**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class Period: \_\_\_\_\_**

**Graphics Engineering I /Advertisement Reflection**

*Find an advertisement in a magazine that really caught your attention. Someone was hired to create this ad. This person made choices regarding subject matter, color, layout, font, shapes, alignment…..* ***Look at your ad and reflect****. Respond to the questions below, analyzing the ad and discuss why the designer made certain choices.* ***You may respond on this sheet or type your answers. Remember to use complete sentences and provide thorough responses.***

* What are the prominent elements and principles of design? Describe where you see them.
* What made you choose this particular ad?
* What is successful about it?
* Would you change anything about it (colors, layout, slogan, etc)?
* Discuss the color choices made by the designer and why they relate to the product/company. (*For example, Dunkin Donuts uses rounded letters and pink and orange. The round letters relate to donuts and pink and orange are associated with cheap and sweet which very much relates to what DD sells!)*