**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Per# \_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name of Ad \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Assignment: Ad Analysis**

You will choose THREE of the Advertisements posted on the class website and answer the following questions for EACH. Turn in one worksheet for each ad.

**Purpose**1. What is the name of the product being advertised? Describe the product.

2. What central claim does the ad make?

**Language and Graphics**3. When you first glance at the page, what do you see first?

4. Where does your eye go next?

5. What are the dominant colors on the page?

6. How does the use of color direct your attention?

7. What tone does color set for the page?

8. Is the style of writing formal, professional, academic, conversational, friendly, or casual?

**Audience**9. Describe the target audience

10. Why should they care about this product or service or subject? How is it relevant to them?

**Evidence**11. Which Ad Principle does the Ad focus on most?

12. Where could it improve?