

Name(s) _____

DESKTOP PUBLISHING

ADVERTISEMENT QUESTIONS

With your partner, find an advertisement in one of the magazines on the table then write answers to the following questions. You will present your ad along with some of the answers to the class.

To help you analyze documents according to desktop publishing concepts, write short answers to the following questions:

1. Identify what you think is the author's intended purpose of the document.
2. Describe the intended audience.
3. How is focus achieved in this document? Is it used appropriately? Why or why not?
4. Is the design of this document symmetrical or asymmetrical? Explain.
5. Are all of the elements in proportion to each other and to their relative importance in the intended message? Explain.
6. Give two examples of how contrast was achieved in this document. Explain.
7. Evaluate the use of white space. Where was it used effectively? Ineffectively? Explain.
8. Evaluate the directional flow on the page. Are related items grouped together and positioned close to each other on the page? Where? Could some items be grouped differently? What type of alignment was used in this document? How could it be improved?
9. Give two examples of consistent elements found in this document.
10. Evaluate the use of color. Was it used for emphasis, to highlight important facts, to provide a

consistent element, to provide contrast, or just for decoration?