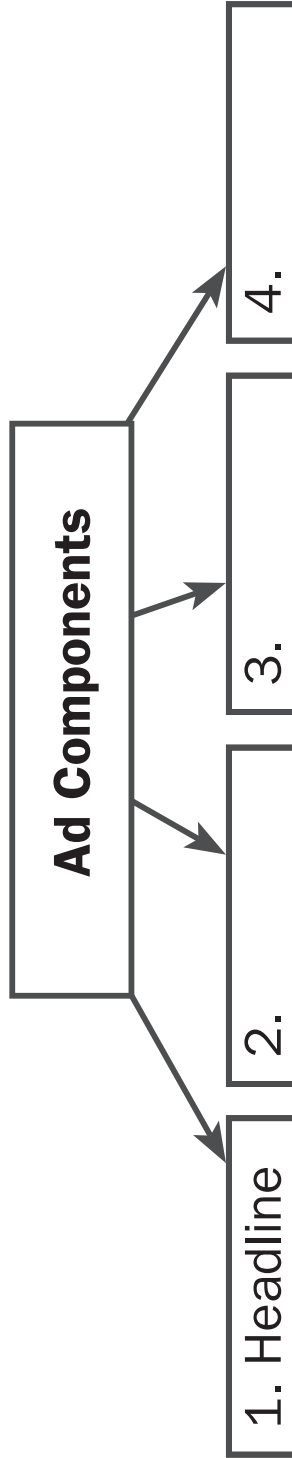


Graphic Organizer Section 20.1

ESSENTIAL ELEMENTS OF ADVERTISING

Graphic Organizer

Directions: Draw this chart to take notes about the components of a print ad.



Student

Date

Class

Teacher

Graphic Organizer Section 20.2

ADVERTISING LAYOUT

Graphic Organizer

Directions: Draw this chart to take notes on the principles of ad design.

Tips for Developing Effective Ad Layouts

1. Leave white (unused) space.

2.

3.

4.

5.