PRINT ADVERTISEMENT PROJECT
Persuasive Techniques

/31

Content (5)

a product	a service	an event
Examples: chariot wheels, flowers, volcano radar, horse saddle	Examples: dry cleaning, house cleaning, travel agency, termite inspection	Examples: contest, concert, competition, fund raiser, car wash
1. state product & its purpose 2. proof/success story about it 3. what makes product unique 4. price or special deals 5. where to purchase produce	1. state service & purpose 2. proof/success story it 3. what makes this service unique 4. price or special deals 5. where to get the service	1. what 2. where 3. when 4. conditions for admission/price 5. why people should attend

Persuasive Technique Use (2)

Pick from ONE of the Persuasive Techniques: circle which technique you're attempting to do

o bandwagon	o common sense	o plain folk	o emotional appeal
o glittering generalities	o free or bargain	o testimonial	o citing statistics

Design of the Print Advertisement (24)

Font & Color

4	3	2	1
• used no more than 3 styles that fit topic • headings stood out through variation of size, style or color; consistent & matched • color variation appropriate; right amount of color • all text is legible	• used 3 styles that go together but did fit topic • some awkward size variation • some headings inconsistent • color makes it too busy • only 1 place hard to read	• some change in style needed; fonts seem too similar • need appropriate text variation; areas too small or too large • lack of it of color • a few places hard to read	• too many styles, too busy, distracts from text • cannot tell headings from text due to same appearance & size of text • too much color • illegible in many areas

Layout of Textboxes & Color

4	3	2	1
• uses white space well • justification/centering of text & indentions appropriate • text box borders appropriate • used short chunks of info or paragraphs just the right size • colors match text/pics & right amount of color	• some inappropriate items stand out; out of balance • some text justification or centering seems off in spots • text boxes seem a bit distracting • some lengthy text chunks need shortening • color, or lack of it, seems misplaced in 1-2 spots	• everything seems important; lack of white space, crowded; or too much white space • text boxes off in justification or centering & distract in a few places; not appealing • too many lengthy text chunks or text chunks too short • mismatched color	• little consideration or odd placement of pics & textboxes • format of text still in rough copy format, not polished • every text box border shows up; too busy • wrote everything in paragraphs or essay format—not concise • too much or lack of color

Graphics/Pictures

4	3	2	1
• fit ad, creative, right amount	• creative but distracting	• don't fit or match; blah	• none or too many

Citing of Graphics/Pictures

4	3	2	1
• all graphics are cited • appropriately placed & sized	• most graphics are cited • most appropriately placed	• some graphics not cited • distracting placement & size	• citations seem made up • no citations = 0

Word Choice

4	3	2	1
• used at least 4 strong verbs • used at least 4 vivid nouns • used at least 2 vivid adj/adv	• used at least 3 strong verbs • used t least 3 vivid nouns • used 1 vivid adj/adv	• used 2 strong verbs • used 2 vivid nouns • used no vivid adj/adv	• used 1 strong verb (0=0) • used typical nouns, adj. & adv. • incorrect use of words

Caps ~ Spelling- Punctuation ~ Grammar ~ Wording ~ Usage

4	3	2	1
• 0-1 errors	• 2-3 errors	• 4-5 errors	• 6-7 errors; >=0