AVCE ICT Module 1
Document 2

Produce an A4 advertising leaflet for an event.

Contents

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Advertisement aspects that will be incorporated into my advertisement are:

1. Large pictured background
2. Bright bold text
3. Prices and charges etc
4. Other information such as contact numbers etc

Advertisement aspects that will not be included are:

1. White colourless backgrounds
2. Fancy, difficult to read fonts
3. Small text sizes

Advertisement draft copy:

Admission prices:
Adults: £5
Children: £3
OAP's: £2:50

THE GREAT FLOWER FESTIVAL OF LEEDS.

THIS YEAR WE HAVE FAMOUS GUESTS FROM THE GARDENING WORLD SUCH AS:
• Charlie Dimock
• Alan Tichmarsh
and:
• Mr Flower Fingers

THE GREAT FLOWER FESTIVAL OF LEEDS IS HELD ONCE EVERY YEAR IN THE BEAUTIFUL SURROUNDINGS OF ROUNDEY PARK IN LEEDS. THIS YEAR THE FESTIVAL HAS THE BIGGEST AND MOST BEAUTIFUL SELECTION OF PLANTS AND GARDEN DESIGNS.

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Final Advertisement

Advertisement construction

Construction

Due to research into other advertisements I produced a list of aspects which where to be included and those which where not to be included. Tacking these into account I searched the Microsoft word databases for suitable backgrounds and pictures. I soon realised that Microsoft word was inadequate of creating high quality posters or designs. This led me to design a poster in Microsoft publisher, which seemed more adequate for poster designs.

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Advertisement aspects included

Backgrounds

- Large pictured background - most of the advertisements I researched seemed to include a pictured background. This seemed a very effective presentational device as it made you look at the text while looking at the background. For this reason I incorporated this in my own advertisement. My chosen background seemed to be effective due to the fact it represented the scheme of the document. Also the background was not overpowering but did make an extensive change to the document.
- Text backgrounds – to enhance the readability of the text in the document I placed some of the important text on a dark blue background. This colour seemed a good choice as it blended with the background.

Text

- Bright bold text – this made another very good presentational devise as it made certain text easier to read and understand. This also enhanced the overall quality of the advertisement.
- Fancy fonts – although this point was a one I did not want to include I felt that the text looked rather boring. For this reason I included some fancy fonts and italics to the documents. These however where not over fancy and so therefore did not make the text difficult to read.

Charts - Prices and charges etc

- Prices and charges – these seem a necessity to include in a advert for an event as there are nearly always costs and expenses be these for the event itself or for parking. Unfortunately however there seemed no way to insert a chart in Microsoft publisher so I was force to type this text as normal text.

Other information

- Other information such as contact numbers – this point did not seem to be that important, the only purpose it served was to make the document look more realistic.

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Advertise aspects not included.

Backgrounds

- White colourless backgrounds – White backgrounds seem to give a very cheap low quality advert for this reason it was necessary to use a brightly coloured background.

Fonts

- Fancy, difficult to read fonts – Many of the adverts I looked at had very fancy fonts some of which spoilt the overall appearance of the advert.

Text sizes

- ***Small text sizes – some adverts had small text sizes which sometimes contained important information. I felt it necessary to eliminate small print where possible.***

Layout

The layout of the poster is very critical as it stops the cluttered look. My draft copy looked very cluttered and unprofessional. After a number of changes the final result look more professional.
1. Bullet points – these where used to emphasise important pieces of information such as star guests.
2. Borders – adding a border to the title made this piece of text stand out from the rest of the text. I felt this was important for this kind of document.
3. Shading – using shading effects I could emphasise pieces of text and/or photos, which gives a higher quality look.
4. Paragraph formatting – this did not seem necessary as there was only two paragraphs split into two columns.
5. Textual styles – different text styles where used to highlight certain points and words. The title especially was placed in a different font to help the text to stand out. The price list was placed in a bolder aggressive font to emphasise the prices.
6. Graphics – colourful clipart pictures where added to produce a more eye-catching document. The placing of these was critical and after many different pictures and layouts the final layout was produced. This consisted of two pictures at opposite corners to each other.