CONVENTIONS OF PRINT ADVERTISING
This is what is being advertised - coffee, mascara and baby food are all products, banking, insurance, gas supplies are all services. Some adverts promote an overall company (or brand) as opposed to a specific product made by that company. Fashion, sportswear and technology adverts are often like this.
BÖRJE chair
Birch, Gobo white.
$55/each

Happy Valentine’s Day.
IKEA
Brand

This is the ‘idea’ of the product and is often the same as the company who manufacture the product or provide the service.
The central or key picture that encourages us to look at the advert. This can be analysed by looking at its technical features (lighting, camera position, etc). These are called technical codes. Also you would explore its visual codes. This refers to the content of the picture (who or what is the picture of, their position, clothing, décor, etc).
This is the written explanation of the product on the advert.
Littering says a lot about you.
<table>
<thead>
<tr>
<th>Slogan</th>
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<tbody>
<tr>
<td>This is the catchy phrase about the brand or the product that is supposed to stick in our minds.</td>
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This is the small graphic used to represent the brand.
10 COMMON TECHNIQUES in Advertising
Color is powerful because it can influence our buying mood. Choosing the right color in your design and advertising projects plays a very important role in the success of your visual campaigns.
Repetition is used in advertising as a way to keep a brand or product in the forefront of consumers' minds. Repetition can build brand familiarity, but it can also lead to consumer fatigue. Consumers can become so tired of an ad that they tune it out or actively avoid the product.
Another powerful method is the Direct Gaze Induction Technique. This is the most tricky to employ since the main character in your visual media needs to have complete confidence in the brand message for it to be effective.
ASSOCIATION
Sparkling...
flavorful...
Dilettante
Another powerful principle is the age-old advertising concept of association. Whenever we see an image of people having a good time, we automatically associate their desirable state with the product they're using.
BODY LANGUAGE
These are nonverbal signals and cues used in advertising. Both advertisers and marketers use this technique in every aspect of product and brand promotion.
This particular technique refers to the arrangement or placement of visual elements in a particular work of art. Simply put, it has to do with the overall organization and the order of elements in a visual design project.
The Rule of Thirds is a basic compositional technique that is implemented by dividing an image vertically and horizontally using an imaginary grid, as seen below. According to this technique, important elements should be placed at the intersections of these horizontal and vertical lines.
VECTORS
This technique refers to the path that your eyes follow when looking at a certain visual ad. Composers or design organizers deliberately re-direct our reading paths through the use of vectors. For example, if all of the objects in an image are tall, long and upright, our eyes will follow these straight vectors to the top of the frame. Vector lines guide our eyes to the most important information in an advertisement.
Focal points are used to emphasize the most important part of a design. Focal points can be created by using contrasting colors or shapes and utilizing white space. A successful design is one that uses a strong focal point and directional lines to guide viewers' eyes to the most important element in the design.
Symbolism is used in advertising to represent a particular brand, company or one or more (often complex) ideas. By using symbolism, advertisers are able to link a deeper meaning or message to the selling power of a product.