

Content Connection | Art

15 Match the words with the definitions. Write the letters.

- | | |
|-----------------|------------------------------------|
| ___ 1 font | a pictures |
| ___ 2 images | b the style of the letters |
| ___ 3 design | c how the information is organized |
| ___ 4 layout | d the way the font and images look |
| ___ 5 effective | e successful |

16 Listen and read. What does a successful ad need to have?

Effective Advertisements

Advertisements tell people about a product and make people want to buy it. Think of an ad that you think is effective. What makes it good? Is it the picture or is it the text? Maybe you like the way the images and font look or how the information is organized? A successful ad has an interesting design, images, and fonts. These things add to the impact of the ad. If the layout is good, the message is more effective. And if the message is very effective, then it's a great ad!

A

Come to the Grade 6 talent show!
The music club is going to have a talent show next Saturday to raise money for new instruments.
Please come. It's going to be lots of fun!
The talent show starts at 5:30. Tickets are only \$5.00.

B

Come to the Grade 6 talent show

We're raising money for new instruments.

Saturday evening.

Show starts at 5:30.

It's going to be lots of fun!

Tickets are only \$5.00.



17 Look at the ads in 16. Which one is more effective? Read and check A or B.

- 1 The font is clear and easy to read.
- 2 The images tell me a lot about the talent show.
- 3 The layout is attractive.
- 4 The poster has an interesting design.
- 5 This poster makes me want to buy a ticket.
- 6 The information is clear and well organized.

A

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B

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