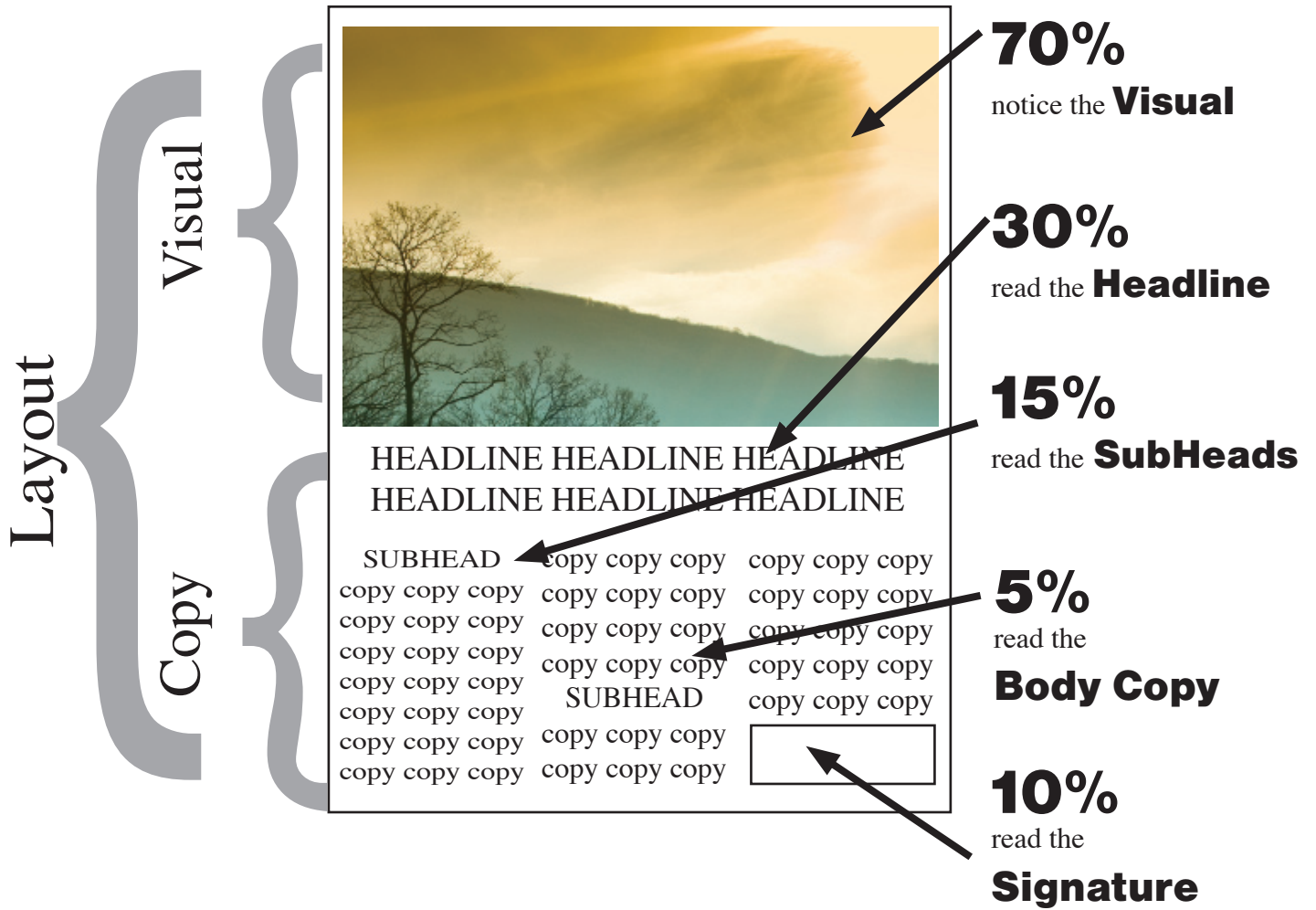


Ad Design in 3 Steps



1. Visual Attracts the Most Attention!

2. Copy Delivers Your Message—Make it Compelling!

3. Layout Makes it Interesting!

Ad Design in 3 Steps

1. Visual Attracts the Most Attention!

- Visuals draw attention and make your ad design more attractive. Research indicates that **70%** of people will only look at the visual in an ad, whereas only 30% will read the headline. So if you use a visual, then you're already talking to twice as many people as you otherwise might.
- Your customers relate to **realistic photographs** more easily than unrealistic ones Use photographs instead of illustration to create greater impact.

2. Copy Delivers Your Message—Make it Compelling!

These 4 Types of Copy help to make your pitch stronger by sending a complete message.

1. **Headline:** Should always be short, snappy and touchy to make your target customers laugh, curious or think. **Read by 30%**
2. **Subhead:** If you have lots of copy, break it up with interesting subheads; this will make your ad more inviting, organized, and easier to read. **Read by 15%**
3. **Signature:** This is where the name of your organization, along with the address and phone number is placed. **Read by 10%**
4. **Body Copy:** Must be clear, precise and honest, also remember to include compelling arguments and persuasive facts. **Read by 5%**

3. Layout Makes it Interesting!

5 Critical Must-Do's

1. **Simplify** large picture at the top, headline under or over the visual, body copy in two or three lines, logo and address in the bottom right-hand corner
2. **Focus:** Create a central focus where the eyes has a tendency to concentrate
3. **Hierarchy:** Make an Clear Path for the eye to follow: from upper left to lower right
4. **Use White Space:** leave white spaces or breathing room to add emphasis.
5. **Consistency:** Use similar graphic design and patterns through body copy

8 Layout Tips to Fine Tune Your Layout

1. **Proportion:** Create emphasis through proportion, important ideas or figures should be emphasized
2. **Use Balance:** create symmetrical and asymmetrical balance within a design
3. **Contrast:** use contrasting sizes, shapes, lines and figures to create tension
4. **Proximity** creates relation between objects by grouping in pattern
5. **Anchor** the corner and bottoms of ads so they're visually heavier. Ordering info gets placed here.
6. **Frame within a Frame** to draw attention: invoke the illusion of depth and enhance the importance
7. **Use Light to Dark** to create interest: use different shades of color to create illusion of light
8. **Use Variety** to spice up design