

# Posters/Advertisements

Name \_\_\_\_\_

Hour \_\_\_\_\_ Date \_\_\_\_\_

1. What is your initial reaction upon seeing this for the first time? Is it appealing? Informative? What emotions (if any) does it bring forth in you?

\_\_\_\_\_  
\_\_\_\_\_

2. Who created this? \_\_\_\_\_ When was it created? \_\_\_\_\_

3. List any objects depicted \_\_\_\_\_

4. List any persons portrayed \_\_\_\_\_

5. Describe any symbols or logos found \_\_\_\_\_

6. Explain the message(s) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

7. Who is the poster/advertisement's "target audience"?

\_\_\_\_\_

8. Does the layout and artwork of this poster or advertisement appeal to you?  yes  no  
Why? \_\_\_\_\_

\_\_\_\_\_

9. The creator is hoping you will take what action as a result of seeing this?

\_\_\_\_\_  
\_\_\_\_\_

## Activities:

1. Choose a topic, issue or product and create your own poster or advertisement to sell it. Who is your target audience? How will you appeal to them?
2. You work in an advertising agency and a major client is to soon meet with you. At this meeting you (or your team) are to lay out a whole national advertising campaign for their idea or object. Describe the object or idea you are to market for your client. What message(s) will you use to sell it? What types of media will you use?