

### Student Worksheet 3-Advertisement Analysis

Name: \_\_\_\_\_

Date: \_\_\_\_\_

What turnpike traits are shown in the ad?

Does the ad use:

Images? \_\_\_\_\_

Words? \_\_\_\_\_

Both? \_\_\_\_\_

If the ad shows an image, what is it?

How does this image add to the message?

What colors are used in the ad?

Why do you think the designer chose these colors?

Do you think this is an effective ad?

Why or why not?