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The good ... bad ... and ugly of Ad Design

What is the makeup of effective print advertising? – 2 hours

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Participant's profile:

- Entry level Print Media production people
- Print Media Sales people
- Print Media Management
- Students

Learning Objectives:

- Wouldn't it be nice to have a client that let's you use color, lots of white space and photos... when building an ad? But the reality is graphic designers, in community newspapers, are being asked to create magic by people who don't understand consumer behaviour and how an ad can ... and can not motivate people to read the ad.

Participant's Value Received:

- This session is Ad Design 101, which will demonstrate how to build an ad, the components of a good ad, creating white space when there is no space, the power of color, and how to make headlines and visuals sell.

Outline:

- The make up of an effective print ad
- How people read ads
- Samples of ugly ads
- Samples of bad ads
- Samples of good ads
- Top 20 WOW Design tips

