

Poster/Print Ad Analysis

After viewing several print ads from the suggested sites, use this sheet to begin to analyze what make an ad effective.

1. Which website did you visit?

2. Describe the poster or print ad you are reviewing. Is there a specific product or issue being promoted?

3. What were the main colors used in the print ad? Why were these colors used?

4. What symbols (if any) were used in the ad?

5. If a symbol was used, is it

a. clear and easy to interpret?

b. memorable? _____

c. dramatic? _____

6. Are the messages in the poster mostly visual, verbal , or both?

7. Who do you think the intended audience is for this ad?

8. What is the audience expected to do after viewing the ad?

9. The most effective posters use symbols are unusual, simple and direct. With this in mind, is this an effective ad?

10. Is there any element you would change to make to ad more effective with its target audience? Describe.
