** will be read.

Finding the Important Information.

WANTED
FILM STUDENT

to shoot a playful
Product Video
Last week of October
in Guilford

Will Pay $100

Requirements

HD Video Camera
Minor Editing
Up load to Internet

Contact
Kate 203-000-0000
or through this website

classicbabytux.com

THE CLASSIC BABY TUX CO.

Font Usage

How do you want to say it? <small>Myriad Pro bold 30 pt</small>

Do you want to yell it? <small>Gill Sans Ultra bold 30 pt</small>

A Little Bit Louder Now!

<small>Gill Sans Ultra bold 38 pt</small>

A Little Bit Softer Now! <small>Gill Sans bold 38 pt</small>

A Little Bit Softer Now! <small>Gill Sans regular 38 pt</small>

A Little Bit Softer Now! <small>Gill Sans regular 30 pt</small>

A Little Bit Softer Now! <small>Gill Sans light 30 pt</small>

A Little Bit Louder Now! <small>Snell Rounded regular 30 pt</small>

A Little Bit Louder Now! <small>Snell Rounded bold 30 pt</small>

A Little Bit Louder Now! <small>Snell Rounded black 30 pt</small>

Let's make it perfectly clear <small>Garamond Pro regular 18 pt</small>

Let's make it perfectly clear <small>Garamond Pro regular 24 pt</small>

Let's make it perfectly clear <small>Garamond Pro regular italic 24 pt</small>

Let's make it perfectly clear <small>Garamond Pro bold 24 pt</small>

Image Usage

IMPORTANT

For Print

300 ppi for the size image to be used

For Web

72 ppi for the size image to be used

An Image is Measured in Pixels

More pixels per inch make a better quality image for print, but the larger file size takes longer to load for the web.

Printed pieces need 300 ppi

This is good for printing but not for the web
File sizes are too big

A computer screen can only read 72ppi

Do not need a high amount of pixels to look good
but images on the web are too small to be used in print

Image Usage

404 X 600 pixels   150 X 233 pixels

Quality- Otherwise known as Resolution. This is the amount of information recorded at the time of taking the picture. The more the information recorded, the better the picture will enlarge or keep a good quality when cropping into a specific area and enlarging just that area of the image.

PPI – Pixels per inch is the measurement of quality of the image. The greater the pixels per inch, the better the quality. The greater you enlarge you picture, there will be less the pixels per inch, thus reducing the quality of the image.

Megapixel – Is the amount of pixels recorded measured in units of one million. Your image is measured by the multiplying the amount of pixels wide by the amount of pixels high. Multiplying 3,072 pixels wide by 2,048 pixels high comes out to 6,291,456 pixels thus making a 6.3 megapixel image.

Image Usage

Taking your own picture for advertising

"A picture is worth 1,000 words"

- ## Make sure only what you want is showing in the picture
  Watch for unwanted items, objects or people. If taking a picture of people or a person make sure there is not anything odd sticking out from behind them.

- ## Put something in the picture that can tell a story
  Pose subject near a sign or an identifiable object or use a prop

- ## Take more than one picture
  Make sure you have a good facial expressions with eyes open and a good exposure

- ## Pay attention to lighting situations and shadows
  Make sure there are no deep shadows in your picture. Look where the light is coming from and where the shadows fall. You don't want squinty eyes or shadows over faces or objects. Flash photography can cause shadows to fall behind subject. Easily corrected by photographer being positioned higher than subject. The shadow will fall in the direction of the flash behind the subject.

Your 1-Stop Creative Shop

Photography
Portrait
Product
Location
Business
Art Work

Direct to Print
Flyers
Post Cards
Booklets
Greeting Cards
Brochures

Digital Imaging
Photo Enhancing
Photo Restoration
Custom Digital
Photo Printing
& Enlargements

Copy Center
Copies of
Old Photos
Color Copies
Black/White
Copies

IN A FLASH STUDIO

1250 Boston Post Road
Strawberry Hill
203-453-1071

inaflashstudio.com