



Is Your Ad Complete?

Did you choose an appeal?

Unique selling position, image, lifestyle or emotion?

What medium did you choose?

Online, guerilla, out-of-home or video?

How does your ad utilize design?

Does your ad effectively have one dominant feature and incorporate primitive features to create balance, proportion and unity?

Double check your copy.

Is it concise, coherent, and consistent? Do you have a slogan or title, an attention-grabbing headline, body copy, a kicker and a call-to-action?

Do you need a script, copy sheet or storyboard?

These are essential artifacts for the video medium.

Did you write your ad description essay?

Does your essay include how you used design, copywriting and the medium to create the ad appeal?

