Part 2

Creating an Advertisement

Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideas, or services.

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation.

Advertising, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest—it is much too powerful a tool to use solely for commercial purposes." Attributed to Howard Gossage by David Ogilvy.

Types of advertising

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts.

- **Digital advertising**
  Television advertising / Music in advertising, Radio advertising, Online advertising, Product placements.

- **Physical advertising**
  Press advertising(Newspaper, Magazine, Trade journals), Mobile billboard advertising, In-store advertising, Coffee cup advertising, Street advertising, Celebrity branding.

Advertisements are found in many places and in many forms. One of those forms is known as print advertising. One method of print advertising aims to attract people to products and services as they are reading or scanning publications. Such advertisements are found in newspapers, newsletters, and magazines.

Newspaper advertising is one of the most common ways to advertise in many countries. Often cheaper than broadcast advertising, newspaper advertising usually provides advantages of greater market share in many locations. Also, newspaper advertising does not depend on the target audience having a television or radio on at a certain time in order to receive the message of the advertisement.

Newspaper advertising comes in two major division: **Display** or **Classified**. Newspaper ads considered display ads are those that span multiple columns horizontally and often include graphics and borders. Classified newspaper advertising is in-column advertising that follows the natural flow of the column down the page vertically.

Classified advertising is usually the cheapest option for most people and appeals to those who are after a certain market. For example, those seeking to rent an apartment, find a job, or buy a pet typically may use classified ads to aid in their searching. Although not traditional to classified ads, many publications offer small graphics and borders with classified ads. Classified ads are usually found in a specific section.

Display ads are generally higher profile ads that take up, in many cases, significant portions of the page. Typically, display ads may take up an eighth, quarter, half or full page. Display ads may either be in color or black and white, with the color option costing more. Display ads can be found throughout the paper.

The costs for these newspaper ads are based on the amount of area they consume and are quoted in per sq.cm. or per column cm. Each column width of the publication might vary on basis of a broadsheet or a pullout. However in general stands at 4cm width.

A newspaper is comprised of 8 columns and each column width in general is 4cms.

1 Column

Advertise ment on front page

Let start preparing a small newspaper ad size of around 100cc. So the size will be 4columns width ie 16w x 25h cms (4x4-since each column size is 4cms width). The same 100cc ad can also be done taking 5column width x 20 cms.

The design of the adverisement should be clear and crisp ie it should not be cluttered with too many elements and text otherwise the target audience may avoid reading/seeing the advertisement. A simple headline, with a good visual/image, a supporting caption, with bodycopy and a logo for which the advertisement is designed - all these arranged with a good breathing space around them would produce a good advertisement.

Text is a basic element of many multimedia titles and in the print media. Wherever possible, this text should be kept to a minimum. Reading volumes of text is difficult and tiring. Moreover, it may be not be the best way to communicate an idea, concept, or even a fact.

The saying "A picture is worth a thousand words" is as true in multimedia and also on the printed page.
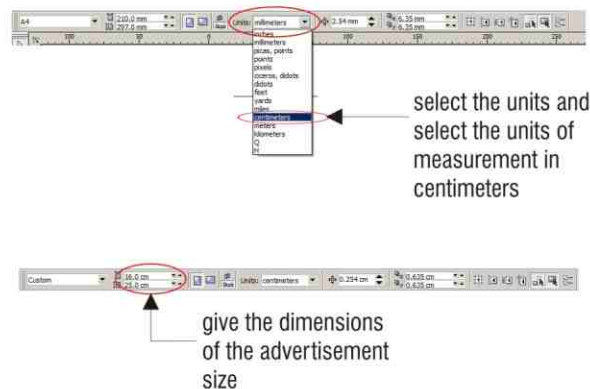
As a good practice its better to do some scribbles before you start the actual design. Because it gives you the clear picture on how and where to place the elements.
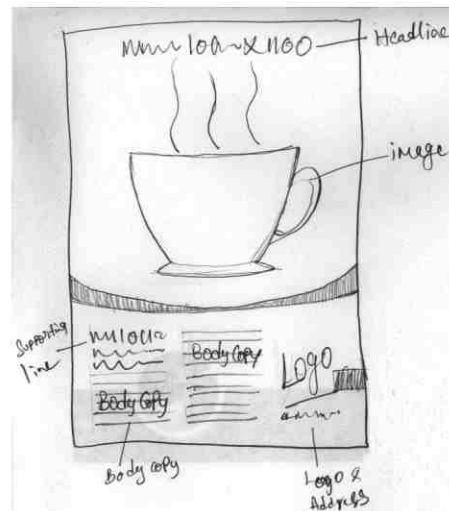
The figure shown beside is the rough scribble done on paper.
The elements arranged here are simple. A headline, an image, a supporting line, bodycopy and the logo.
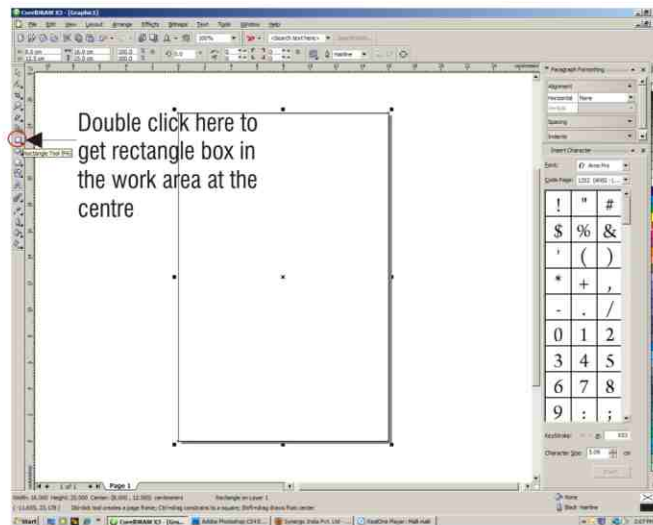
To begin with take a new document, change the units of measurement to centimetres and give the dimensions of 16 cms in width and 25 cms in height in the property bar.
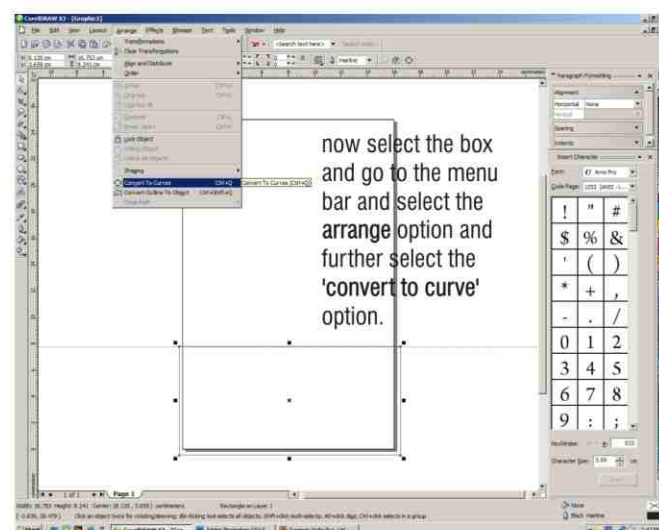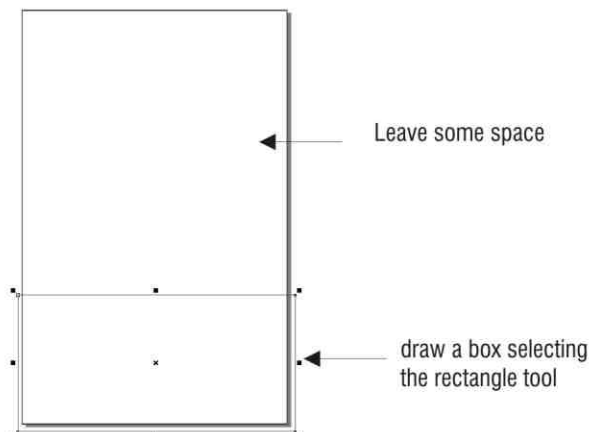

select the units and select the units of measurement in centimeters

give the dimensions of the advertisement size

Designing in
CorelDRAW

Double click here to
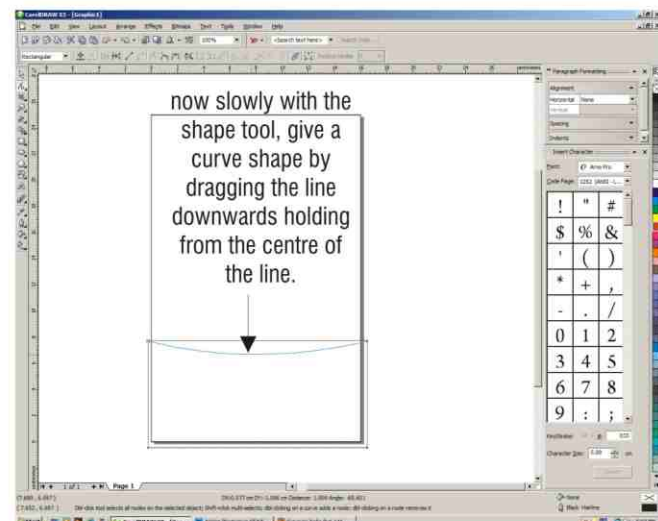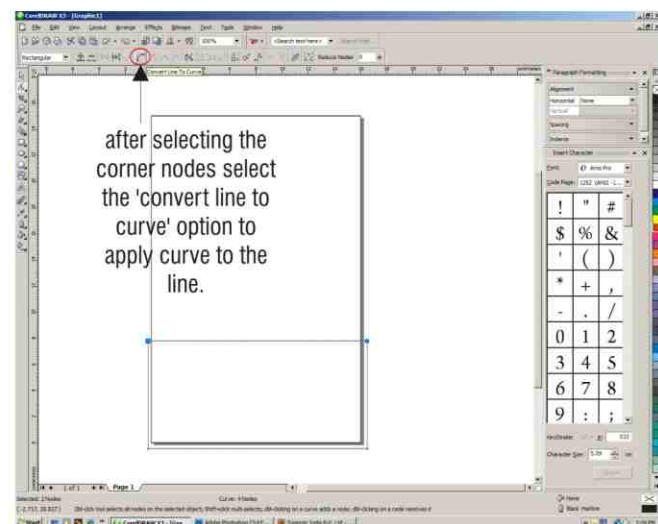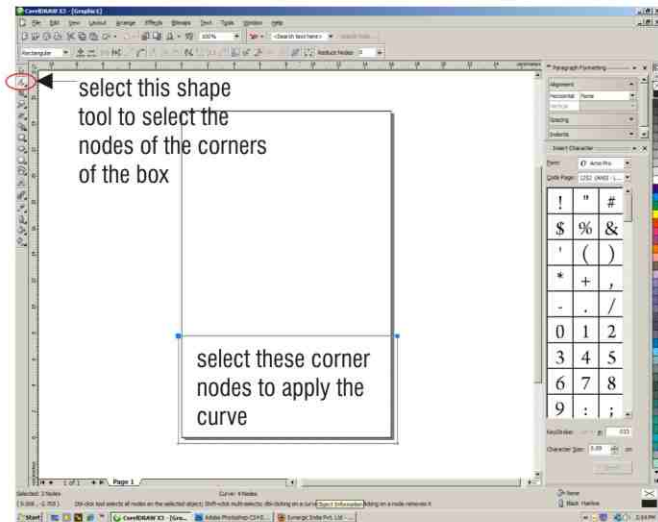get rectangle box in
the work area at the
centre

Now as shown in the scribble, draw a box leaving more than
half of the space from the top. Now curve the top edges of
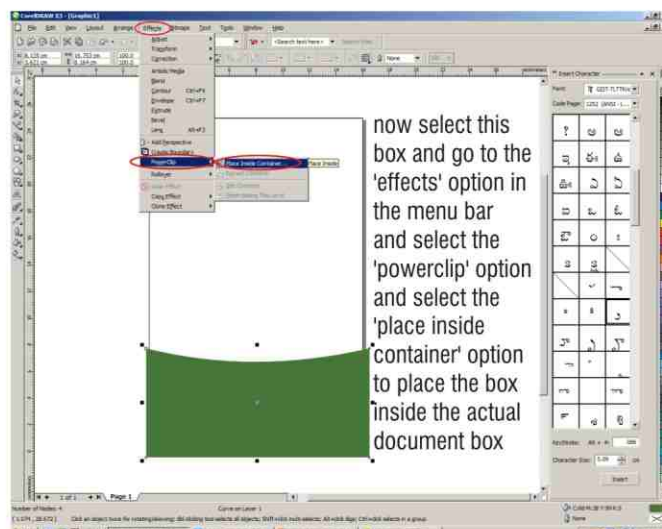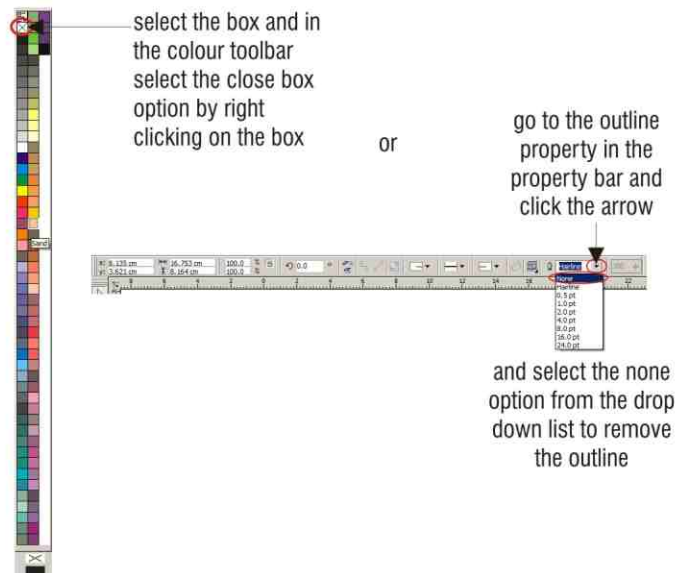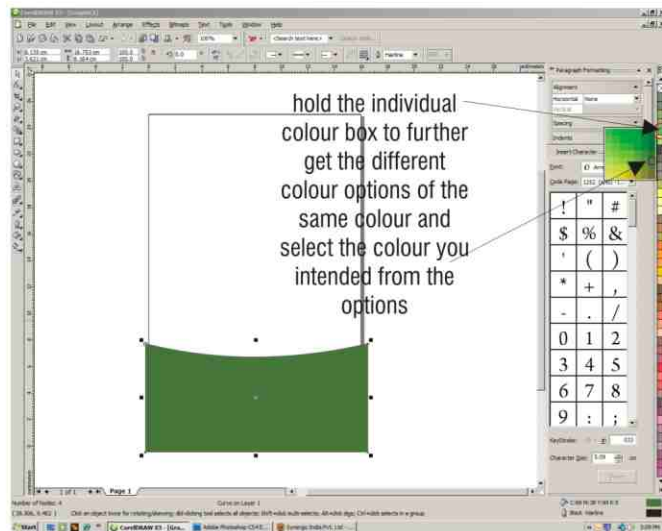that box to give a curve shape to the box as shown below:

Leave some space

draw a box selecting
the rectangle tool

now select the box
and go to the menu
bar and select the
arrange option and
further select the
'convert to curve'
option.

select this shape tool to select the nodes of the corners of the box

select these corner nodes to apply the curve

after selecting the corner nodes select the 'convert line to curve' option to apply curve to the line.

now slowly with the shape tool, give a curve shape by dragging the line downwards holding from the centre of the line.

hold the individual colour box to further get the different colour options of the same colour and select the colour you intended from the options

select the box and in the colour toolbar select the close box option by right clicking on the box

or

go to the outline property in the property bar and click the arrow

and select the none option from the drop down list to remove the outline

now select this box and go to the 'effects' option in the menu bar and select the 'powerclip' option and select the 'place inside container' option to place the box inside the actual document box

So if you notice the actual scribble there are actually 2 curves. Since one is completed you can duplicate this by clicking + key from the keyboard, adjust the curve little more and change the colour.
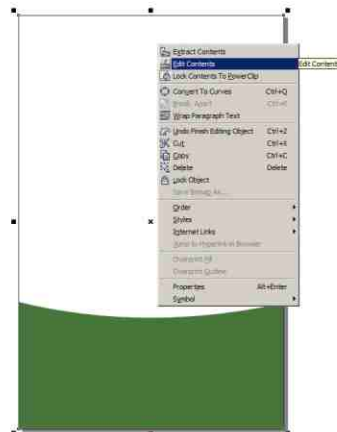
first select the document box and right click on the box and select the 'Edit contents' option to go inside the box and edit
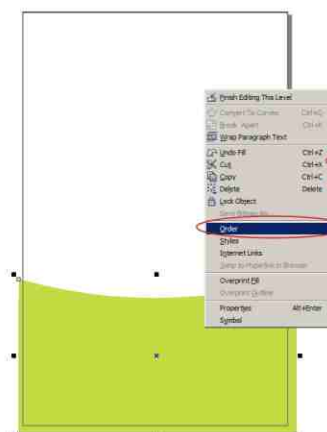
now select the box and click + key in the keyboard to get another box and just drag and make it enlarged vertically on top
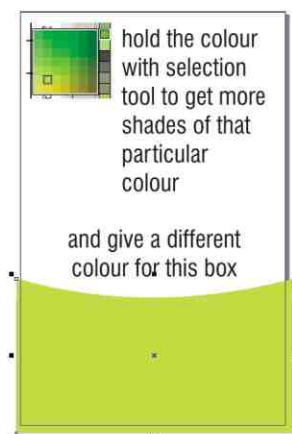
hold the colour with selection tool to get more shades of that particular colour
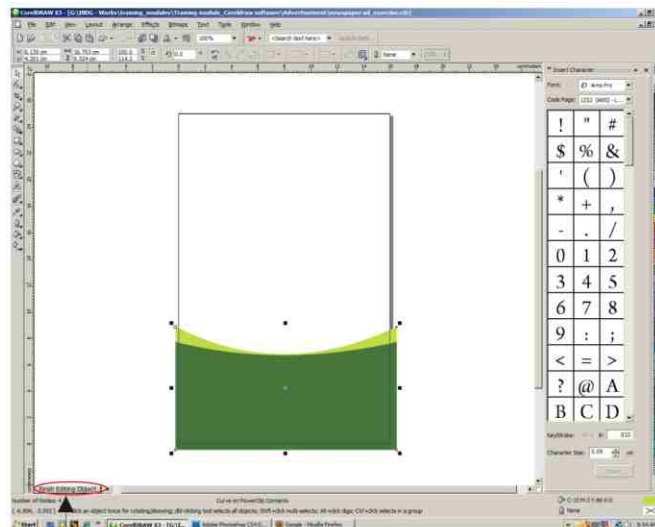
and give a different colour for this box

now select this box and right click on that and select 'Order' option from the dropdown list and again select the 'Back one' option or 'To back of layer' option to send it back to the box which is previously drawn
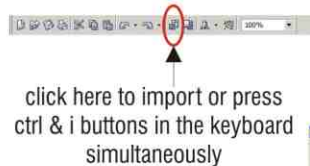
Once you finish editing inside the powerclip, click on 'Finish editing object' to come back again to the work area or holding the ctrl button in the keyboard click outside the work area to come back again to the work area.

Now import the image which is the main eye catching element in the design and place the supporting headline just above the image.

click here to import or press ctrl & i buttons in the keyboard simultaneously

click here and browse the folder where you had saved your files
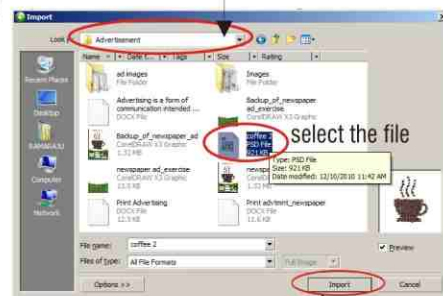
select the file

and click here to get the file

once you got the image on to the work area, select the image and scale it to the size you want and centre align to the box leaving some space to the left and right of the image and also on the top of image to place the headline.

hold shift key in the keyboard and selecting from any one corner of the image, scale it to the size you want
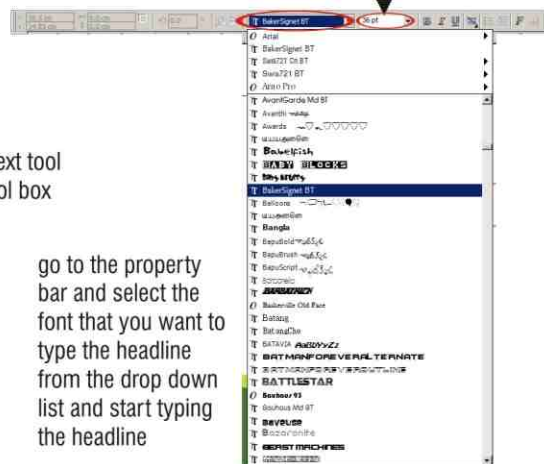
To centre align the image, select the image and also the work area box simultaneously and click 'c' button in the keyboard

give the font size here

Conventional upper and lower case text should be used for the presentation since reading is faster compared to all upper case text.

select the text tool from the tool box

go to the property bar and select the font that you want to type the headline from the drop down list and start typing the headline

Refresh your senses

after you have typed the headline, if you notice the text will be typed in black colour by default. so select the typed text and change the colour
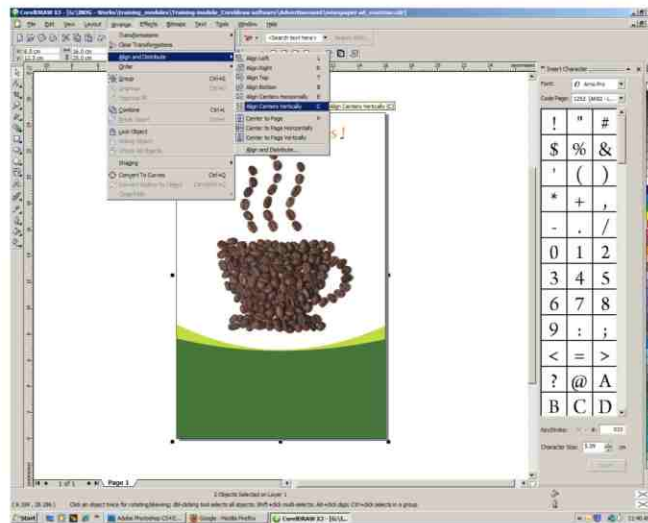
select the colour of your choice from the colour palette

And if the text is not centre aligned, to centre align the text, select the text and also the work area box simultaneously and click 'c' button in the keyboard to align it to centre or go to

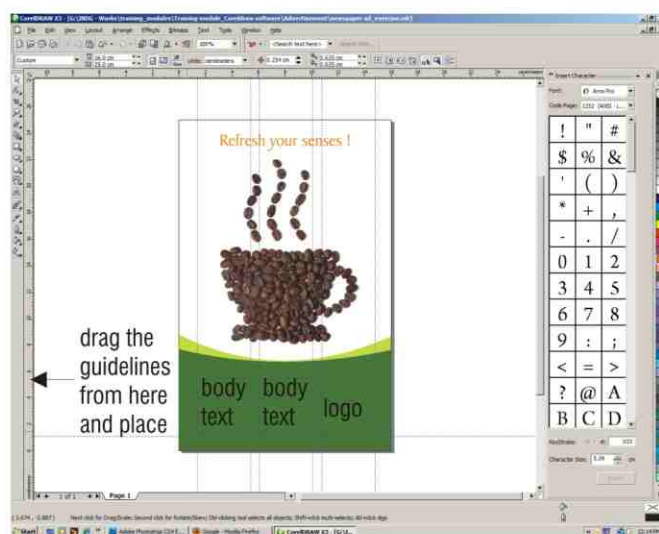'Arrange' option in the menu bar and select 'Align and Distribute' option and further select 'Align Centers vertically' option.
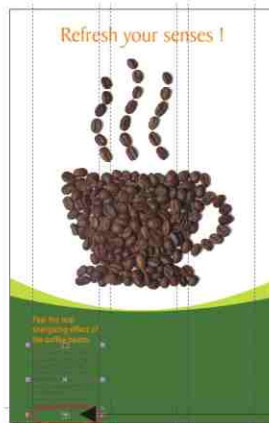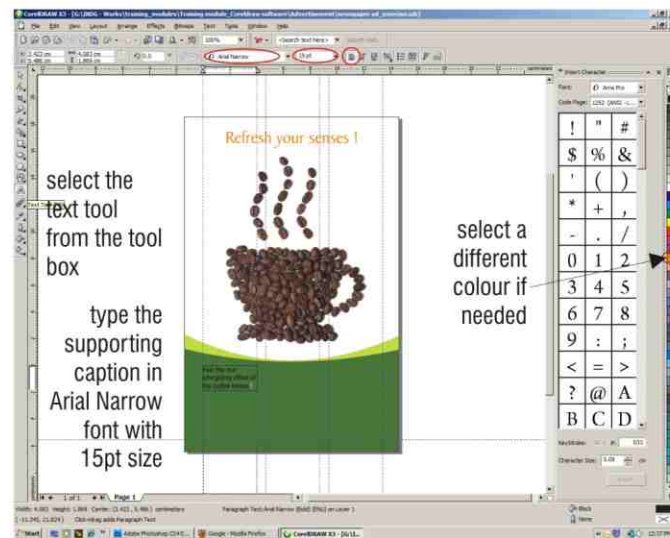
So till now the major part of the advertisement design is completed. Now left out is placing the supporting caption with body text/copy and logo with address if needed.

Now get the body text from the MsWord document if it is already typed or type the matter with a point size of 10. First divide the width into 3 columns leaving around 5mm of space between the columns and around 1cm of space from left and right and also from the bottom of the work area by putting some guidelines. Now place the supporting caption and body text in the first 2 columns and logo in the 3rd column.

select the text tool from the tool box

type the supporting caption in Arial Narrow font with 15pt size

select a different colour if needed

type the body text with a point size of 10 in Arial narrow font

if you observe the text box at the bottom there will be an arrow indicating that there is more text inside the box. so to appear that text or to place the continued text click on that arrow. once you click on the arrow the cursor will change to a different cursor icon in the shape of a text box with an arrow at the bottom right corner. once the cursor is changed drag & draw a new text box until the entire text is appeared.
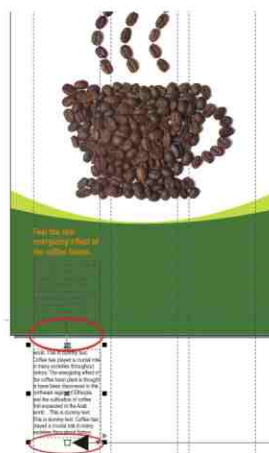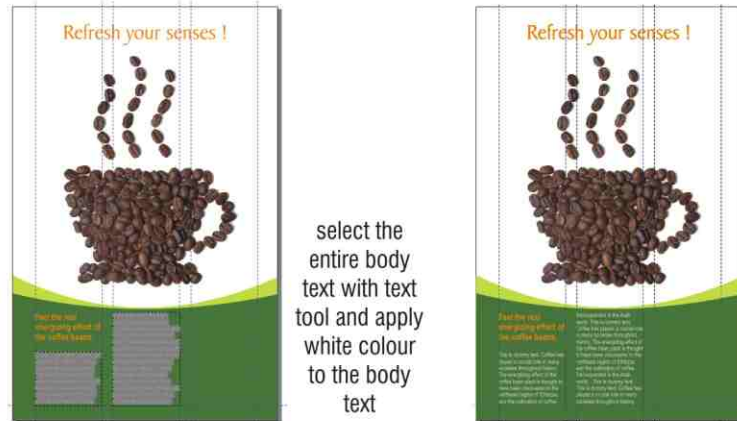

So now when you drag and draw the new text box the entire text will be visible. you can observe a chain like thing is attached to both the boxes and also if you see the bottom of the box the arrow is disappeared and now it indicates there is no more text extended.

And now you can place this text box in the second column vertically top aligning it to the supporting caption just above the body text in the first column.

Since by default the text got typed in black colour, if you want you can change it white colour as the background is in dark colour.

Refresh your senses !

Refresh your senses !

Feel the real energising effect of the coffee beans.

Feel the real energising effect of the coffee beans.

select the entire body text with text tool and apply white colour to the body text

click here and select Left alignment to give left align to the body text
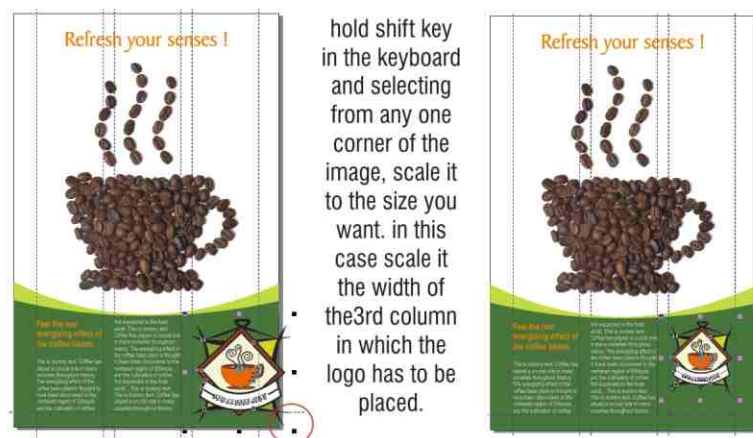
click here to import or go to file menu in the menu bar and select import option from the drop down list or press ctrl & i buttons in the keyboard simultaneously

click here and browse the folder where you had saved your files

select the file

and click here to get the file

Refresh your senses !

Refresh your senses !

hold shift key in the keyboard and selecting from any one corner of the image, scale it to the size you want. in this case scale it the width of the3rd column in which the logo has to be placed.
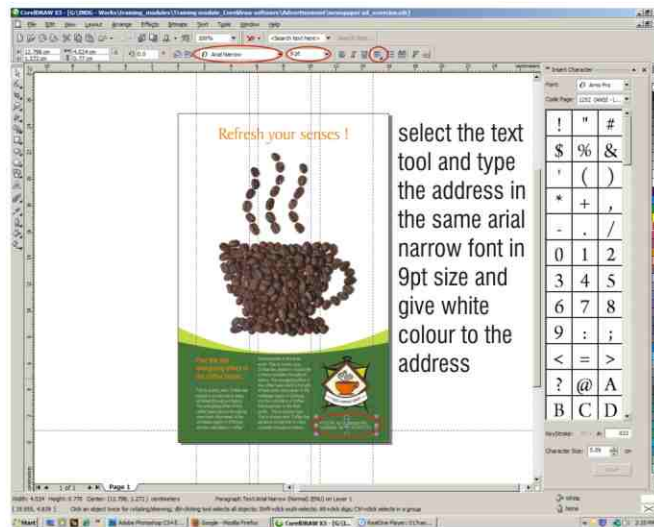
An finally place the address in the space left out at the bottom of the logo aligning it to the guideline as shown in the diagram.

So this is how an advertisement is prepared. If you look at the design its a very simple design with minimum elements. The major catching point will be the visual (coffee beans arranged as a cup of coffee) which temps the viewers attention. And a simple short headline which goes with the visual and a small copy supporting the headline. Remember always that whenever the body text has to be used the length of text lines should be less in order to achieve optimal reading speed.

For more clarity on the design watch the video of this exercise.