

Name: _____ Period: _____ Date: _____

Advertisements

Answer the following questions:

Who is in a creative team? What do they do? (1 point)

What are the different types of Ad? List 5 places that you see ads. (2 points)

What elements do ads consist of and what is the purpose of each element? (3 points)

What is the first step before you start creating an ad? (1 point):

What are your thoughts about Figure 11-14? Is it an effective ad? Why? (3 points)

Grade _____/10