**Use this chart to help you plan your print ad. Complete this prior to creating your ad. Your ad should be visually appealing and persuasive.**

**My target audience is:**

Gender: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Age: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Interests: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Description** | **How this will help me reach my target audience?** |
| **Image** | Color |  |  |
| Framing & Angle |  |  |
| Details |  |  |
| **Text** | Headline |  |  |
| Slogan |  |  |
| Other Text |  |  |
| **Persuasive**  **Strategies** | Propaganda Technique |  |  |
| Propaganda Technique |  |  |
| Rhetorical/Persuasive Appeal |  |  |
| Rhetorical/Persuasive Appeal |  |  |