Week 6 Assignment

This week you are to find an ad. You can look online or through any magazines you have. Once you have found your ad, you will do the following:

1. **List 5 words** that describe your ad. Think mood, colour, emotion...
2. Describe the major focus of your ad in at **least 4-5 sentences**

If there is a person – describe them in detail. How old are they? Are they male/female? What kind of clothes are they wearing and what do you think that says about the person? Why do you think this person was picked for the ad?

If the main focus of your ad is not a person – then please describe in detail what the main focus of the ad is and what it looks like. How much of the page does it take up? Why do you think there are no people in the ad?

1. What are the main colours in the ad? Why do you think these colours were chosen?
2. Is this an effective ad? Does it make you want to buy the product? Explain your answer in at **least 5 sentences**.
3. Who is the target audience for this ad? What age group? What gender? How do you know?
4. Does the ad realistically portray the product? Is it believable? Explain