

Effective advertisement

Read the text on page 34 and select True or False

1. We can see advertisements everywhere TRUE / FALSE
2. Effective advertisements catch our attention. TRUE / FALSE
3. Bad advertisements are easy to remember. TRUE / FALSE
4. Ads just need colors and pictures. TRUE / FALSE
5. The text in a poster should be short and effective. TRUE / FALSE
6. The font, font size and font color aren't important. TRUE / FALSE
7. It's not important that people can read posters from a long distance.
TRUE / FALSE
8. It's important to organize text and pictures in the poster's space.
TRUE / FALSE

