Unit 5 - Essential Elements of Print Advertisments

Content Area: **Business Education**
Course(s): **Marketing**
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Enduring Understandings

Samples

Successful advertising campaigns help to sell products and services. Marketers must know what the essential elements are and how they are used to develop effective advertisements.

Advertisements have only a few seconds to attract a target audience. Advertisers need to understand effective design principles when developing ad layouts to attract the attention of the desired audience.

Essential Questions

Samples

How can you create an affective advertising campaign?

How can you create focal point and eye movement in a print ad?

Content

Vocabulary:

Advertising campaign

Advertising agencies

Headline

Copy

Illustration

Clip art

Signature

Slogan

Ad layout

Advertising proof

Skills

Bloom's Taxonomy

Discuss how advertising campaigns are developed

Explain the role of an advertising agency

Identify the main components of print advertisements

Explain the principles of preparing an ad layout

List advantages and disadvantages of using color in advertising

Describe how typefaces and sizes add variety and emphasis to print advertisements

Resources

Standards

CRP.K-12.CRP2.1	Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive. They make connections between abstract concepts with real-world applications, and they make correct insights about when it is appropriate to apply the use of an academic skill in a workplace situation.
CRP.K-12.CRP5.1	Career-ready individuals understand the interrelated nature of their actions and regularly make decisions that positively impact and/or mitigate negative impact on other people, organization, and the environment. They are aware of and utilize new technologies,

	understandings, procedures, materials, and regulations affecting the nature of their work as it relates to the impact on the social condition, the environment and the profitability of the organization.
CRP.K-12.CRP6.1	Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices, and ideas from a variety of sources and seek to apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.
CRP.K-12.CRP7.1	Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies. They use reliable research process to search for new information. They evaluate the validity of sources when considering the use and adoption of external information or practices in their workplace situation.
PFL.9.1.12.G.1	Analyze risks and benefits in various financial situations.